* Intro
  + Simplistic
  + Predictive
* Metric
  + Intro
    - Captain Sparrow
    - Core value
    - Online retail
  + Monthly revenue
    - Data
    - Feature
    - Revenue
      * Customer count
      * Order count
      * Average revenue per order
  + Monthly active customer
  + Monthly order count
  + Average revenue per order
  + New customer ratio
  + Monthly retention rate
  + Cohort based retention rate