Dear [Product Lead],

I'm writing to you to share the results of the recent Dips & Salsa product analysis. The analytics team received the analysis request along with three data tables from the product team.

The datasets have some quality issues that I want to highlight before sharing the results:
- Incomplete collection of user information. Many transaction records do not have corresponding user information, which led to limitations regarding user profiling.
- Outdated Dips & Salsa product information. Many products in this category don't have brand listed and have not had transactions.
- Duplicate transactions in the transaction, posing question to the reliability of the transaction records.

With the above caveats, I want to share insights on Dips & Salsa products:
1. A small number of brands dominate the category while others see minimal engagement
   This imbalance may indicate brand trust, promotional effectiveness, or a lack of awareness for smaller brands
2. Store presence determines sales
   Strong correlation between final sale and store count is observed. Increasing the number of participating stores for leading brands with high product counts may boost overall engagement.

To dive deeper into this analysis, we want to explore solutions for the following items:
- Can we confirm if the transaction records are valid and find the reason for the duplication?
- Can you share the coupon strategy and whether the coupons are store specific? I want to analyze whether the leading brands are driven by store placement or brand loyalty.
- Can you share whether we offer different level of discounts for different brands? I want to explore opportunities to boost up engagement in secondary bands.

I look forward to hearing back from you. We can schedule a meeting to go through the analysis and next steps more in-depth as well. Thank you.

Best,
Ziyi