

Executive Summary

Executive
Summary

Product Info

Customer Info

Shipping metrics

Market Basket
Analysis

Description
All

1.55M

Total Sales

\$427K

Total Profit(Baseline)

27.50%

Profit%

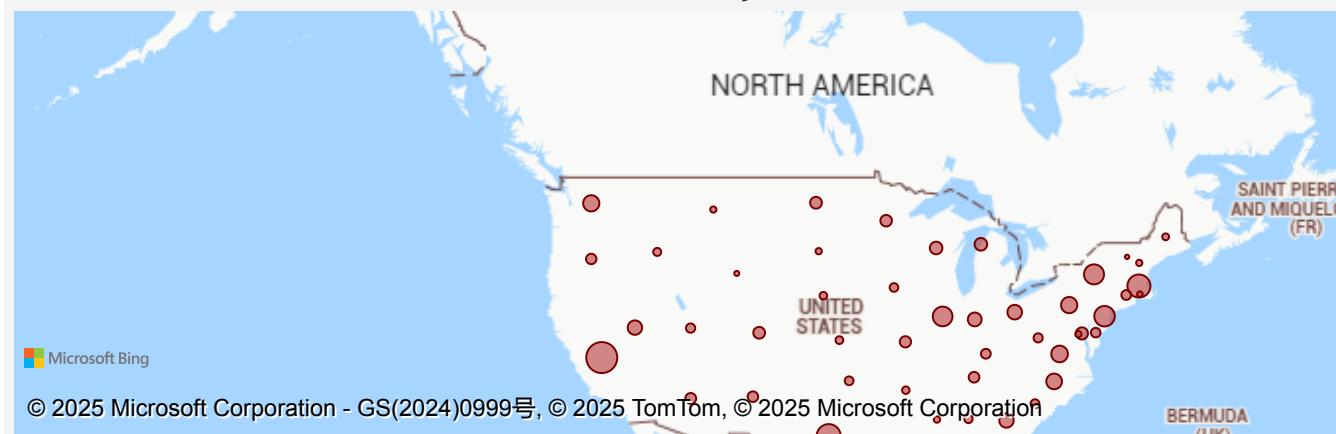
\$385.15K

Shipping(Baseline)

