Hi Rachel,

My name is Jason Boggus from Tina’s analytics team. Tina and I discussed your questions, and I took a little time to dive in; I had time to get to 5 of your 6. I’ve attempted to summarize my findings below but OF COURSE feel free to reach out for any clarifications. I’m also available on Slack or could jump on a call.

***As a callout, my analysis is based on the sample of 50K records from our transactions that you and Tina discussed and the sample of 100k users. For any follow-up analysis, I recommend that we analyze a larger time frame (at least a year would be good to control for seasonality) and all consumers since a tiny percentage of the 100k sample were found on the transaction sample.***

***QUESTON 1 What are the top 5 brands by receipts scanned among users 21 and over?*** Since this question is reliant on birthdate from the anonymized user table, we have a limited set of transactions to analyze. However, for users we feel confident are 21+ the following table summarizes the top brands with respect to receipts.

|  |  |  |
| --- | --- | --- |
| **brand** | **receipts** | **users** |
| DOVE | 3 | 3 |
| NERDS CANDY | 3 | 1 |
| COCA-COLA | 2 | 2 |
| DEANS DAIRY | 2 | 2 |
| GREAT VALUE | 2 | 2 |
| HERSHEY'S | 2 | 2 |
| MEIJER | 2 | 2 |
| SOUR PATCH KIDS | 2 | 2 |
| TRIDENT | 2 | 1 |

Due to the small sample ties are prevalent, so I’ve listed more than 5 brands (all brands with 2+ receipts.)

***QUESTION 2 What are the top 5 brands by sales among users that have had their account for at least six months?*** Like Q1, this one is reliant on create date from the user table. The following table summarizes the top 5 brands with respect to sales for user profiles created at least 6 months before their transaction.

|  |  |  |
| --- | --- | --- |
| **brand** | **final\_sale** | **users** |
| CVS | $72.00 | 1 |
| DOVE | $30.91 | 3 |
| TRIDENT | $23.36 | 1 |
| COORS LIGHT | $17.48 | 1 |
| TRESEMMÉ | $14.58 | 1 |

***QUESTION 3 What is the percentage of sales in the Health & Wellness category by generation?*** Like Q1, this one is reliant on birthdate, because I interpreted “generation” as age buckets, so that’s how I have summarized the following table.

|  |  |  |  |
| --- | --- | --- | --- |
| **generation** | **final\_sale** | **users** | **pct\_final\_sale** |
| e 60-70 | $80.97 | 2 | 51% |
| c 40-50 | $34.23 | 4 | 21% |
| d 50-60 | $21.01 | 6 | 13% |
| b 30-40 | $20.21 | 3 | 13% |
| f 70-80 | $3.12 | 2 | 2% |

As a reminder, this a very small sample, but most sales (85%) of Health and Wellness products are to consumers between 40 and 70, with more than half being from consumers 60 to 70.

***QUESTION 4 Who are Fetch’s power users?*** Of the 91 users we were able to locate on the transaction sample, I’ve identified 18 that I think ought to be considered power users. Though being about 20% of users, they make up 50% of sales.

|  |  |  |  |
| --- | --- | --- | --- |
| **user\_id** | **receipts** | **final\_sale** | **pct\_final\_sale** |
| 643059f0838dd2651fb27f50 | 2 | $75.99 | 12.5% |
| 62ffec490d9dbaff18c0a999 | 3 | $26.14 | 4.3% |
| 5f4c9055e81e6f162e3f6fa8 | 1 | $18.98 | 3.1% |
| 5d191765c8b1ba28e74e8463 | 1 | $17.48 | 2.9% |
| 61a58ac49c135b462ccddd1c | 3 | $14.99 | 2.5% |
| 5fc12a8a16770448f92e56b8 | 2 | $14.67 | 2.4% |
| 5fd4fb485f410d44bae3a776 | 1 | $14.58 | 2.4% |
| 632fc9dc0c625b72ae991f83 | 2 | $14.27 | 2.4% |
| 6351760a3a4a3534d9393ecd | 2 | $13.87 | 2.3% |
| 64dd9170516348066e7c4006 | 2 | $13.26 | 2.2% |
| 646bdaa67a342372c857b958 | 2 | $13.25 | 2.2% |
| 5c366bf06d9819129dfa1118 | 3 | $12.20 | 2.0% |
| 5f9414c65896841696c17359 | 1 | $11.97 | 2.0% |
| 62c09104baa38d1a1f6c260e | 3 | $11.30 | 1.9% |
| 5f6518d1bf3f5a43fdd0c9a5 | 2 | $11.22 | 1.9% |
| 63c2d13139c79dcbdd563f61 | 2 | $11.04 | 1.8% |
| 610a8541ca1fab5b417b5d33 | 3 | $10.97 | 1.8% |
| 62d86d9a1d76344f1a3602d9 | 2 | $10.85 | 1.8% |
| Other Consumers | 88 | $288.89 | 47.7% |

***QUESTION 5 Which is the leading brand in the Dips & Salsa category?*** When I look only at the transactions for Fetch users (top table,) I learn that Dean’s Dairy Dips is the top brand in this category, however followed closely by Marzetti – one last reminder that this is based on a small sample.

I thought you might find it interesting how this ranking compared to the top brands regardless of if the consumer is a Fetch user. The second table shows that Tostitos is the overwhelming favorite. Dean’s Dairy Dips ranks 8th in terms of final sales amount.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
| **brand** | **receipts** | **final\_sale** | **receipts2** | **final\_sale2** | **pct\_final\_sale** | **pct\_final\_sale2** |
| DEANS DAIRY | 20 | 48.62 | 2 | 6.23 | 4% | 37% |
| MARZETTI | 11 | 51.14 | 1 | 5.99 | 4% | 35% |
| MARKETSIDE | 16 | 65.22 | 1 | 2.87 | 5% | 17% |
|  |  |  |  |  |  |  |
| **brand** | **receipts** | **final\_sale** | **receipts2** | **final\_sale2** | **pct\_final\_sale** | **pct\_final\_sale2** |
| TOSTITOS | 36 | 181.3 | 0 | 0 | 14% | 0% |
| GOOD FOODS | 9 | 94.91 | 0 | 0 | 7% | 0% |
| PACE | 24 | 85.75 | 0 | 0 | 7% | 0% |
| FRITOS | 19 | 67.16 | 0 | 0 | 5% | 0% |
| MARKETSIDE | 16 | 65.22 | 1 | 2.87 | 5% | 17% |
| HELUVA GOOD! | 15 | 53.98 | 0 | 0 | 4% | 0% |
| MARZETTI | 11 | 51.14 | 1 | 5.99 | 4% | 35% |
| DEANS DAIRY | 20 | 48.62 | 2 | 6.23 | 4% | 37% |
|  |  |  |  |  |  |  |

As mentioned for a further analysis I’d like to get my hands on more transactions so we can make stronger inferences about trends we are seeing. Also, I want to get some questions answered about the transactions. For instance, the quantity field isn’t always an integer, so I’m not 100% sure how to utilize the field. One other thing I want to be sure of is that we are looking at the full Fetch User file. Of the nearly 18000 users on the transaction sample, we only identified 91 on our file. Perhaps that percentage seems right to you based on your knowledge, but it seems small and leads me to believe maybe we have more consumers or perhaps the IDs do not map the way we hope that do.

To reiterate I’m happy to talk through these findings and eager to dig deeper if necessary.

Jason