**Subject:** Important Findings and Questions Regarding Our Data Quality

Dear xxx,

I hope this message finds you well. During my recent analysis of our datasets, I've noticed some potential data quality issues that need to be addressed. These findings are essential to maintain the reliability and utility of our data resources.

The issues range from missing values to potential redundancy across all three tables (Receipts, Users, and Brands). While it's common to have occasional missing entries, the extent and nature of missing data here could potentially impact our analysis results and any consequent decision-making processes.

In the Receipts (which also includes the item list information) table, for instance, crucial details like total spent, item prices, and item descriptions have substantial missing entries. Similarly, our Users table has duplicate entries, and our Brands table lacks complete information on categories and brand status.

While I continue investigating these issues, I have a few questions that would assist in the resolution of these problems:

* Can we have a discussion with the data collection team to understand the data generation and collection processes better?
* Is there any additional information on the variables, especially those with missing values or redundancies?
* Are there any existing data management policies or protocols that might explain some of these anomalies?
* What other resources or contacts can you suggest who might provide more insight into this data?
* Considering our need for scalability and performance, do we have a protocol for handling missing data, and do we have access to compute resources to handle such tasks?
* As we strive to optimize our data assets, it's crucial to understand these aspects of our data to improve our data handling and consequently, our data-driven insights.

I look forward to your guidance on these matters. Please feel free to share any other concerns or suggestions you might have regarding these observations.

Best regards,

Runqing Jia

Data Analyst, Fetch Rewards