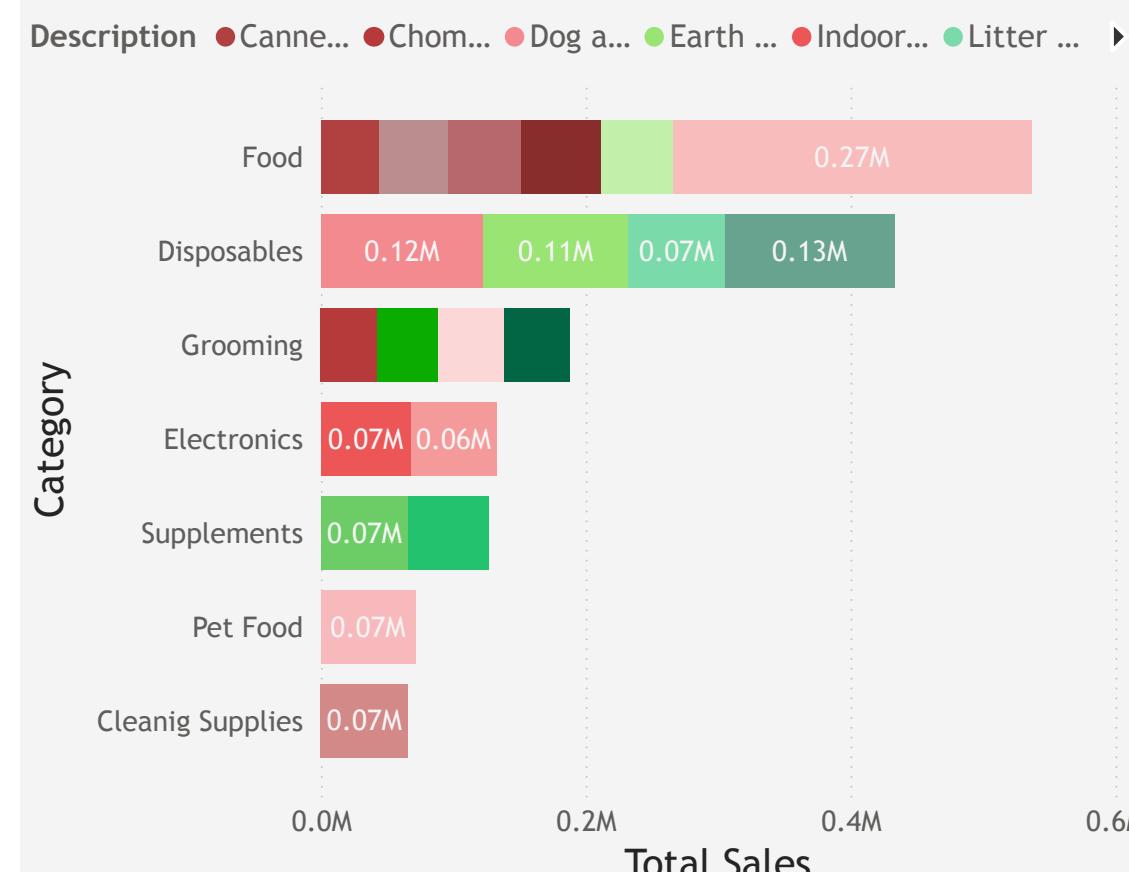
Profit% by Description



Total Sales by State



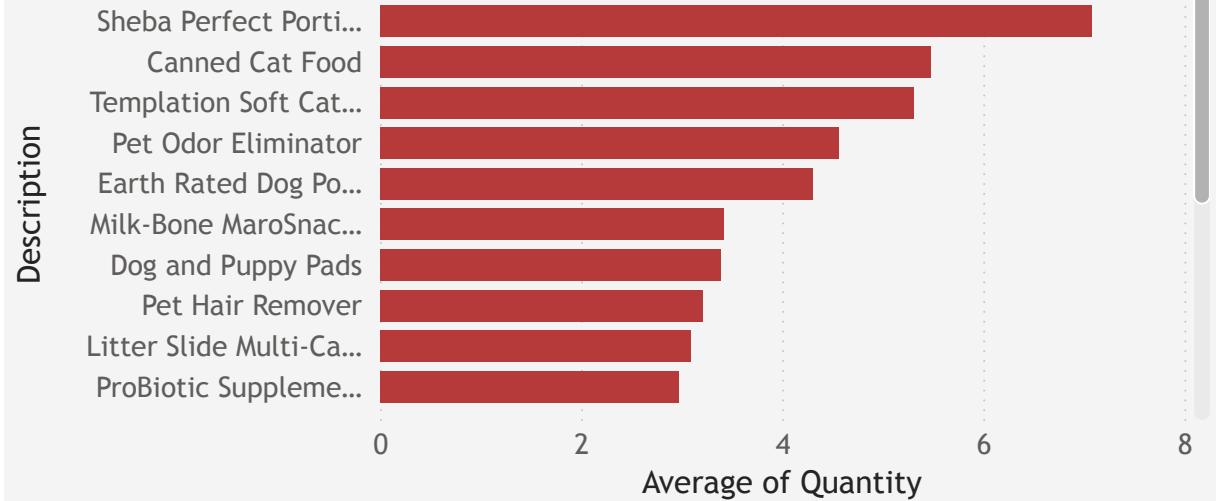
Total Sales by Category and Description



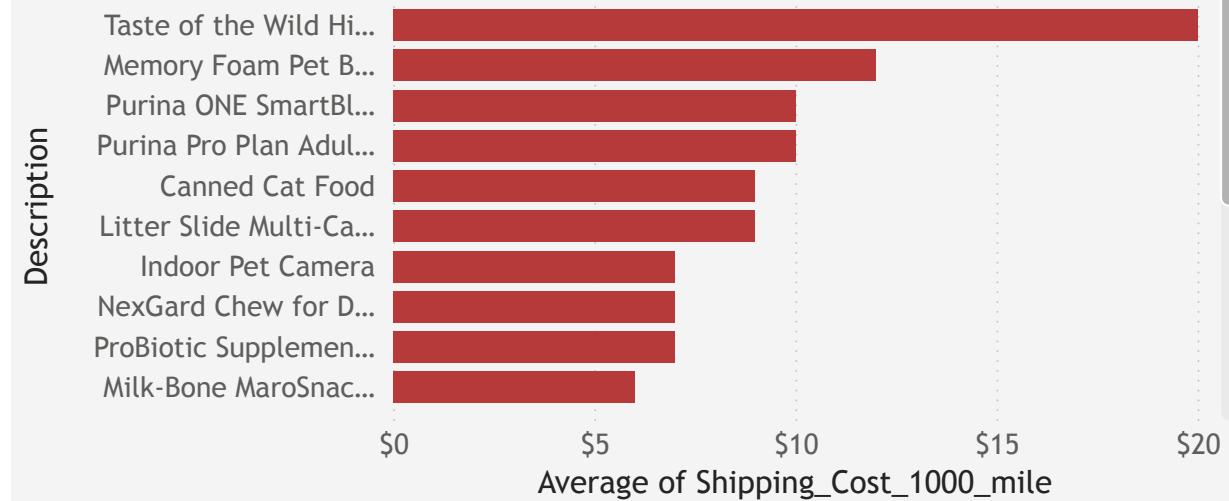
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Average Quantity by Description



