

Data Clean Up

24404

Total_Rows

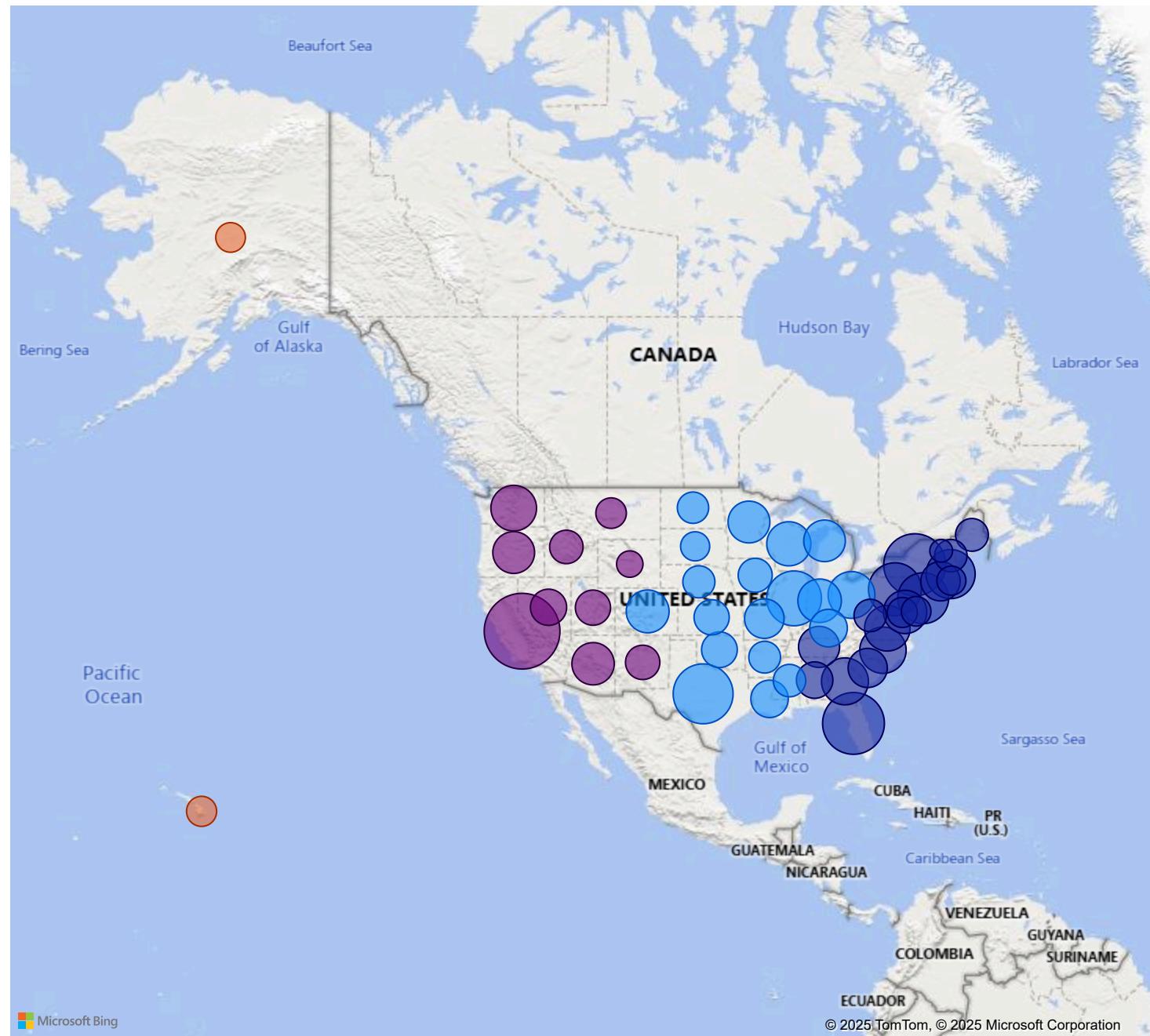
24404

Count of Invoice No

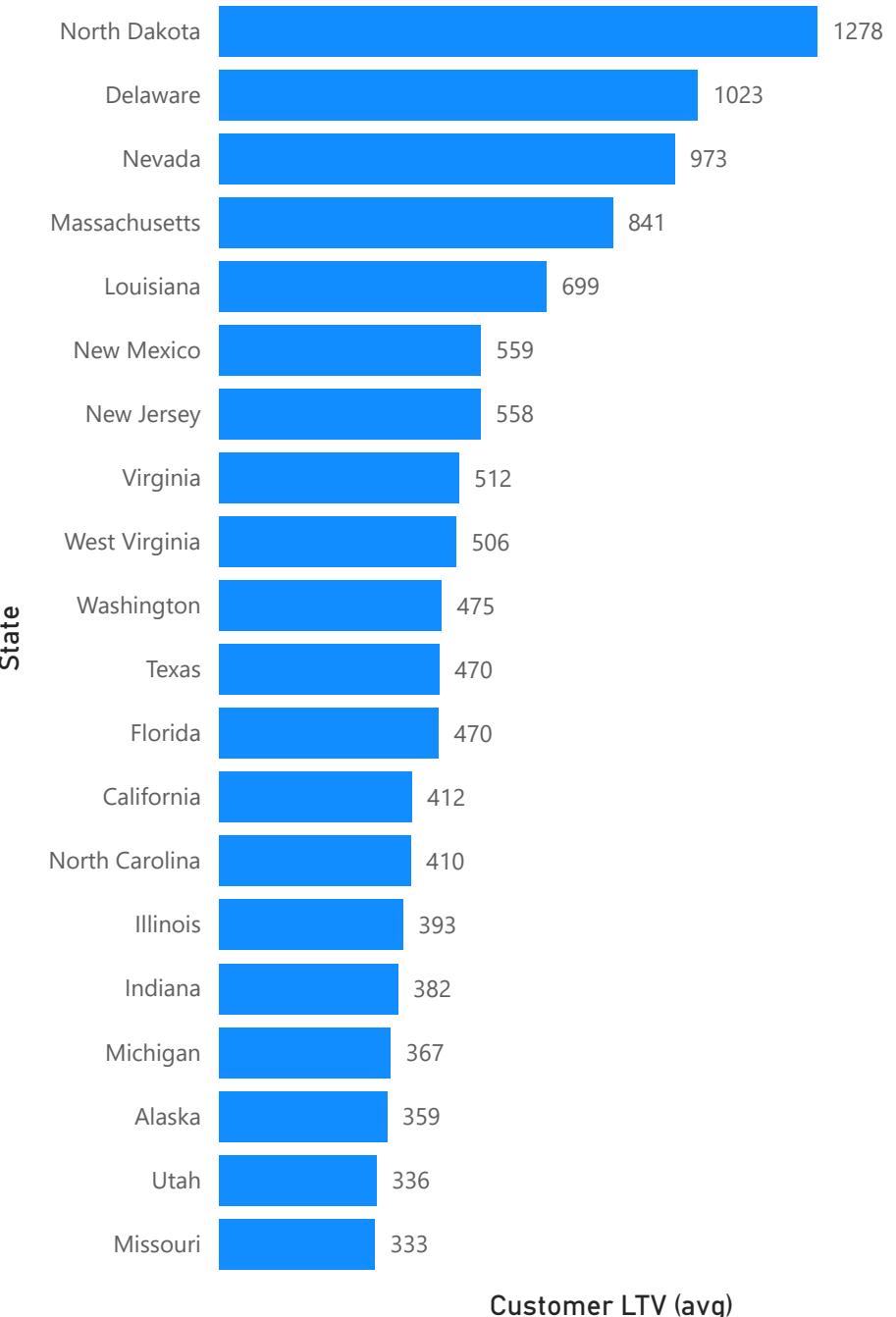
State	Count of Customer ID
Alabama	41
Alaska	11
Arizona	94
Arkansas	17
California	598
Colorado	86
Connecticut	55
Delaware	17
District of Columbia	12
Florida	343
Georgia	109
Hawaii	12
Idaho	28
Illinois	192
Indiana	82
Iowa	32
Kansas	36
Kentucky	50
Louisiana	41
Maine	22
Maryland	98
Massachusetts	129
Michigan	88
Minnesota	75
Mississippi	21
Missouri	64
Montana	15
Nebraska	19
Nevada	36
New Hampshire	24
New Jersey	163
New Mexico	28
New York	318
Total	4372

