

Communicate with stakeholders:

Hello Mr. James,

Good morning!

I am Yash, working as Analytics Engineer at Fetch rewards. I will be handling your request of providing analytical solutions to your rewards website. As I start to look at the data, I would like to ask you for some clarifications to understand the data better to create the effective metrics.

Questions about the data description:

- In the receipt data – Are the columns bonusPointsEarned and pointsEarned the same?
- In the rewardsReceipt list – Are the columns finalPrice and userFlaggedPrice the same?
- In the brand data – Could you provide more description on CPG column?

Questions about Data Quality Concerns

- There is missing information for category, category code, top brand, and brand code values
Ex: If the top brand value is missing, it becomes difficult to provide the accurate data on top brand information. If the value is missing, does it mean that it is not top brand? How do you want to proceed with this data, should it be removed or replaced with some other values?
- In the receipt data, there are lot of missing columns for ReceiptItemList. Many of items have missing barcode information which becomes difficult to get the brand information for those items accurately. How do you want to proceed with this data, would you like to make updates to capture the correct information ?

Questions for Optimizing the data

- You have asked for a data about – “What are the top 5 brands by receipts scanned for most recent month?”
In this regard, how do you define the recent month? Is it the last month data or should consider current month as well?

Questions about Performance & Scaling

- Do you need to retain the raw data, or do you want to keep only the copies of transformed data?
- What is the frequency of the reports to be generated? Is it on daily or weekly basis?

Kindly provide me with this information so that I can decide on the database type, capacity, data back up and integrity. I am happy to discuss over call for further details if required.

Thanks & Regards,

Yash Mishra