Course work is completed throughout the course regardless of homework, but you can include their results in your course project.

Purpose: An e-commerce company expects the following analysis based on the data. Do the analysis and find out how to increase the company's profit.

1. Define the purpose of the company (this can be your hypothetical)
2. Identify the main product and business metrics that directly affect the achievement of the company's goal (eg: CAC, number of transactions, conversions, churn rate, ARPU, AOV, LTV, etc.)
3. Calculate the key product metrics you defined in the previous step
4. Analyze the obtained results: how efficiently does the company work, and where are the growth points?
5. Formulate hypotheses as to how the company's profit can be increased

Coursework submission format - link to PDF / online presentation, with visualization of your results and conclusions. How exactly it will look is up to you, because there is no exact requirement for how the report should look, it will depend on your company.