### Part I: Data Analysis - technical assessment

You are given 3 data sets:

* Shipments
* Packages
* Products

You can find the datasets [here](https://docs.google.com/spreadsheets/d/1Qe43G1mDiqWb4_RPrFFruL_CPASWjZTYY9qU7f8uvvk/edit?usp=sharing).

Please prepare GitHub repository which should include the following

* Script (in whichever format you prefer)
* README
* Dependencies (if there are such)

The minimum requirement for the script is to analyze the data and answer following questions

* Average delivery time per courier
* Average delivery time per shipping method
* Average products per order

Other requirements are your own free choice and we hope to see your understanding of the data and what other value you can bring from this. Feel free to use different formats including visuals.

### Part II: Business strategy assessment

Currently our pricing model is structured in such way as in this example:

|  | **Launch** | **Grow** | **Conquer** |
| --- | --- | --- | --- |
| % of clients | 50% | 30% | 20% |
| Subscription fee | €29 | €99 | €199 |
| ARPU\* | €70 | €180 | €480 |
| Fee per order (avg.) | €0.09 | €0.08 | €0.05 |
| Modules\*\* |  |  |  |
| Fulfillment | ❌ | ❌ | ✅ (30%) |
| Shipping | ✅ (100%) | ✅ (100%) | ✅ (90%) |
| Notifications | ❌ | ✅ (50%) | ✅ (80%) |
| Returns | ✅ (40%) | ✅ (90%) | ✅ (75%) |

✅ Most of the functionality is included in current plan

❌ Most of the functionality is not included in this plan

\* ARPU = subscription fee + (order fee x average number of orders processed)

\*\* In parenthesis percentage of clients in that plan that are using the functionality included in that module

Outvio's goal is to refactor our pricing model in a more modular way. The goal of such pricing remodeling is to:

1. Emphasize all the different features & functionality we provide for ecommerce clients (& remove association with “just a shipping app”)
2. Lower the barrier of entry for clients that wish to use only part of the core Outvio functionality but to a full extent

Currently, we have such main product areas that you could differentiate in different models

* Fulfillment - picking & packing functionality
* Shipping - integrating couriers, printing shipping labels, generating courier pickups=
* Tracking - tracking portal, tracking pages for orders, tracking notification emails
* Returns - self-service returns portal
* Desk - customer support tool for our clients (like Zendesk)

Your task is to analyze the data and offer best pricing for each module minimizing losing any current revenue from existing clients and maximizing future revenue from future clients. Feel free to restructure the pricing in either Subscription Fee and/or Order Processing Fee. Make sure you provide strong arguments for your provided model.

Hint: we expect for each module to come up with the optimal Module price plus Order Processing Fee that this module will add to the price.