**Part One**

1. Calculate the total monthly retention rate for **Feb** (customers retained from Jan) and retention rate for every channel and state your recommendations on how we can enhance this KPI.
2. Calculate the percentage growth of **Feb** over **Jan** in terms of **number of orders, distinct retailers, average order price, total revenues** (sum of orders sales price)
3. Calculate the **total monthly burn** (sum of discounts and wallet credit) **for Jan and Feb** and state what techniques can we use in order to decrease the burn on discounts.
4. Calculate the **weekly** percentage contribution of every channel from the total **weekly** **orders** for **Jan and Feb.**
5. Calculate the **Total margin** for each product and show the top 20 products that we should focus on. and if there’s any products that should be considered for intervention.
6. Show the change in category contribution between **Jan** **and** **Feb**. 1 time in terms of Sales and another in terms of margins and show us your insights regarding this change and category contributions in general.
7. Rank the **retailers** according to their **importance** to the business based on a criteria of your choice. Explain your work and mention any other metrics that you think is important in determining retailer importance that is not present in the data.

Please choose the tools of your convenience to answer those questions and share your work. Additionally, present your results in a presentation with a maximum of 10 slides.

**Part two**

In your opinion, what are the key cost drivers in the Business fulfillment and logistics operations? And what are the metrics that you would use to make sure order delivery is operating in the best shape.