Below is an analytical test we will like you to complete - you will find the dataset attached. While **some**questions have a correct answer, we are more interested in your line of thinking, so make sure to send the workbook back with your answers (no need to pretty it up, raw working file is fine).

**Questions:**

1. What was the most profitable month for the company? (Assume constant commission rate across different categories.)
2. What were the top 3 selling categories for the last quarter of 2015? How does it compare to the first quarter of the same year?
3. Which product category has the highest average order value?
4. Which regions experienced the biggest growth within the timeframe of the analysis?
5. Which quarter has the highest cancellations? Why do you think that is the case?
6. What are the main differences in shopping patterns across different genders?
7. What products are more likely to be cancelled? What would you recommend to lower the cancellation rate?
8. What are the top 5 categories the company should focus on?
9. Which category has the best net/gross ratio. What do you think this means?
10. If you had only enough marketing budget to send out only one newsletter (NL) to the buyers, how would you structure it (which products to focus, gender, location, etc.)? How would you track the NL success?
11. Please draft an email summarizing trends you decipher from the dataset and the growth actions you would recommend (think in terms of partnerships, seller campaigns, online/offline strategies, etc.).

**Some terminology:**

* Gross\_transactions: when buyer places an order
* Net\_transactions: when buyer receives the gross order
* Net/gross transaction value: the value of the order in euros.

Kindly send your answer in a word document.