Total Customers by Region and State

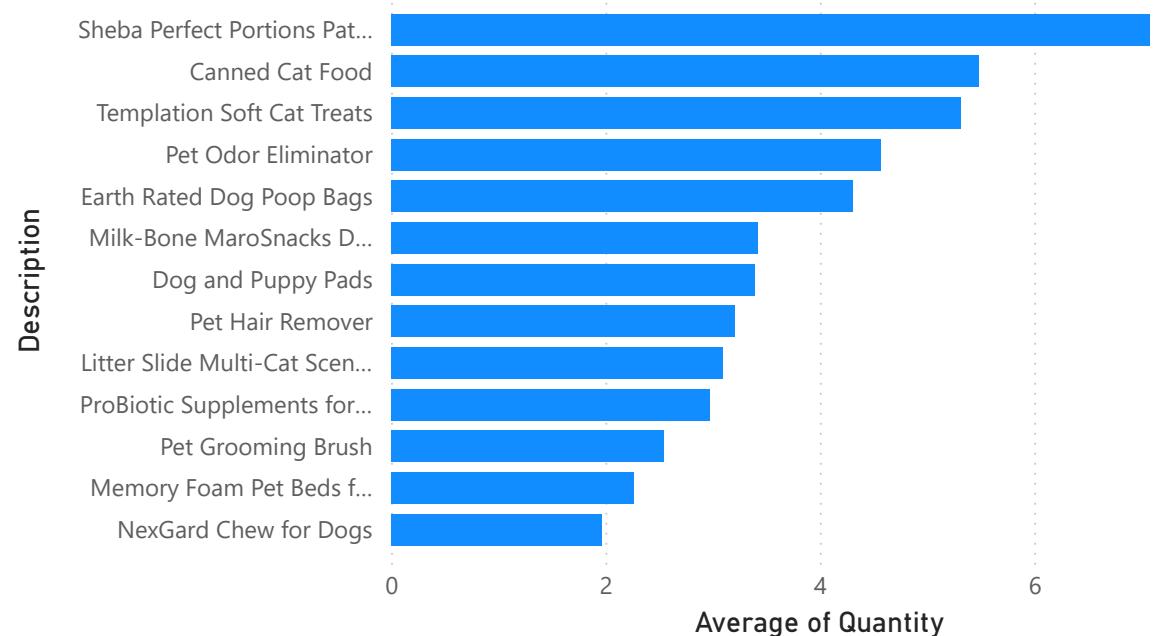
Region ● Central ● East ● Other ● West



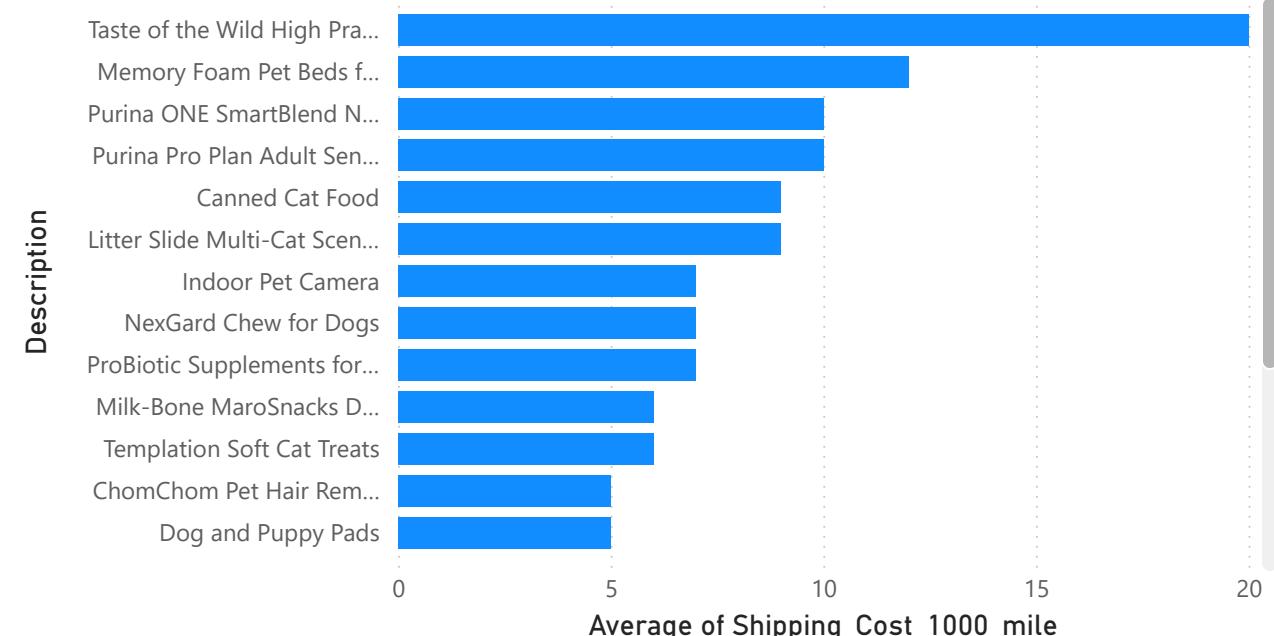
Customer LTV (avg) by State



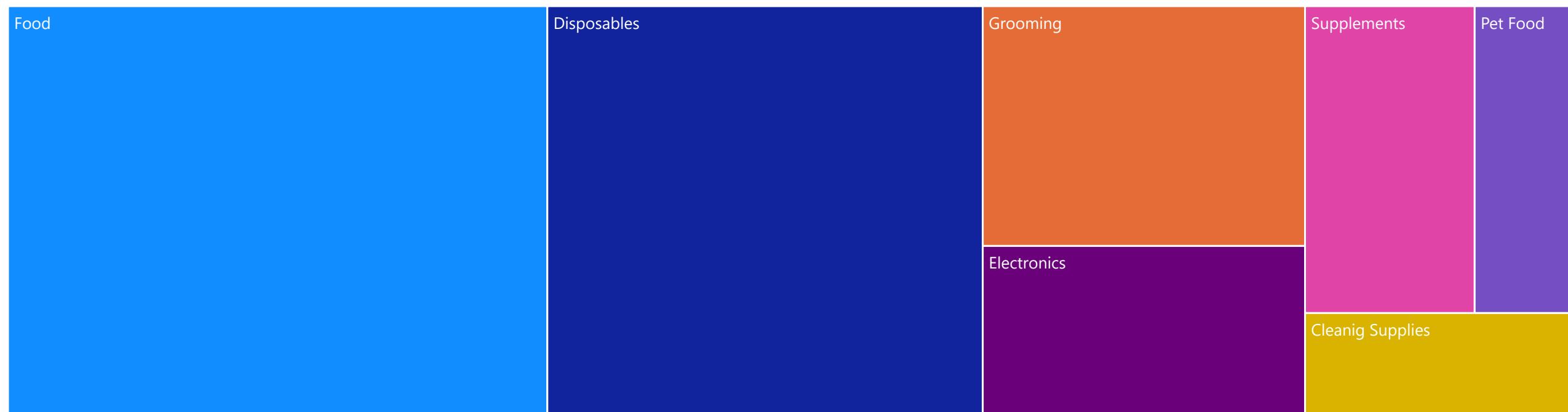
Average of Quantity by Description



Average of Shipping_Cost_1000_mile by Description



Sum of Sales by Category



%GT Sum of Sales by Quantity

%GT Sum of Sales

30%

20%

10%

0%

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 24 25 26 27 28 29 32 33 34 35 36 37 38 39 40 42 43 45 46 47 48 50 54 56 58 60 63 67 68 80 84 86 1... 1... 1... 1...

