

PROJECT BRIEF

PROJECT NAME: Fetch Rewards Data Pipeline - Data Ingestion Insights & Integrity Review	
PROJECT MANAGER: SHRUTI GUPTA	PROJECT DATE: 2025-03-15

EXECUTIVE SUMMARY

- This report provides a summary of the data integrity and attribution audit conducted on receipts, brand assignments, item information, and user data. The analysis revealed several key data quality issues, including barcode mismatches, missing brand assignments, inconsistent pricing, and account discrepancies. To address these issues, it is recommended to implement stricter data validation processes, enhance cross-referencing with the product database, and establish clearer categorization standards for brands and items. These steps will improve data accuracy, streamline reporting, and ensure more reliable insights for decision-making.

INTRODUCTION

- As organizations increasingly adopt AI and machine learning to drive business decisions, the quality of underlying data becomes more crucial. Poor data quality can lead to biased models, inaccurate predictions, and misaligned strategies. This audit focuses on identifying key data issues, including inconsistencies in receipts, brand categorization, item records, and user data. By addressing these issues, the project aims to enhance data integrity, ensuring that AI systems operate on reliable data, ultimately improving decision-making processes and driving business growth.

OBJECTIVES	DESIGN APPROACH
<ol style="list-style-type: none">Data Accuracy: Ensure consistent and accurate data across all datasets, eliminating discrepancies in receipts, brand assignments, and item detailsImproved Attribution: Establish reliable methods for linking user activity and purchases to improve marketing attribution and brand effectiveness reportingAI Optimization: Enhance data quality feeding into AI models to improve the accuracy and reliability of predictions and business insights.Process Automation: Implement automated data validation and error-checking processes to streamline data handling and reduce manual intervention	<ol style="list-style-type: none">Optimize Data Layout: Standardize data formats for consistency across receipts, brands, items, and user data to streamline validationAutomate Validation: Implement tools to automatically detect and flag data mismatches and inconsistencies in real-timeSchedule Regular Audits/Alerts: Set up periodic data audits and deduplication processes to maintain ongoing accuracy.Build Actionable Dashboards: Create real-time SLO dashboards that highlight key data issues and provide actionable insights for immediate fixes

DETAILED ANALYSIS

- The "Modern Minimalist Living: Designing Compact Urban Apartments" project aims to create functional and stylish living spaces that meet the demands of urban residents. By focusing on space optimization, aesthetic appeal, sustainability, and smart technology, we can deliver apartments that enhance the quality of life for their occupants.