

Hi Stakeholder,

While working on the questions you shared, I noticed some data issues that could reduce our ability to answer the questions accurately. I'd like to gain a better understanding of the source of the data to ensure we take whatever steps are needed to be confident in the numbers going forward.

The biggest issue I see is a missing link between receipt items and the brands associated with them. Many receipt line items are missing brand information, and when brand details are present, they aren't always linked to our existing brand data. This makes it difficult to analyze brand performance and creates doubt about how completely or accurately we'll be able to build new metrics going forward.

Could you help me understand more about how the datasets were created? Specifically, I'd like to see if any other data might be linked to the receipts, their line items, or the brands. It would also be insightful to gain from your knowledge of the business context, in case it could help us find a reliable link between the datasets in their current state.

Please let me know if there is any additional data that might help us augment the existing receipt data. I'd be happy to set up a call to walk you through what I'm seeing and explore our options.

Thank you for your help,
Michael