Good morning,

After careful review of your data, I have a couple of items that I would need in order to 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, as the dataset that was sent over is over a year old. This may be a better insight into the current user experience.

A concern that I have is the high number of receipts that require a manual flag in order to add a partner product to the receipt. 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 further information regarding the partner products and their barcodes, I would suggest the following:

* A data integrity project surrounding the inaccurate or invalidated capture of barcodes on receipts.
  + Collaborate with the necessary teams in order to complete this project and 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.

Following the receipt of these requested items, I can determine next steps in order to validate and clean your data for visualization purposes by leadership and stakeholders. Additionally, we can make positive steps in improving the user experience by validating barcodes for an easier scanning experience. Please let me know if you have any questions and I’d be happy to set up a call to discuss this further.

Thank you,

Toni Foster