

FETCH TAKE HOME EXERCISE

Third: Choose something noteworthy about the data and share with a non-technical stakeholder

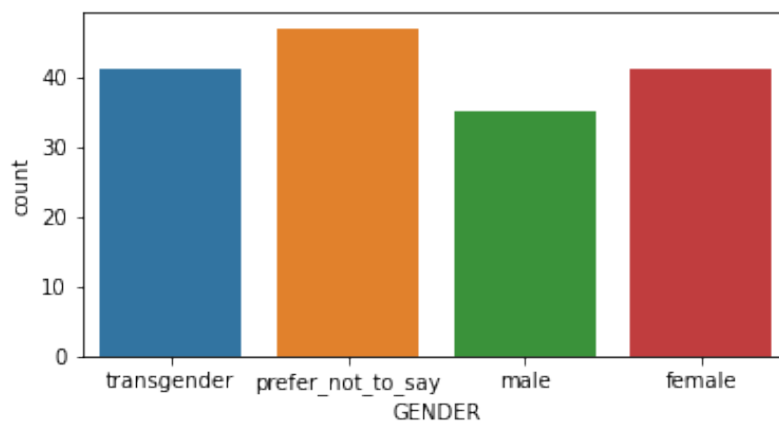
I'm posing the answer as an email to the non – technical stakeholder: Business continuity Team head (Naming them as my second name GUNASEKARAN)

Hello Mr. Gunasekaran,

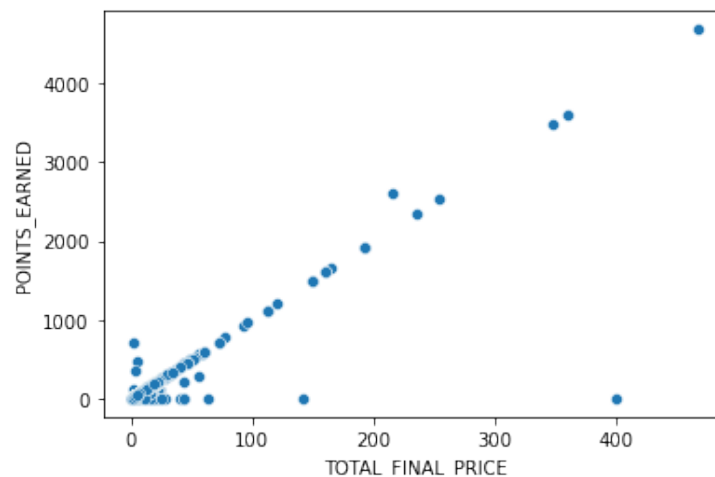
I have analysed the users who had created their Fetch account in the year 2021. I have used the receipts data which includes the details of purchases and points earned, the items data which has the details of items purchased along with quantities and brands data to study about the brands and categories of the items purchased.

After completely studying about the data, I would like to provide some key insights which will help our firm to gain more markets and more active users by make some minor modifications and strategies in our game plan for the upcoming year. Please find my findings below:

1. There are fewer male users in the past year which means we need to invest on the marketing team to attract male users, which will be a great boost to prevent a curve in user count.

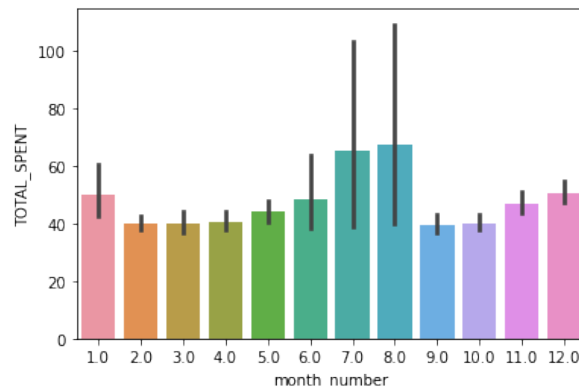


2. There is found to be positive correlation between Points earned and the total final price of purchase. We can use this as a strategy to convince people that more they buy, more rewards will be awarded and we can use this graph as a proof.

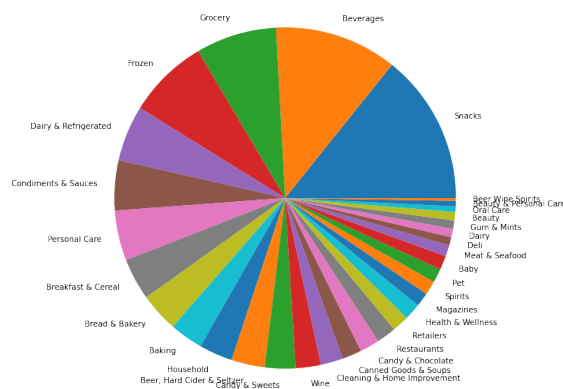


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3. While seeing the app usage by users across months, it was found that people spend more on July and August, which can be used as a benchmark. This forces us to do a Root-cause Problem solving on why there is a drop in the remaining months.

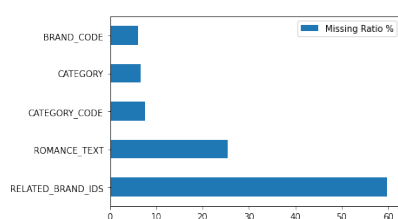


- I noticed that the "SNACK" category has been purchased a lot than any other category. This implies we can add more varieties in the SNACK category to improve our targets. Also "BEER WINE SPIRITS" has only one purchase in the entire 2021 which is not a good sign. We need to act on this aspect either using Marketing or using technical development in app.

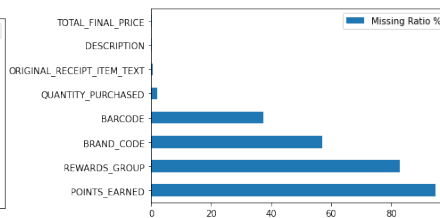


Request to Management:

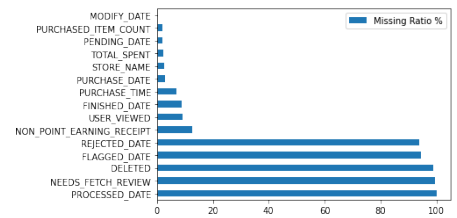
There was a lot of missing information in the data and it has affected the analysis to a very smaller extent. With more information, we can provide insights with greater assurance. Hence, I request the management to invest on the data collection techniques so that we can avoid null values in the dataset. I've uploaded the Null values chart to imply that this needs to be addressed quickly.



Brands data



Receipts Items data



Receipts data

Kindly let me know if you have any clarifications in the insights.

Thanks in advance

Regards

RAM GOUTHAM