Average Shipping_Cost_1000_mile by Description



Total Sales by Category



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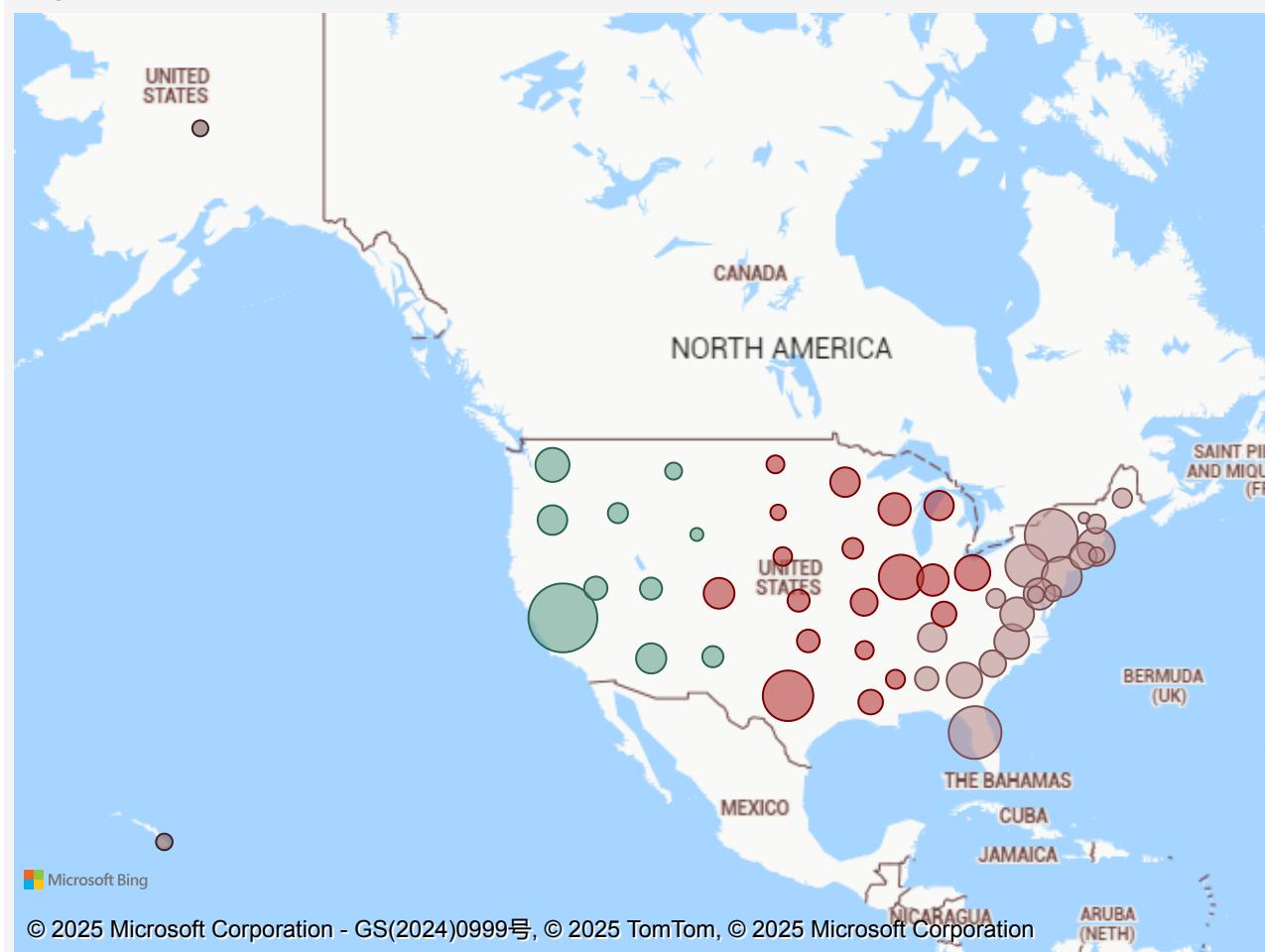
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Total Customers by Region and State