Quantity

%GT Sum of Total Sales by Total Quantity

%GT Sum of Total Sales

8%

6%

4%

2%

0%

0.00 1.00 2.00 3.00 4.00 5.00 6.00 7.00 8.00 9.00 10.00 11.00 12.00 13.00 14.00 15.00 16.00 17.00 18.00 19.00 20.00 21.00 22.00 23.00 24.00 25.00 26.00 27.00 28.00 29.00 30.00 31.00 32.00 33.00 34.00 35.00 36.00 37.00 38.00 39.00 40.00 41.00 42.00 43.00 44.00 45.00 46.00 47.00 48.00 49.00 50.00 51.00 52.00 53.00 54.00 56.00 57.00 58.00 59.00 60.00

Total Quantity

Executive Summary

Description

All

\$1.55M

Total Sales

\$427.34K

Total Profit (Baseline)

27.50 %

Profit %

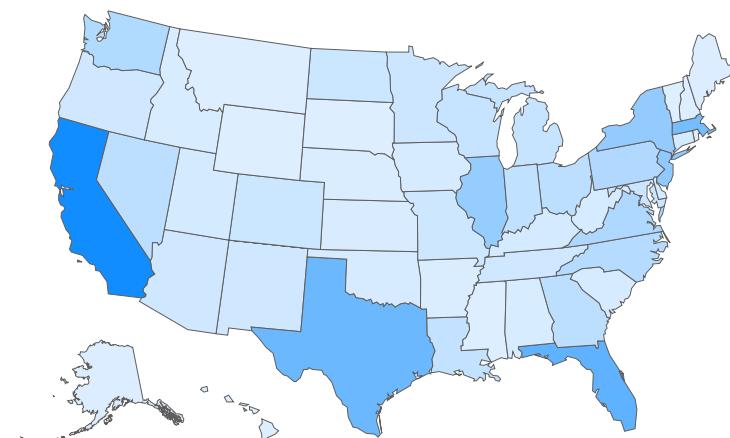
\$385.15K

Shipping (Baseline)

