

Hi [business_or_product_leader]!

I wanted to follow up with some insights into a couple of questions you had surrounding brand spend and transactions. I created a diagram displaying the relationship between the user, receipt, and brand data given ([link here](#)) to help me solve for the following questions:

- Which brand has the **most spend** among users who were created **within the past 6 months**?
 - [BrandA] has the most with \$\$\$\$
- Which brand has the **most transactions** among users who were created within the **past 6 months**?
 - [BrandX] has the most with #####

Analysis Background: I found these results by targeting organic app users and authenticated receipts. I added together the spending price by brand name and counted each time a brand was purchased on these receipts.

While the initial analysis is a good starting point, we should also consider additional details like the effects of data quality on analysis, filling gaps in data, and actionable solutions to improve data quality.

- **Receipt Item List Data QA:** I identified instances where brands were not linked to the SPDs we captured because we didn't have brand information on the scanned SPDs. Since we didn't make any assignments, we don't know if there are other brands that might rank higher, since we lack a complete view of them.

To mitigate issues that may impact analysis, we need to establish a process for improving brand-to-SPD assignments. This will enable us to gain key insights into brand market share and user conversion, regardless of partner status.

- **User Data QA:** While investigating, I found user data that was missing from some profiles, like state they reside in. I found this by searching for empty values in the user's listed state to confirm we had a full dataset to work with.

If we wanted to segment user data by various demographics, any form of missing or incomplete data will likely skew our findings. Is it possible that missing user information is due to an update in our data collection process during account creation? If state data was not collected during the same period as the last 6 months of data we pulled, I could exclude any incomplete data.

If you're interested in investigating any additional questions like how other brands rank, I can visualize that using Grafana. Just let me know how often you'd like the dashboard refreshed (daily, weekly, monthly).

Please let me know if you have any additional questions or if there are other metrics you'd like to dig into!

Best,
Jordan