

Key Findings & Insights

Closed-ended questions:

1. What are the top 5 brands by receipts scanned among users 21 and over?

BRAND	TOTAL_RECEIPTS
Nerds Candy	6
Dove	6
Hershey'S	4
Great Value	4
Coca-Cola	4

Assumption:

1. Brand names are consistently formatted, and any variations (e.g., "Coca Cola" vs. "Coca-Cola") were not manually adjusted.
2. Each scanned receipt was counted only once per brand to avoid inflation.

Analysis & Insights:

1. High engagement in snacks & beverages - Indicates frequent everyday purchases, making these brands strong candidates for promotions or loyalty campaigns.
2. Dove's ranking suggests personal care engagement - Fetch could explore brand partnerships for health & beauty incentives.
3. Great Value's presence shows private-label strength - Indicates retail-owned brands are popular, which could drive exclusive retailer-based offers.

Recommendation:

1. Partner with leading brands (e.g., Nerds, Dove) for targeted marketing and reward-based incentives.
2. Explore grocery & beverage-specific rewards, as they are highly scanned by users.
3. Leverage private-label brand strength (Great Value) for retailer-specific promotions

2. Top 5 Brands by Sales Among Users with Accounts Older Than 6 Months

BRAND	TOTAL_SALES
Cvs	72
Trident	46.72
Dove	42.88
Coors Light	34.96
Quaker	16.6

Assumption:

1. Transactions with missing or zero FINAL_SALE values were not considered in revenue-based rankings.
2. Assumed that each barcode correctly maps to a single brand without duplication or misclassification.
3. Assumed that transaction amounts correctly reflect actual purchases without discounts or refunds distorting results.

Insights & Business Impact:

1. CVS leads in total sales, indicating repeat purchases of pharmacy/household essentials, which shows potential for retailer-specific loyalty programs.
2. Dove & Trident show engagement in wellness/personal care, which suggests health-conscious consumer behavior.
3. Coors Light's ranking highlights engagement in beverages/alcoholic products, which suggests opportunity for age-restricted promotions.

Recommendations:

1. Leverage CVS dominance for retailer partnerships & pharmacy rewards.
2. Collaborate with health & wellness brands (Dove, Trident) to create high-engagement offers.
3. Target long-term users with personalized grocery & beverage rewards.

3. Percentage of Sales in the Health & Wellness Category by Generation

GENERATION	SALES_PERCENTAGE
Baby Boomer	29.41
Generation X	41.18
Millennial	29.41

No recorded sales from Generation Z or Silent Generation, indicating either limited purchases or missing data for younger and older age groups.

Assumption:

1. Assumed all relevant products are correctly tagged under CATEGORY_1 = 'Health & Wellness'
2. Analysis is at the category level, without differentiating between subcategories (e.g., skincare, supplements, medicine)
3. The lack of transactions from Gen Z or Silent Generation is assumed to be reflective of actual consumer habits rather than data gaps.

Insights & Business Impact:

1. Generation X is the primary target demographic for Health & Wellness purchases, suggesting higher engagement in personal care, wellness, and healthcare-related products.
2. Baby Boomers' strong presence (29.41%) highlights potential for age-specific wellness products, such as supplements, senior health items, and pharmaceutical products.
3. Millennials' equal contribution (29.41%) suggests rising interest in health-conscious purchases, making them a valuable audience for organic, fitness, and preventive healthcare products.

Recommendations:

1. Tailor promotions towards Generation X, focusing on wellness and lifestyle-driven health products.
2. Develop specialized campaigns for Baby Boomers, emphasizing age-specific health solutions (e.g., vitamins, mobility aids).
3. Enhance outreach to Millennials through eco-friendly, organic, and fitness-focused wellness campaigns.
4. Investigate lower engagement from Gen Z & Silent Generation, ensuring data completeness and potential market expansion opportunities.

Open-ended questions: for these, make assumptions and clearly state them when answering the question.

1) Who Are Fetch's Power Users?

Power users were identified based on two metrics:

1. **Transaction Volume** (Users with the highest number of transactions).
2. **Total Spending & Transaction Count** (Users who spent the most and transacted frequently).

Some users may have a high number of transactions but lower spending, while others may spend more per transaction but have fewer transactions overall.

Assumptions Made in the Analysis

1. Power users are defined as users with a high transaction count and/or high total spending.
2. The analysis assumes all transactions are recorded accurately, and no major missing values impact user spending patterns.
3. Transactions with missing FINAL_SALE values were not included in spending-based rankings.
4. The FINAL_SALE column represents the total transaction value recorded at the time of purchase.
5. Some transactions had FINAL_QUANTITY = 0 but a valid FINAL_SALE, which were assumed valid and retained as they might be weight-based or corrected transactions.

