**Performance Drivers**

Market Demand Analysis:

1. Total Sales Increase: There is an increase in total sales from $6,566,567.1 in April to $7,285,339.3 in May, which is a growth of 10.95%.
2. Market Share Growth: The market share also increased from 11.22% in April to 12.52% in May, which is a growth of 11.58%.

Both these factors indicate that there is an increasing demand for ROSE’s products.

Product Availability (Product Supply):

1. Category-wise Stock Levels: The average percentage of stores in stock showed a slight decrease for “Dried Flowers” and “Pre-rolled”. This could indicate a higher demand or a lower supply for these categories.
2. Category-wise Sales Comparison: Total sales (KG) increased for all categories with “Dried Flowers” having the highest sales volume. This could indicate a preference for this category among the customers.

Based on the above analysis, Dried Flowers and Pre-rolled category products should be supplied more to meet the increasing demand in the market.

**Task 1, 4th question:**

If I had access to all the Quebec Cannabis data in the world, I would build important Marketing KPIs such as Customer Acquisition Cost (CAC), Retention Costs, and Customer Life Time Value (LTV).

These KPIs will enable the company to analyze and closely monitor their marketing spend and will help them decide on how much to spend on attracting or retaining customers.

**Tilray:**

Key Insights

* The total sales for May amounted to $6.21M, surpassing the goal of $5.70M by 9%. This indicates a positive growth in their sales revenue.
* The market share is at 13.75%, a slight decrease from April by 0.45%.
* Solei, Good Supply, La Batch, Dubon, and Broken Coast brands showed positive growth while Riff experienced a significant decline. However, along with Riff, Dubon, Everie, and Broken Coast also experienced a decline in their Market share.
* Some of Tilray’s best performing products such as Jean Guy, Once Sativa and Grand Daddy Purps, along with others experienced an increase in sales during the month of May over April.
* Tilray introduced some new products in the market under the Solei brand.
* Tilray increased their supply of Riff, Good Supply, La Batch, and Broken Coast branded products to the stores, which also explains their increase in sales for those brands.

Recommendations:

* There is an opportunity with Tilray’s decline in Market Share, which should be capitalized upon by challenging their lower performing brands (example Riff and Broken Coast) in the market.
* Considering the fluctuations in supplying their products to stores, ROSE should consider increasing supply of their major products.