1) What are the top 5 brands by receipts scanned for most recent month?

```sql
SELECT b.name AS BrandName, COUNT(*) AS ReceiptCount
FROM Brands b
JOIN rewardsReceiptItemList ri ON b.barcode = ri.barcode
JOIN Receipts r ON ri.receiptId = r._id
WHERE r.scannedDate >= DATE_SUB(CURRENT_DATE, INTERVAL 1 MONTH)
GROUP BY b.name
ORDER BY ReceiptCount DESC
LIMIT 5;
```

2) Which brand has the most spend among users who were created within the past 6 months?

```sql
SELECT b.name AS BrandName, SUM(CAST(ri.finalPrice AS DECIMAL(10, 2))) AS TotalSpend
FROM Users u
JOIN Receipts r ON u._id = r.userId
JOIN rewardsReceiptItemList ri ON r._id = ri.receiptId
JOIN Brands b ON ri.barcode = b.barcode
WHERE u.createdDate >= DATE_SUB(CURRENT_DATE, INTERVAL 6 MONTH)
GROUP BY b.name
ORDER BY TotalSpend DESC
LIMIT 1;
```

These queries written for MySQL DB answer the mentioned stakeholder questions, This schema should work to support rest of the questions mentioned in the description as well.