1. **Brand that saw the most dollars spent in the month of June**

Select brand\_name from brand\_dimension

Where brands\_ID=

(Select brand\_ID, sum(Total\_Final\_price) as total\_spent

From Fetch\_Receipt\_Fact

Where month(Purchase\_Date) = ‘June’

Group by brands\_ID

Order by total\_Spent Desc

Limit 1)

1. **User that spent the most money in the month of August**

Select Name from User\_dimension

Where User\_ID=

(Select User\_ID, sum(Total\_Final\_price) as total\_spent

From Fetch\_Receipt\_Fact

Where month(Purchase\_Date) = ‘August’

Group by brands\_ID

Order by total\_spent Desc

Limit 1)

**Insights**

Using Tableau, we understand that Facebook has the highest sign up source compared to other sign up sources. Hence running add campaigns focusing on Facebook for marketing campaigns is a good strategy

We understand that the most points are earned due Starbucks receipts and the states that has the most spendings is New York. The most conversion for items to points is through Walmart. Hence, focusing on factors where there is least attractions in points earned and money spent state wise and store wise, The company can focus on such states to increase participation to convert items to points Starbucks and Walmart.