Email to Stakeholder

Subject: Fetch Rewards Project – Update on Data

Hello [Nameofstakeholder],

I hope this email finds you well. I understand you are concerned results and I would be glad to provide as much information about the project status as I can.

I have a couple of questions for you regarding the data:

* What is the ultimate goal or business problem we want our data to answer?
* What standard KPIs shall we use to make profitable decisions to help company thrive?

While answering requests made by you, I discovered the data has poor quality that might provide misleading information. Data has lot of missing values, inaccurate information. When I was finding the top 5 brands for the recent month, I figured that the data is not telling anything about 50% of the brands whether it should be featured as ‘top brand’. Is there any alternate data source? If, it will be really useful for me to resolve the data quality issues.

We have insufficient user data as compared to the receipts scanned and purchases made in the application. So, to get the actionable insights, I need more information on users and also geographical data on users, since many decisions are driven by geographic data. I also need accurate information on category name and category code that are used to classify the products.

I plan to send out a full report soon. This report will include the finalized timeline and share the latest findings, including any new insights we have found.

I understand you are waiting on our report, and I want to make sure that we can get you the information you need. If you would like to meet before the next report, please let me know what time would work best for you.

Thank you,  
Kalpita