

## Part Four: Communicate With Stakeholders

Construct an email or slack message that is understandable to a product or business leader who isn't familiar with your day to day work. This part of the exercise should show off how you communicate and reason about data with others.

Hi [Insert Leader Name],

Please find attached, the insights regarding the sales data that you requested. Do you have 30 minutes tomorrow to discuss this in more detail?

While I was able to pull clear metrics around Brand, User, and Product data, it seems that there are still several data quality issues with our loaded receipt data. We found that 12% of overall loaded rows within our Receipt and Receipt\_Item tables have to be adjusted manually after initially loading them. I would like to discuss how we can potentially mitigate this at the source, upon collecting the information from the customer, to lower this percentage and make it easier to extract information in the future. Currently, the way we are adjusting the rows upon detecting data issues is leaving significant room for human error, and cutting into the time we spend on development as well.

We are also seeing some performance concerns that I wanted to bring to your attention - our business users have expressed that their data products always take noticeably longer to refresh Receipt\_Item and User data. We have proposed a few different solutions around this - with varying levels of development effort/impact on TTR, and we would like to discuss this with you to prioritize the most reasonable one.

Please let me know if you have any immediate follow up questions - otherwise, I look forward to discussing with you tomorrow!

Thanks,  
Divya