

## Problem

Shopify launched the product Shopify Shipping in 2016. Shopify Shipping offers merchants a way to purchase labels for incoming orders directly from Shopify. This has a few advantages for the merchant:

- It makes order management easier. Buyer addresses are filled out automatically on the label, and merchants can manage their fulfillments directly from the Shopify admin.
- It makes fulfillments faster. Merchants can print labels themselves and drop the packages off, skipping the long lines at the post office
- And finally, merchants can save some money by buying labels via Shopify Shipping. Since Shopify buys in bulk, we can forward some of the discounts we get from our carriers (USPS, UPS, Canada Post) to our merchants

One year after the product was shipped, you are joining the Shopify Shipping team as their first data scientist. So far, the product manager's gut made all the decisions. But now the team wants to practice data informed decision making.

For this, they want to know how the product has been performing. How would you help them out? What metrics would you define to measure the success of the product? How would you segment these metrics to help the team make better decisions?