Region • Central • East • Other • West



Microsoft Bing

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Customer LTV by State

State	Customer LTV
North Dakota	1278
Delaware	1023
Nevada	973
Massachusetts	841
Louisiana	699
New Mexico	559
New Jersey	558
Virginia	512
West Virginia	506
Washington	475
Texas	470
Florida	470
California	412
North Carolina	410
Illinois	393
Indiana	382
Michigan	367
Alaska	359
Utah	336
Missouri	333

0 500 1,000 1,500
Customer LTV

Shipping Metrics

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Product Info

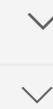
Customer Info

Shipping metrics

Market Basket Analysis

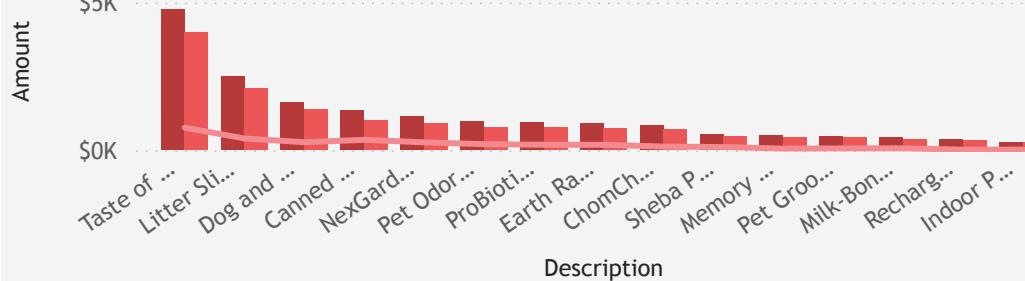
Shipping Quantity

All



Impact of Shipped Quantity on Shipping Costs by Product

● Shipping(Baseline) ● Shipping(What-if) ● Shipping(Difference)



\$17.52K

Shipping(Baseline)

