

**Subject: Insights and Data Quality Overview**

Hi [Business Leader's Name],

I hope this message finds you well. I work as a data analyst at Fetch, I wanted to share some insights and observations about our data, along with potential data quality concerns. So, I aim to communicate the information in a clear and understandable manner.

During our data analysis, we identified several data quality issues in each data set - Users, Receipts, and Brands. For instance, we found some duplicate entries, non-unique user IDs, missing state values, and inconsistencies in the number of items purchased and the items listed on the receipts.

To address these data quality concerns, our team will take the necessary steps. We will clean and deduplicate the data to eliminate any duplicate rows and ensure the user IDs are unique. Additionally, we will fill in the missing state values to ensure our geographic analysis is accurate.

For the Receipts data set, we will investigate the discrepancies in the item counts and the items listed on the receipts to ensure our analysis is reliable and representative.

In the Brands data set, could you please help us to better understand the brand codes and bar codes values.

To optimize the data assets we are creating, it would be immensely helpful to gain insights into your specific objectives and desired outcomes from the data analysis. By understanding your goals, we can focus on the most relevant aspects and deliver actionable insights that align with our business objectives.

As we prepare to deploy our data assets in a production environment, we anticipate potential performance and scaling concerns. To address these issues, our team will proactively monitor the system's performance, optimize queries, and leverage distributed computing technologies if needed. We aim to ensure smooth and efficient data processing to support our decision-making processes.

Please let us know if you have any questions or concerns. We would be happy to assist you.

Thank you for your time and consideration.

Best regards,

Jashwanth

