

Subject: Key Data Insights and Recommendations

Dear <stake_holder_name>,

I hope you're all doing well. After working with the data provided by your team, I have a few observations and questions that I'd like to discuss.

Over the past week, I have explored the data, checked for quality issues, and analyzed a few performance metrics. I've identified some areas where further clarification and strategic decisions could significantly improve our outcomes:

1. **Missing Brand Codes and Barcodes:** Many items listed in the receipts lack corresponding brand codes or barcodes in the brands table. This is crucial for tracking brand performance.
2. **Duplicate User Entries:** There are duplicated entries in the user table, and I would appreciate understanding the reason behind this.
3. **New Rewards Item List Table:** To enhance performance and simplify data access, I've created a separate "Rewards Item List" table, which consolidates information on all items listed in receipts. I'd appreciate your feedback on this, and whether your team is open to this approach.
4. **Scalability Considerations:** As we scale, we may face challenges with data processing speed and storage efficiency. I propose exploring scalable solutions like NoSQL databases to better manage large volumes of JSON data.

I'd be happy to discuss these points further and schedule a time to go over these observations in detail.

Best regards,
Prakhar