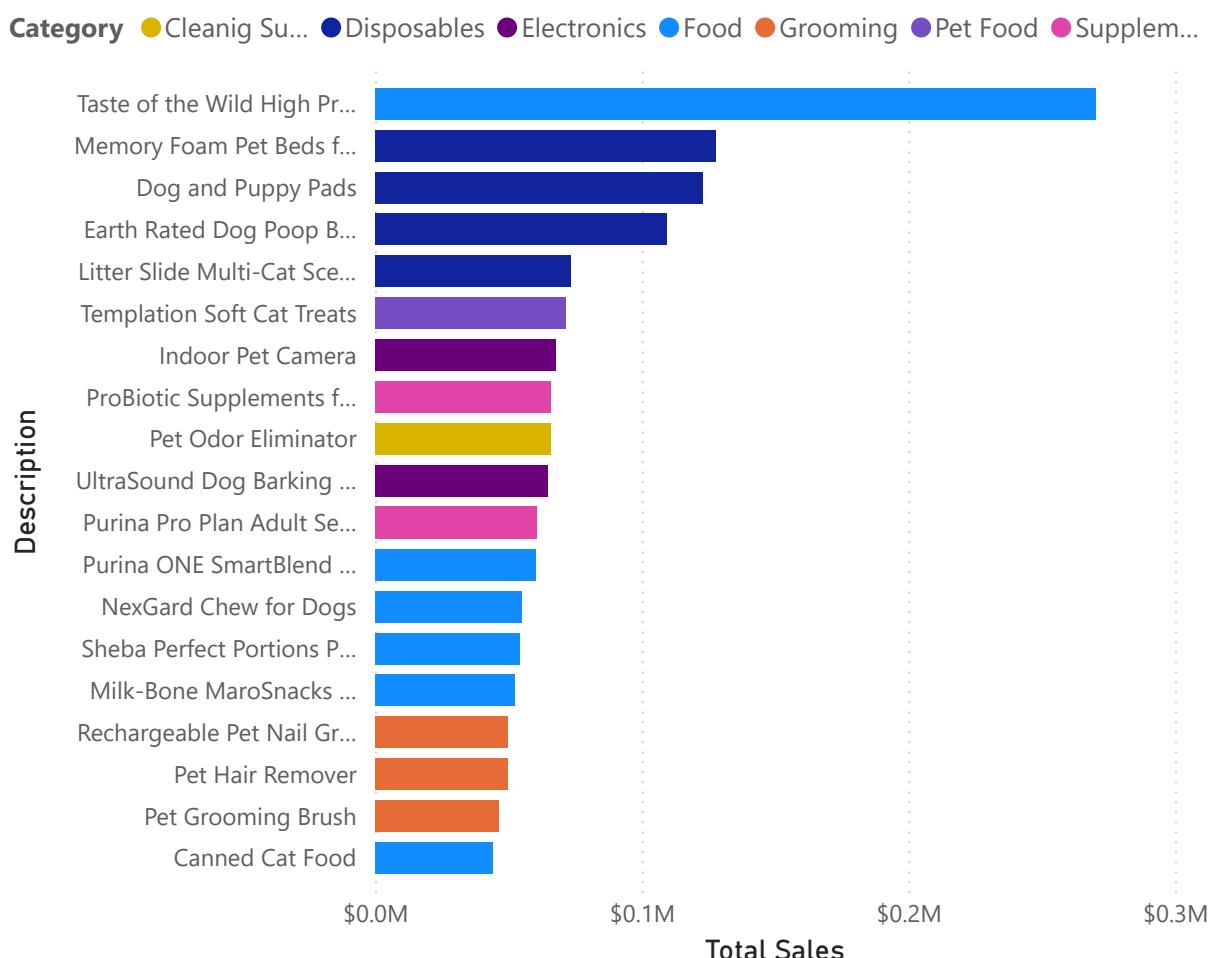
Profit % by Category



Total Sales by State



Total Sales by Description and Category



Shipping Metrics

What-if quantity

11

\$385.15K

Shipping (Baseline)

\$266.96K

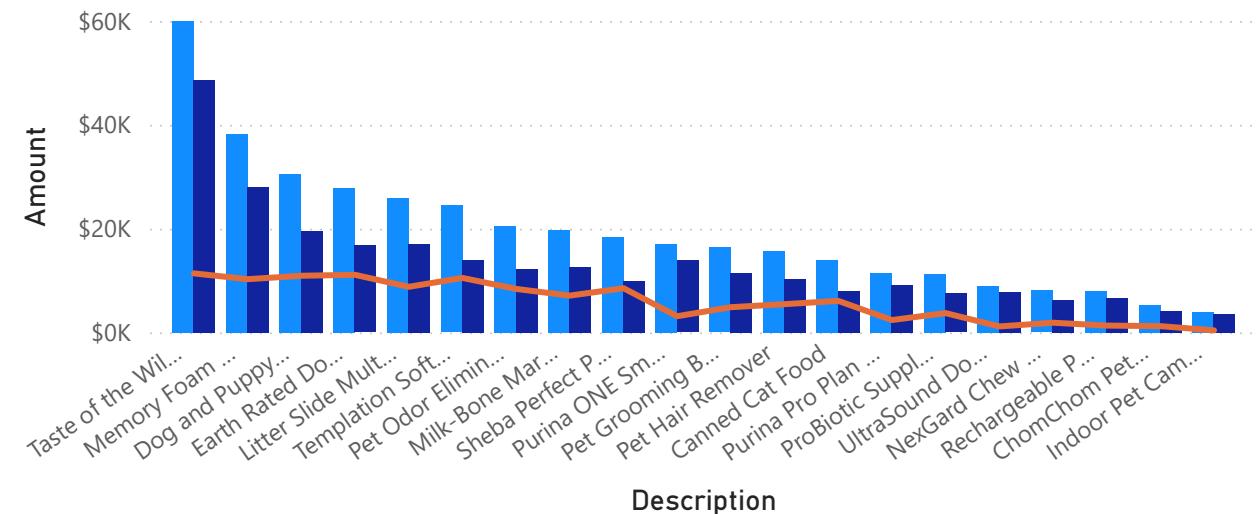
Shipping (What-if)

