

Task Assignment - Renewal and Return Rate Analysis

Dear Participant,

I hope this message finds you well. We appreciate your interest in joining our team and would like to assess your analytical skills through the following task assignment:

Task Description:

You are tasked with analyzing renewal and return rates for three separate months, as specified below, categorized by region. Additionally, you are required to create a comprehensive report of your findings and provide suggestions on improving renewal rates where they appear to be low based on your analysis.

Specific Tasks:

1. Calculate the renewal rate and return rate for each category, per region, for three separate months. You have the flexibility to choose the months for this analysis.
2. Create a detailed report summarizing your findings, including the calculated renewal and return rates. Ensure the report is well-structured and provides valuable insights.
3. Provide practical suggestions on how we can enhance the renewal rates in regions where they seem to be low, based on your analysis.

Terminology:

- **Shop_id:** Unique identifier for each B2B client's shop.
- **Package_order_id:** Unique identifier for each contract.
- **Listing_limit:** The number of listings allowed in each package class (A, B, C), with Package C being the highest class package and Package A being the lowest class package.
- **Renewal rate:** The rate for contracts that have been renewed within 30 days from their last contract end date.
- **Return rate:** The rate for contracts that have been renewed after 30 days from their last contract end date.

Considerations:

- Monthly renewal and return rates should be calculated based on contracts ending in a specific month.
- Note that some contracts may have two end dates (end_date and real_end_date). Renewal rates should be calculated based on the real_end_date if it exists.
- You have 8 hours to complete this task from the time you are ready to receive the data & Instructions file in your mailbox.

Submission Details:

Please send your results to the following email addresses:

- s.ghavaminezhad@sheypoor.com
- The Email Address of the Sender of This Task

If you have any questions or require clarification at any point during the task, please do not hesitate to contact me via email or on WhatsApp at 09387790270.

We wish you the best of luck with this task and look forward to reviewing your analysis.

Shayan ghavami

BA Team Supervisor

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