

Dear Candidate,

Thank you for applying to join MaxAB. Please find the below task to continue the 2<sup>nd</sup> step of the hiring process.

A. Performance KPIs from dataset 1:

1- Calculate the below KPIs on regional monthly level:

- Total Monthly sales
- Total Orders
- Total Retailers
- AOV (Average Order Value)
- Frequency (Orders Per Retailer)

Then, state around which month the sales start dropping and mention reasons.

- 2- Calculate Daily Activation in March and April (Activation date means retailer first order within month) and based on your calculations decide which week of the month has the highest activation? (note: March week 1 from 1<sup>st</sup> of March till 7<sup>th</sup> of March)
- 3- Calculate Orders' success rate per month per region and state your recommendations to enhance this KPI.
- 4- Maxab has second day delivery and late orders means bad experience for the retailers calculate delayed orders per month per region.

B. Churn Analysis from dataset 1:

- 1- Calculate churn rate for Feb, March and April.
- 2- Ideas to bring back the churned customers.
- 3- If we want to re-activate the churned customers mention 3-4 criteria we can use to filter for the top churned customers.

C. Drop Analysis from dataset 2:

1. Calculate sales per week (note: May week 1 from 1<sup>st</sup> of May till 7<sup>th</sup> of May)
2. Visualize the trend for the sales
3. State the lowest week in sales
4. Using the products data mention reasons for the drop

D. Commercial Analysis from dataset 3:

1. Analyze Maxab's total sales and juice brands sales to drive 3-5 insights regarding juice category and juice brands.

## **Final Notes:**

- Please answer in Python (.ipynb).
- Please submit Python notebook.
- Please Include everything in ZIP/RAR file with your complete name.
- Presentation/Visuals in your script matters.
- Please show all the details and the logic used in solving the questions.
- You have 7 complete days since receiving the case study. If you receive it on a Monday midday for instance, you should submit it the Monday after - by no later than 11:59 PM.