Hello [Leader's Name],

I hope this message finds you well! I’m Yufei, a Data Analyst on [team name]. I’m reaching out to share some insights and updates regarding the three new data tables you asked us to review.

**Key Insights**

Through my analysis, I gained a clearer picture of our user profile:

* **Demographics**: 64% of our users are female, with the majority joining in 2021 and 2022.
* **User Age**: Most of our users are adults.
* **Popular Products**: Notably, the brand Dove and Coca-cola are highly favored among both our long-term and adult users, representing a significant portion of our user base.

**Data Issues Identified**

While examining the data, I encountered several issues that require attention:

1. **Transaction Table**:
   * **Inconsistent Data Types**: Some entries contain numeric values, while others are text. I’ve addressed this issue, but I recommend discussing future data consistency with the Data Engineering (DE) team.
   * **Missing Values**: The Final Sale column has several missing entries, which is critical for our total sales analysis and performance metrics.
   * **Mismatch in Dates**: Approximately 52% of transactions lack matching Purchase and Scan Dates, leading to potential confusion. I would appreciate your assistance in connecting with the database management team to address this.
2. **Product Table**:
   * **Missing Information in Category 4**: 92% of values are missing in this field. Could you clarify the definition and necessity of this category?
   * **Brand and Manufacturer Data**: 26.7% of this information is missing, which hinders our ability to accurately identify popular brands and manufacturers.

**Next Steps**

Thank you for the opportunity to analyze these tables. I would greatly appreciate your help in connecting me with the DE or outsourced team to discuss these issues further. Additionally, I’m open to scheduling a call to dive deeper into the data or clarify any definitions and business rules that could enhance our understanding.

Thank you for your attention to these matters. I look forward to your response.

Best regards,

Yufei