\$118.19K

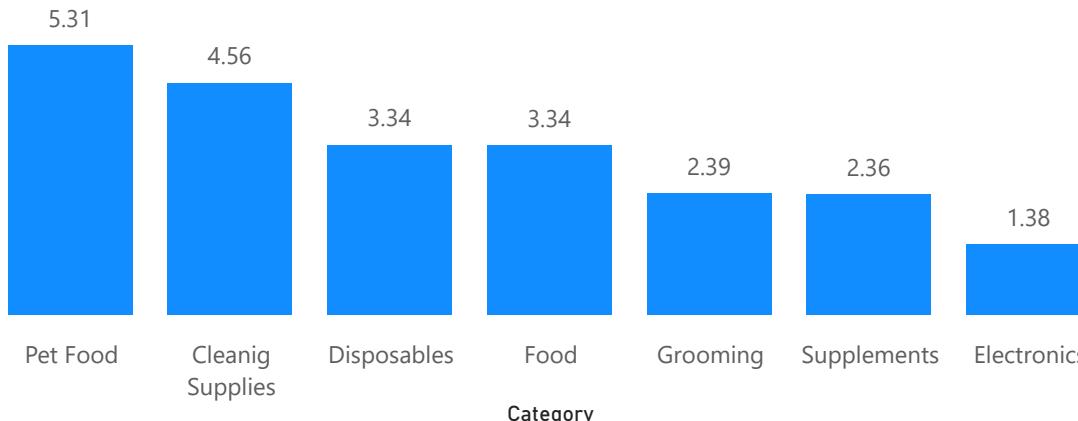
Shipping (Difference)

