

Here's a detailed email summarizing the findings

Subject: Data Insights & Key Findings – Fetch Data Analysis

Hi [Stakeholder's Name],

I wanted to share some key insights from our recent data exploration for Fetch. Below, you'll find a summary of our findings, data quality issues, and potential next steps to refine our analysis.

Key Findings:

1. Top 5 Brands by Receipts Scanned (Users 21 and Over)

- The top 5 brands based on receipts scanned by users aged 21+ are:
 1. **Unknown** (6 receipts)
 2. **Nerds Candy** (6 receipts)
 3. **Dove** (6 receipts)
 4. **Trident** (4 receipts)
 5. **Sour Patch Kids** (4 receipts)

Implication: The presence of "Unknown" brands in the top position indicates missing or incomplete data in our product database. We may need to refine how brand names are captured during transactions.

2. Top 5 Brands by Sales (Users with Accounts for 6+ Months)

- The highest revenue-generating brands among long-term users are:
 1. **CVS** (\$72)
 2. **Trident** (\$46.72)
 3. **Dove** (\$42.88)
 4. **Coors Light** (\$34.96)
 5. **Unknown** (\$16.65)

Implication: CVS dominates in sales for long-term users, likely due to healthcare and convenience store purchases. Again, the presence of "Unknown" suggests data issues.

3. Health & Wellness Sales Breakdown by Generation

- **Baby Boomers** contribute **61.02%** of total Health & Wellness sales.
- **Millennials** account for **43.64%** of sales.
- **Gen X** contributes **30.26%** of sales.

Implication: Baby Boomers are the leading consumers in the Health & Wellness category. Targeting this group with personalized promotions or expanding product offerings in this category could drive further engagement.

4. Leading Brand in Dips & Salsa Category

- The top-selling brands in this category are:
 1. **Tostitos** (\$260.99)
 2. **Unknown** (\$154.37)
 3. **Good Foods** (\$118.89)
 4. **Pace** (\$118.58)
 5. **Marketside** (\$103.29)

Implication: Tostitos dominates in the Dips & Salsa category, reinforcing the importance of established brands. The significant "Unknown" value again points to potential data gaps.

5. Fetch's Power Users (Based on Receipts Scanned & Sales Volume)

- We have identified a group of users who consistently scan the most receipts and generate high total sales. These users should be prioritized for retention and engagement strategies.

Data Quality Issues & Outstanding Questions:

- **Unknown Brand Data:**
 - Many of our analyses show "Unknown" brands ranking highly. We need to investigate why these brand names are missing and determine if they can be retrieved from external sources or updated in the product database.
 - This impacts key analyses related to sales, product performance, and user behavior.
 - **Next Steps:** Investigate the root cause—whether due to missing product mappings, data ingestion errors, or gaps in classification. Consider using external data sources to enrich missing brand details.
- **Missing User Demographics:** The age-based and tenure-based segmentation assumes correct user profile information. We should verify if any users are missing age data or account creation dates.
- **Receipt Scanning Bias:** Some brands may be overrepresented in receipt scans due to promotions or incentives. Further analysis is needed to understand if these brands truly have high engagement or if scan-based incentives skew the data.
- **Incomplete User Demographics (Missing Birth Dates & Account Creation Dates)**

- Age-based and tenure-based segmentations rely on accurate user profile data.
 - If birth dates or account creation timestamps are missing, it can lead to users being categorized incorrectly or excluded from the analysis.
 - **Next Steps:** Perform a data audit to identify users missing critical demographic details and determine if we can backfill this data.
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Request for Action:

- **Data Enrichment:** Can we investigate how many "Unknown" brands can be mapped back to known brands? A dataset cleanup may be necessary.
- **Customer Segmentation Strategy:** Given the dominance of Baby Boomers in Health & Wellness, should we explore targeted campaigns for this segment?
- **Deeper Brand Loyalty Analysis:** Would it be beneficial to conduct a retention analysis on users purchasing from the top brands?

Let me know if you'd like a deeper dive into any of these areas! Looking forward to your thoughts.

Best,

Sankeerth Pasula

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