

**B. Prompt: Analyze this data to diagnose the source of the data misalignment and issue a correspondence to the communicate this out to relevant parties (so who are the internal or external parties? what do you tell them?).**

The TL server and the third party trackers don't receive the same requests.

- The records weren't rendered properly on the server side
- The client side didn't record all the requests

The source of the data misalignment is that TL has record of [politicalwire.com](https://politicalwire.com) but the client data is missing that. I used Excel to find the problem. I compared the TL log dataset vs the client log dataset and found out there are 442 records different between them which is 4.45%. That leads me to the url because it has a high chance when user click the url.

- The internal parties: Thomas - client services. What I tell him: "We looked into the issue and we found out that the [politicalwire.com](https://politicalwire.com) wasn't tracked correctly. We will work on it and fix it asap."
- The external parties: Politicalwire. What I tell them: "Our client services got a complaint that our record was wrong and we found the issue and it was from [politicalwire.com](https://politicalwire.com) was not rendered properly. Please look into your ad if it is still working and being tracked by our system."

**C. Prompt: Run simulations using this forced mechanism and exploring pixel drops to confirm your suspicions from part 1. Provide a clear recommendation to the relevant stakeholders / parties.**

Test on [https://politicalwire.com/?tripleliftTest=true&tl\\_tactic\\_id=343664](https://politicalwire.com/?tripleliftTest=true&tl_tactic_id=343664) and the ad is not showed. In console, the url returned error.

It looks like there is a problem with the js tag on [politicalwire.com](https://politicalwire.com). The client services need to get a response from [politicalwire.com](https://politicalwire.com) to make sure the ad doesn't have problem running on their domain. If it's not from politicalwire, the engineer team should work on the server side and test the server if it render the right pixel drops.