Impact of Shipped Quantity on Shipping Costs by Product

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

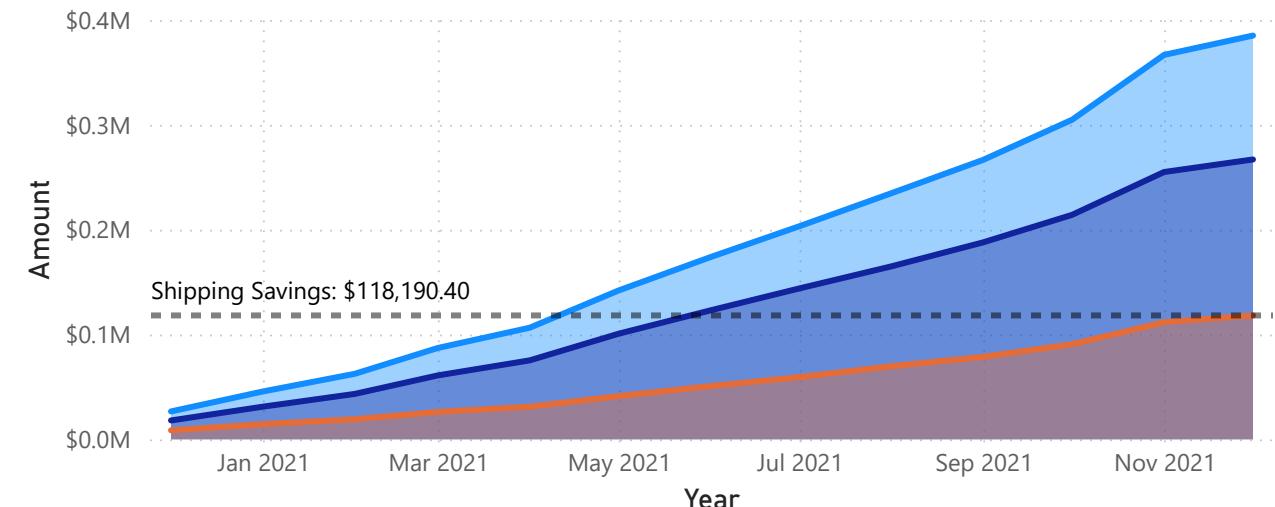


Average Quantity by Category



Impact of Shipped Quantity on Shipping Costs

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



Shipping Cost by State and Region

Region ● Central ● East ● Other ● West

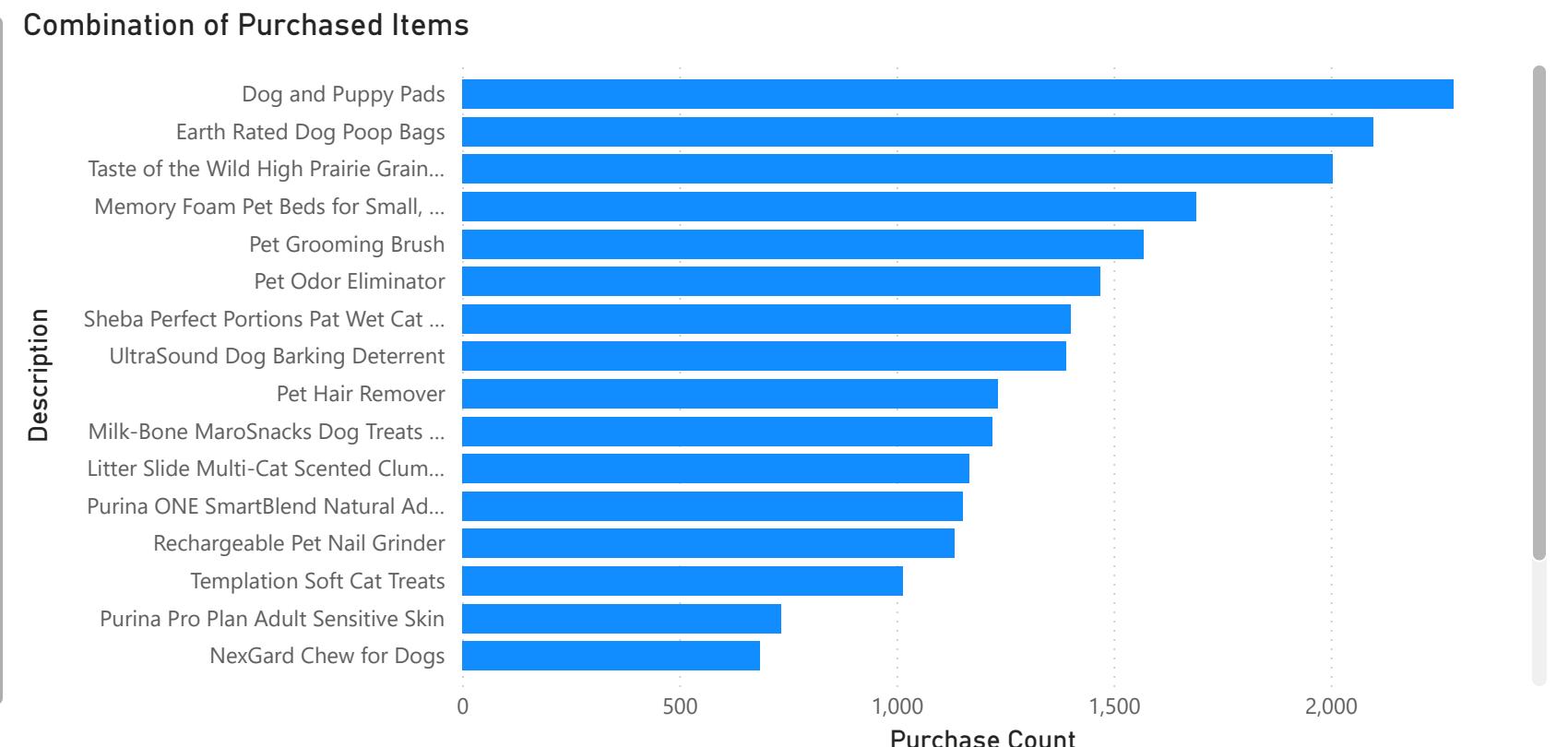


Market Basket Analysis

Description

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- Canned Cat Food
- ChomChom Pet Hair Remover - Reusable Cat and Dog Hair Remover
- Dog and Puppy Pads
- Earth Rated Dog Poop Bags
- Indoor Pet Camera
- Litter Slide Multi-Cat Scented Clumping Clay Cat Litter
- Memory Foam Pet Beds for Small, Medium, and Large Dogs and Cats
- Milk-Bone MaroSnacks Dog Treats with Real Bone
- NexGard Chew for Dogs
- Pet Grooming Brush
- Pet Hair Remover
- Pet Odor Eliminator
- ProBiotic Supplements for Dogs
- Purina ONE SmartBlend Natural Adult Chicken 10lb
- Purina Pro Plan Adult Sensitive Skin
- Rechargeable Pet Nail Grinder
- Sheba Perfect Portions Pat Wet Cat Food
- Taste of the Wild High Prairie Grain-Free Dry Dog Food 40lb



Total Sales and Profit % by Description

Sum of Sales Profit %

