

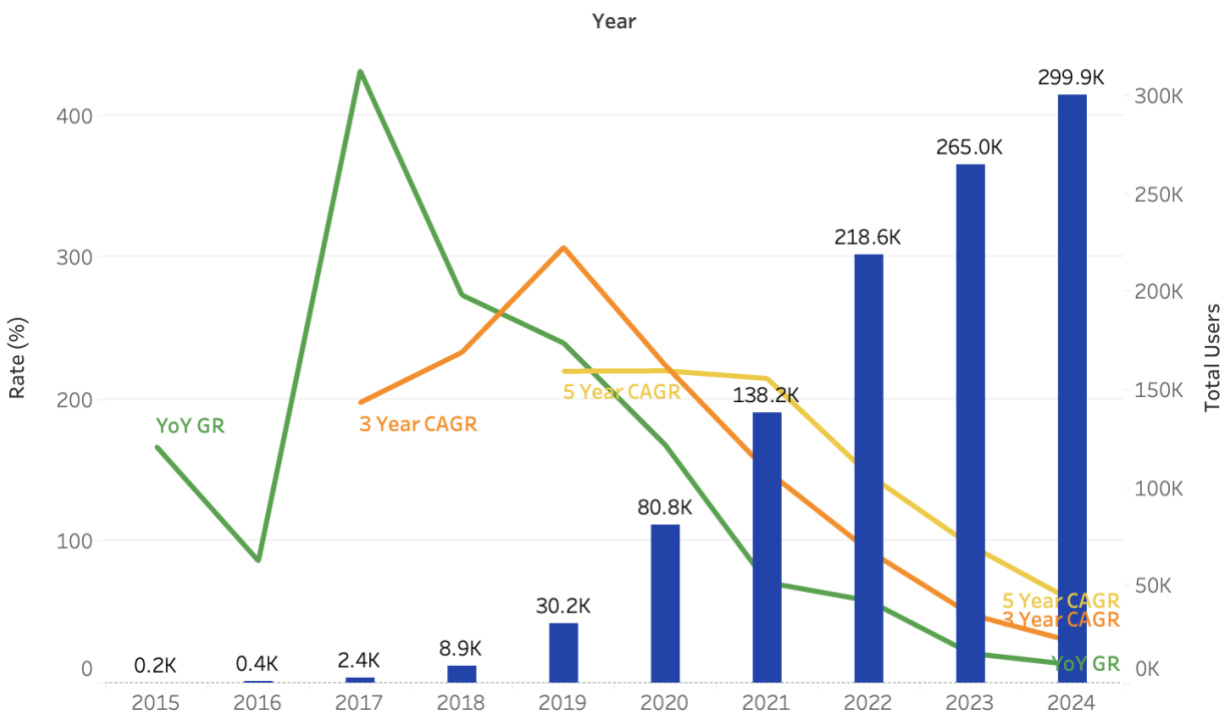
Hi AnShul,

I've completed an initial analysis of our recent data, focusing on quality checks and growth trends. Here's a concise overview of key findings and outstanding questions.

To ensure accurate analysis and reliable insights, I conducted a data quality review and identified several key issues that could impact our ability to generate meaningful conclusions. These issues are grouped and prioritized below for clarity and focus.

- **Missing Key Identifiers** → Missing and duplicate primary key values are limiting accurate data merging across tables.
- **Inconsistent Fields** → Inconsistencies are impacting data accuracy and reliability.
- **Data Incompleteness** → High levels of missing data in user demographics and product attributes are restricting detailed analysis.
- **Merging Limitations** → Low overlap between tables is reducing the depth of insights.

While analyzing the data, I observed steady growth in the **user base** over the years. However, an interesting finding is the noticeable slowdown in growth rates since 2020, indicating potential shifts in user engagement or market dynamics.



- The growth rate peaked in **2017 (431.5%)** and began a natural decline.
- Slowdown became more pronounced and dropped to a **critical level after 2020**, reaching **13.2% in 2024**.
- The crossover point with the **3-year and 5-year CAGR (in 2019)** further indicates a **sustained downward trend** in growth.

To resolve the outstanding issues and strengthen our insights, I will continue working on these action items as the next step:

- **Strengthening Data Quality** → I've identified key issues, particularly around missing identifiers and inconsistent fields, which are limiting the accuracy of data merging. Clarifying the approach to resolve these issues will help build a stronger foundation for deeper and more reliable analysis.
- **Enhancing Data Insights** → Analyzing a longer historical period of transaction data would support more comprehensive insights into the user journey and inform strategies to enhance engagement. Gaining access to this extended dataset will enable more robust analysis and better-informed decision-making.
- **Clarifying Growth Trends** → I've noted a slowdown in growth post-2020, though the underlying factors are not fully clear. Any additional context on market changes or internal shifts during this period would help clarify the drivers behind this trend.