If you aggregated and analysed the data correctly, you should have calculated the B2B profits and B2C profits to be equal to the figures shown in the 2 accompanying CSV files.

The steps taken to produce these files are as follows:

* Filter sales data to include rows only from April to July 2021
* Make an aggregation to sum the total\_sale\_amount by month and channel
* Sum all of the data in the costs spreadsheet and aggregate this by month
* From the aggregated sales data, separate out the B2B and B2C data to create two sub-tables
* Join the B2B monthly costs data to the B2B sales data, and join the B2C monthly costs data to the B2C sales data
* Calculate profit for B2C and B2B by summing the total\_sale\_amount and subtracting the sum of all the costs

Based on the profits of both B2B and B2C, it’s clear the B2C channel has higher profitability, so the recommendation from Accenture should be based around MondoMarket exploiting this opportunity.