\$14.55K

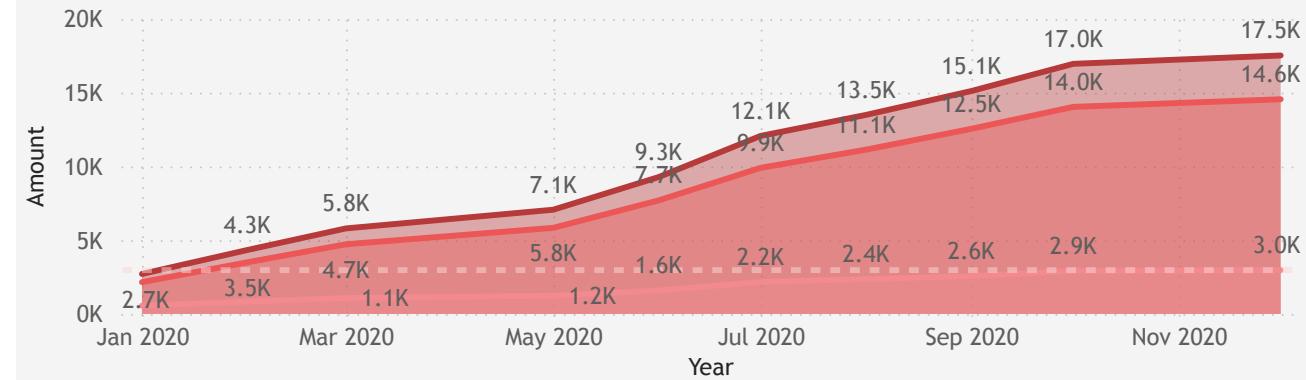
Shipping(What-if)

\$2.97K

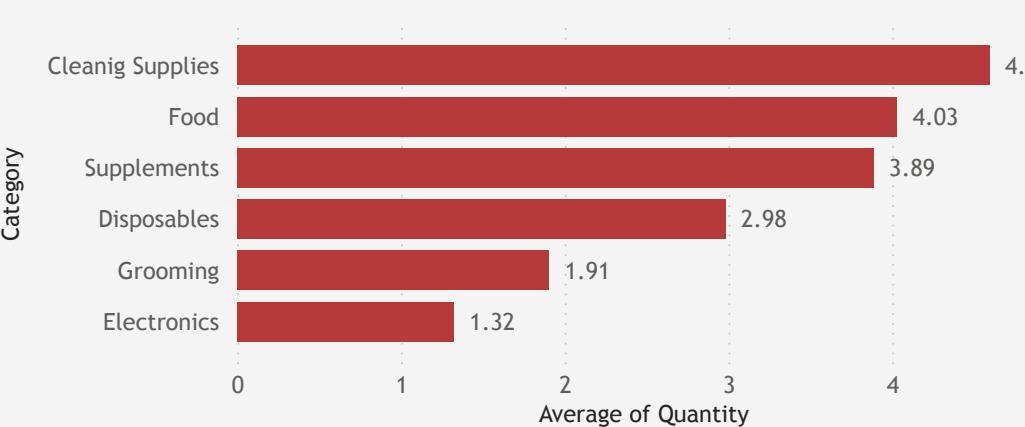
Shipping(Difference)

