

Lee, Jennifer

Subject: Data Findings

Team,

I've completed my initial analysis on the new data curation project. Below are a couple of my key findings I'd like to tackle first and some additional questions.

Within this data, there are 3 core areas:

- Users – lists users and information on whether they are active, when they created their account or last logged in
- Brands – lists item barcodes along with the respective brand and category
- Receipts – displays itemized receipt data that includes information like user, item barcodes, pricing, rewards, status, and various dates

Ideally, we should be able to integrate the 3 pieces together seamlessly, but I found when trying to stitch this together, the data was incomplete.

For example, in the receipts data, I have the detailed receipt information that user XYZ uploaded. When trying to find user XYZ in the users data, they cannot be found, indicating an incomplete list in the users data.

The same issue arose within the brands data, with many item barcodes from the receipt data not showing up in the brands data.

My questions are as follows:

1. Where is all this data coming from and what is the current process?
2. Did you provide all data to me, or was a small sample pulled from each area?
3. How and how often are USERS and BRANDS being updated?
4. Where can I go to get the master list of users?
5. Do we have an existing master list of barcodes/brands, and if not are you aware of any resources I can utilize to build out a complete list?
6. Who can I get with to understand the backend process from when a customer scans their receipt to when the data gets compiled?
7. Why do some barcodes from the receipt data not populate or populate incorrectly?

Overall, I think a better understanding of the process and where each piece is coming from is needed in order to optimize this data. Once I get clarification, I should be able to create a plan to move forward and provide a more robust solution.

Happy to set up time to discuss, if necessary.

Thanks,
Jen