

|                |                      |
|----------------|----------------------|
| <b>To</b>      | Business Stakeholder |
| <b>Cc</b>      |                      |
| <b>Bcc</b>     |                      |
| <b>Subject</b> |                      |

Business Stakeholder,

I am building out data assets intended to enhance our ability to identify trends and patterns in points redeemed through fetch. The data that is currently available is incomplete, and I am hoping we can collaborate to develop a solution.

After conducting an initial analysis, I noticed that **brand information** in particular is sparse. Specifically, the vast majority of brand codes that are present in our receipt history are unavailable in our brand mapping table. Thus, we are unable to identify the brand of most items purchased.

I'm looking for the following information to overcome this issue:

- Is there an industry standard approach to identifying the brand of a product?
  - If so, we can leverage standard data assets to supplement the current gaps in our brand data.
- Do we partner with specific vendors to process receipts?
  - These vendors may be able to advise on how to identify the brands of items purchased
- Do you have an expectation of which brands might have the highest volume of items purchased and scanned through fetch?
  - We may be able to develop a custom mapping or focus on closing the gaps for the highest volume brands

As fetch scales, this problem will become more and more relevant, so it is important that we invest in developing robust data infrastructure as early as we can. I hope that we can develop an automated process to determine brand mapping for new products.

As this process is deployed to production, I anticipate there may be performance issues if we are unable to identify or build a consolidated source of truth for mapping items to brands. Additionally, as we establish more partnerships, a concentrated influx of new products could limit our ability to process the data quickly.

Please let me know if you have any thoughts, or if I can provide any additional information!

Best,  
Jakob

---