Impact of Shipped Quantity on Shipping Costs

● Baseline running total ● What-if running total ● Difference running total



Average Quantity by Category



Shipping Cost by State and Region

Region ● Central ● East ● Other ● West



Market Basket Analysis

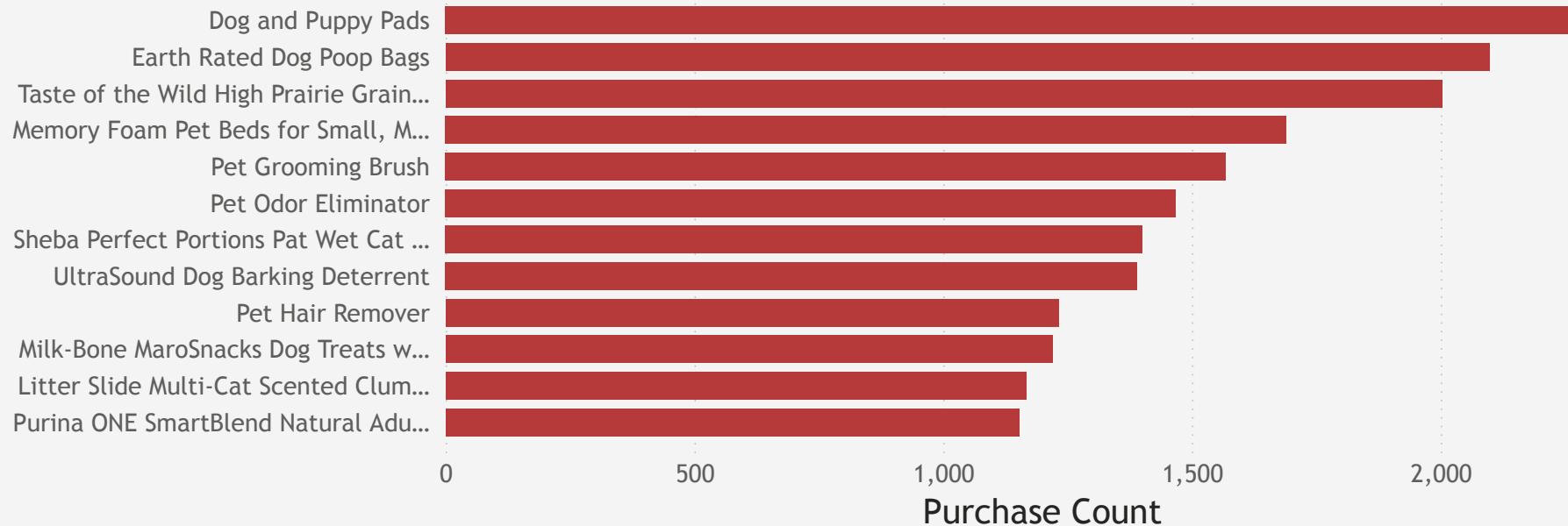
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Description

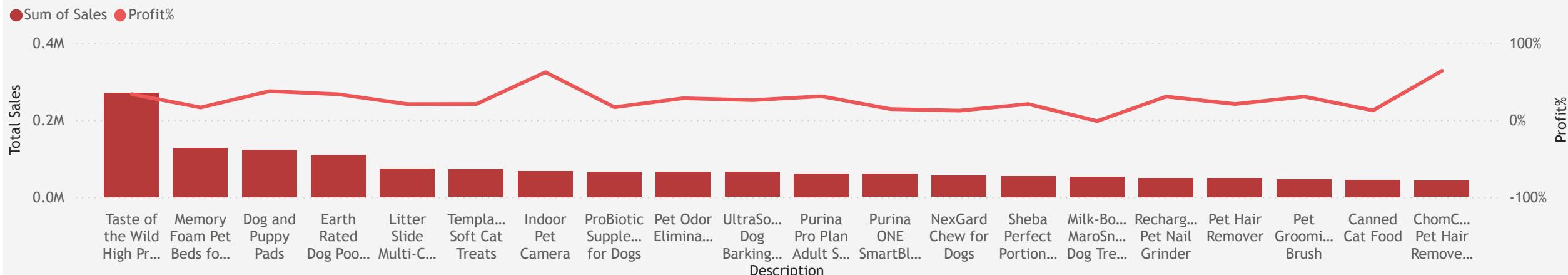
UltraSound Dog Barking Deterrent
Templation Soft Cat Treats
Taste of the Wild High Prairie Grain-Free Dry Dog Food 40lb
Sheba Perfect Portions Pat Wet Cat Food
Rechargeable Pet Nail Grinder
Purina Pro Plan Adult Sensitive Skin
Purina ONE SmartBlend Natural Adult Chicken 10lb
ProBiotic Supplements for Dogs
Pet Odor Eliminator
Pet Hair Remover

Description

Combinations of Purchased Items



Total Sales and Profit% by Description



Description: This is a personal data analytics project built using a publicly available e-commerce dataset. I created an interactive Power BI dashboard to analyze sales performance, customer behavior, and shipping costs while practicing data visualization and business analysis skills. The analysis shows a profitable pet e-commerce business with \$1.55M in total sales and a 27.5% profit margin. Everyday essentials—particularly Food and Disposables—make up most of the revenue, while Electronics and Supplements present room for growth. Certain products, such as the pet hair remover and indoor pet camera, stand out with especially high profit margins and are strong candidates for focused marketing. Shipping is a major expense but could be reduced with better quantity planning, and common product pairings suggest clear opportunities for bundling (like puppy pads with poop bags or cat litter with wet food).