Insights & Business Impact

1. High-transaction users (frequent buyers) are ideal for loyalty programs. Fetch can introduce tiered rewards based on transaction frequency.
2. High-spending users are valuable for premium partnerships. Fetch can target these users with exclusive offers, personalized promotions, or cashback rewards.
3. Low-cost, high-frequency purchasers may respond well to bulk purchase incentives. A rewards system for scanning multiple receipts in a short period may increase engagement.

2) Which Is the Leading Brand in the Dips & Salsa Category?

The leading brand was determined using **two metrics**:

1. **Total Sales Revenue** (Brands generating the highest revenue).
2. **Purchase Frequency** (Brands with the highest number of transactions).

Assumptions Made in the Analysis

1. All transactions recorded in the dataset are assumed to be accurate and complete.
2. Transactions with missing **FINAL_SALE** values were excluded from sales-based rankings.
3. The "Dips & Salsa" category is assumed to be consistently labeled in the dataset.
4. Any misclassified or missing category values were not adjusted for this analysis.
5. It is assumed that each barcode is correctly mapped to its respective brand.

Revenue-Based Ranking:

Brand	Total Revenue (\$)
Tostitos	\$260.99
Good Foods	\$118.89
Pace	\$118.58
Marketside	\$103.29
Fritos	\$91.73

Frequency-Based Ranking:

Brand	Purchase Count
Tostitos	72
Pace	48
Fritos	38
Dean's Dairy Dip	34
Marketside	32

Insights & Business Impact:

1. Tostitos dominates in both sales & frequency, making it the most popular and highest-revenue brand in this category.
2. Brands with high sales but lower frequency (e.g., Good Foods) likely have premium pricing, meaning consumers buy them less often but at a higher price point.
3. Brands with high frequency but lower revenue (e.g., Dean's Dairy Dip) indicate affordability & habitual purchases, suggesting loyal customers who buy frequently.
4. Marketside & Fritos appear in both top lists, showing a mix of price sensitivity & strong brand engagement.

Recommendations:

1. Leverage Tostitos' dominance by partnering for exclusive promotions or loyalty rewards.
2. Explore premium-focused marketing for Good Foods & Pace to increase their transaction volume.
3. Develop repeat purchase incentives for high-frequency brands like Dean's Dairy Dip.
4. Run price-based A/B tests for brands with high engagement but lower sales to optimize revenue.

3) At what percent has Fetch grown year over year?

Fetch's Year-Over-Year (YoY) Growth Analysis

current_year	current_users	previous_users	YoY_growth_percent
2014	30	NULL	NULL
2015	51	30	70.00
2016	70	51	37.25
2017	645	70	821.43
2018	2171	645	236.59
2019	7096	2171	226.85
2020	16886	7096	137.97
2021	19169	16886	13.52
2022	26811	19169	39.87
2023	15451	26811	-42.37
2024	11620	15451	-24.79

Fetch experienced rapid growth between 2017 and 2020, with the highest YoY growth in 2017 (821.43%), followed by 236.59% in 2018 and 226.85% in 2019.

Growth peaked in 2020 (16886 new users, 137.97% growth), likely due to pandemic-driven shifts in shopping and digital receipt adoption.

Growth stabilized in 2021 (13.52%) and rebounded in 2022 (39.87%), before experiencing a decline in 2023 (-42.37%) and 2024 (-24.79%), indicating a slowdown in new user acquisition.

Assumptions Made in the Analysis

1. The analysis assumes user registration data is complete and accurately recorded for all years.
2. Any missing or inactive user data is not included, meaning retention rates were not considered.
3. The major spike in 2020 is assumed to be linked to increased digital adoption during the COVID-19 pandemic, as more consumers scanned receipts for rewards.
4. The decline in 2023 and 2024 suggests market saturation, reduced user acquisition efforts, or shifting consumer behavior.
5. The data only reflects new users registered each year and does not account for users who stopped using the platform.
6. Assumption: Fetch's active user base may not be shrinking, but the rate of acquiring new users has slowed.
7. The increase in 2018-2019 could be attributed to successful marketing campaigns, partnerships, or new features.

8. The drop in 2023 and 2024 might indicate reduced marketing spending, increased competition, or shifting consumer trends.

Insights & Business Impact:

1. Fetch experienced exponential growth from 2017 to 2020, likely due to increased adoption and external factors (e.g., COVID-19).
2. The slowdown in 2023-2024 suggests Fetch needs to reassess its user acquisition strategy to maintain long-term growth.
3. If the decline continues, Fetch should focus on user retention and re-engagement strategies to sustain platform activity.

Recommendations:

1. Analyze user acquisition channels & optimize marketing spend to identify the cause of slower growth in 2023-2024.
2. Improve user retention efforts by introducing loyalty tiers or personalized engagement campaigns.
3. Explore new growth opportunities, such as expanding features, targeting new demographics, or increasing partnerships.
4. Compare user acquisition trends to competitor data to determine if the decline is industry-wide or specific to Fetch.