Good morning,

After careful review of your data, there are a couple of action items required before I can fulfill your request:

* List of CPG’s and their barcodes
* List of Partner Products and their barcodes (Are these the same as “Top Brands?”)
* A schedule of bonus point releases and their associated brands (if applicable).
* An updated data-set with the previous 6 months of data (11/21-Present), as the dataset that was sent over goes back to 1/21. A new dataset may offer better insight into the current user experience.

One concern I have is the high number of receipts that require a manual flag in order to add a partner product. Approximately 17% of receipts in the dataset were manually flagged receipts that required a user to add a product due to issues validating the barcode.

After being provided with the requested information, I think the next steps involve a data integrity project focused on correcting the inaccurate or invalidated capture of barcodes on receipts. Steps include:

* Collaborate with the necessary teams to determine the brands/items associated most with invalid barcodes.
* Determine if the barcode scan issues are due to user error or internal data integrity errors.

Improving data integrity on barcodes will simplify and greatly improve the user experience.

Please let me know if you have any questions and I’d be happy to set up a call.

Thank you,

Toni Foster