<u>Something noteworthy about the data to share with a non-technical stakeholder</u>
The "users" table includes columns for "gender" and "birth_date", which could be used to better understand the demographics of the company's customer base. This information could be used for accurate market segmentation to tailor to the right market for advertising it to those specific groups. The date will also help us to understand and identify areas where they may be underrepresented or missing out on potential customers.

The "receipts" table includes columns for "store_name" and "purchase_date", which could be used to track sales trends and identify which stores are performing well or struggling. This information could be used to make strategic decisions about the future performance of a store based on its potential.

The "brands" table includes a column for "related_brand_ids", which could be used to identify relationships between different brands and categories of products. This information could be used to make decisions about product placement and cross-promotion, and could also help the company identify the best product to be promoted and future opportunities for expanding its product offerings.

The "receipt_items" table includes columns for "quantity_purchased" and "total_final_price", which could be used to track purchasing patterns and identify popular products or product categories. This information could be used to make decisions about setting up compound promotions for a certain quantity of a specific product based on the buying patterns of the users.

The "receipt_items" table includes a column for "points_earned". This suggests that the company is actively engaged in incentivizing customer loyalty, and it may also indicate that customers are more likely to return to the store in order to earn points and redeem rewards. It could be helpful to include a visual aid or graph showing the trend of points earned over time, to illustrate the effectiveness of the rewards program and its impact on customer behavior.

The "receipts" table includes columns for "total_spent" and "purchase_time", which could be used to analyze customer spending behavior over time. This information could be used to understand and identify peak shopping times and develop targeted promotions in those times to get the most users.

The "receipt_items" table includes a column for "rewards_group", which suggests that the company may have different tiers or categories within its rewards program. This information could be used to better understand the structure of the rewards program and how customers are incentivized to earn points. It could help for further restructuring of the model which might maximize the number of loyal users.

The "users" table includes columns for "created_date" and "last_rewards_login", which could be used to track customer engagement with the rewards program over time. This information could be used to identify patterns in customer behavior and tailor promotions or rewards to specific users based on their level of engagement.