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Fetch Insights: 3 INSIGHTS

**Insight 1: The Starbucks Anomaly**

* In the Year 2022 a majority share of the total points earned is overtaken by Starbucks, drastically increasing the points earned for the month of July in 2022
* If this is an error, then it could negatively impact reports and models.
* If this is the actual data, then Starbucks should be given very high priority and more strategies and memberships can be assigned accordingly
* The Below Visual shows monthly distribution of points earned in 2021 and 2022



The Spiked being Starbucks.

**Insight 2: Spikes in Spending and Brand Codes Unavailability**

* The Total amount spent when plotted monthly shows a spike in the month of August for 2021 and in the month of July for 2022 (even excluding Starbucks)
* Although the Data Quality can be improved by providing more information about the Brand codes, as for most of the spending Brand Codes are not available
* If the Brands for the spikes can be known, then Fetch can find opportunities to partner up with Brands whose spending is High as shown

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**Insight 3: Category Anomaly**

From the year 2021 to 2022 the points earned for almost all the partner companies in different categories increased.

Although for the Categories

‘Cleaning & Home improvement’, ‘Deli’ and ‘Magazines’ there was a drastic Fall

\*Starbucks is excluded in order to maintain the proportions in case the amount spent for Starbucks is an erroneous outlier.

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