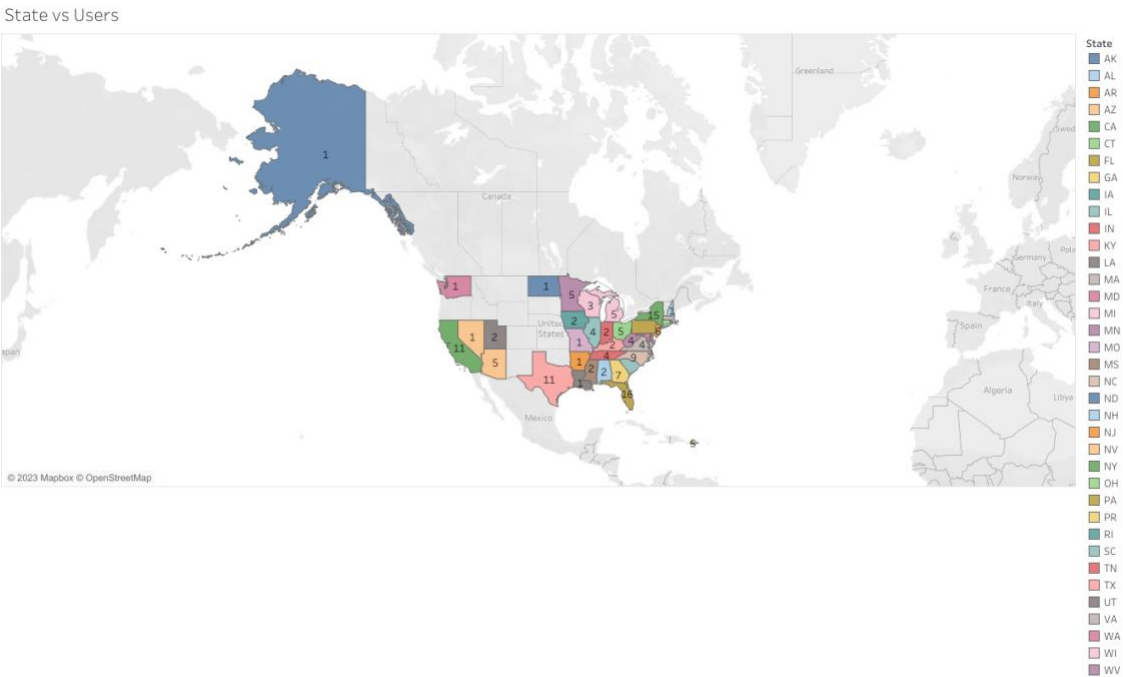
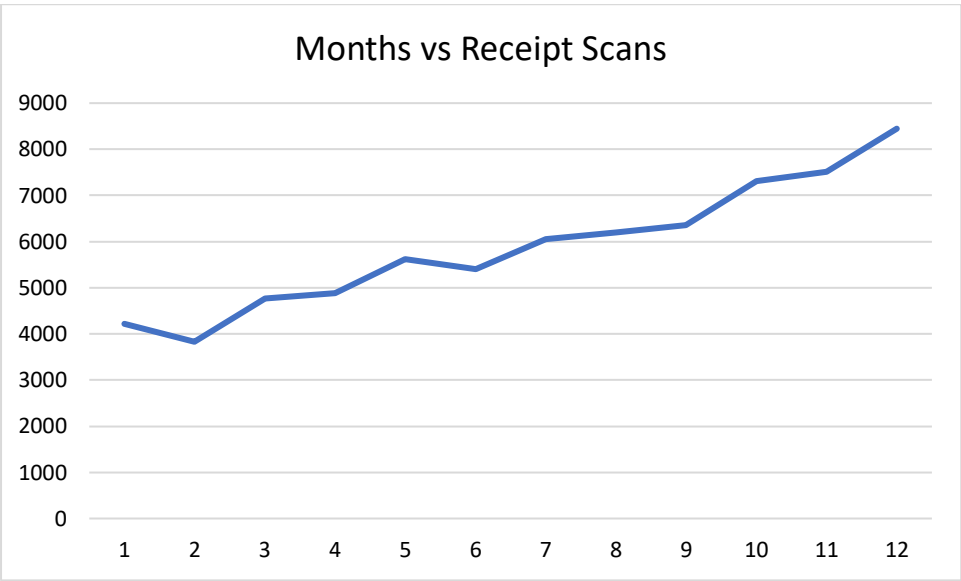


The below graph shows the number of user per state. With this graph, we can depict that Florida has the maximum number of Fetch users. To expand user reach and revenue, the corporation can invest more in advertising in states with fewer users. If there had been more information regarding the user count, the graphic would have had a stronger impact.



The volume of submitted receipts increases from August to December, reaching a peak in that month. The Christmas season in December may be responsible for this. For the duration of the Christmas season, the business can run tempting deals to increase sales because doing so would encourage consumers to upload more receipts.



In terms of the data quality, we see that the barcode column has missing values in the 'receipt_items' table. This could lead to an ambiguity in terms of deducing any results associated with the 'brands' table. To understand if there is a particular brand that is performing well we need to be certain about the brand of each item.