STAKEHOLDER COMMUNICATION

Hi Everyone!

Hope you are doing well in these uncertain times.

Recently, I was working on the Fetch Rewards data provided by the HR. Three main files were shared, 'receipts', 'brands' and 'users' respectively. The main goal behind this analysis was to explore the data, understand it and report any possible issues if present.

The first step was to convert the unstructured json zipped files of data into structured one to increase the readability of the same. This was achieved using python. After converting this to a readable format, three things were checked.

1. Missing Values
2. Duplicate Data
3. Time Continuity of Data

Below were things that made me ponder a bit about the data.

1. Apart from the '_id' column most of the columns in all the 3 tables had missing data. I wanted to deep dive and understand what could be the possible reason for the same.
2. The 'users' table had almost 283 duplicate values (>50% of the total data) which has caused data redundancy. Since this % is really high, understanding the cause of data duplication would be needed.
3. The receipts table does not have data for the month of Dec 2020, while the rest of the data for Q4-2020 & Q1-2021 is present.
4. At the same time the users table does not have data for multiple time periods like the year 2018,2019 and some other months in the duration of the year 2014 to 2021.
   There is no consistency in the user data. Attaching a snippet of the available data and the time

year	month	
2014	12	20
2015	4	1
2017	7	1
	9	18
	12	8
2020	1	1
	7	1
	11	24
	12	20
2021	1	355
	2	46

   range.
5. Another observation I had was 'brandcode' was alphanumeric. From my personal experience, I felt that since, analysis requires us to join multiple datasets, it is better to have the codes in numeric format to avoid the errors that come into picture while joining alphabetical keys.

I would love to catch-up with you sometime over next week when your schedule is a bit free to brainstorm over the same. Please let me know any suitable time.

Thanks & Regards,

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