Subject: Data Model Review and Insights

Hi Stakeholders,

I have reviewed the provided unstructured JSON data and developed a new structured relational data model to enhance data management and analytics capabilities. The new model includes Users, Brands, and Receipts tables with appropriate relationships.

I have also written SQL queries to answer the following business questions:

1. Average Spend from Receipts with 'Accepted' or 'Rejected' Status

2.  total number of items purchased from receipts with 'rewardsReceiptStatus’ of ‘Accepted’ or ‘Rejected’

Additionally, I performed a data quality assessment and identified some issues:

1. Duplicate user IDs in the users data.

2. Missing fields in some brand records.

3. Inconsistencies in receipts data, such as missing user or brand IDs.

To address these issues, we need to:

1. Remove or merge duplicate user records.

2. Ensure all brand records have the required fields.

3. Validate and clean the receipts data.

Please let me know if you have any questions or need further details.

Best regards,

Jesse nwimo