**Third: communicate with stakeholders**

**Construct an email or slack message that is understandable to a product or business leader who is not familiar with your day-to-day work. Summarize the results of your investigation. Include:**

* **Key data quality issues and outstanding questions about the data**
* **One interesting trend in the data**
  + **Use a finding from part 2 or come up with a new insight**
* **Request for action: explain what additional help, info, etc. you need to make sense of the data and resolve any outstanding issues**

**Subject:** Key Data Insights & Data Quality Issues – Request for Input

Hi [Stakeholder's Name],

I’ve analyzed our recent transaction and user data, and here are some key findings:

* **Problems with Data Quality**: Barcode mappings vary from product to product, resulting in missing or duplicate brand information. Furthermore, several user birth dates appear to be wrong, which has an impact on age-based segmentation.
* **Interesting Trend**: It appears that retention affects spending behavior because customers who have been active for more than six months typically spend 30% more per transaction than fresher users.
* **Next Actions:** We require information on barcode standardization and birth date accuracy checking in order to improve our understanding. Could we work together to fill in these gaps with the data team? To increase retention, it would also be beneficial to investigate focused interaction tactics for more recent users.

Let me know your thoughts!

Best,  
Sai Raja.