

24404

Total\_Rows

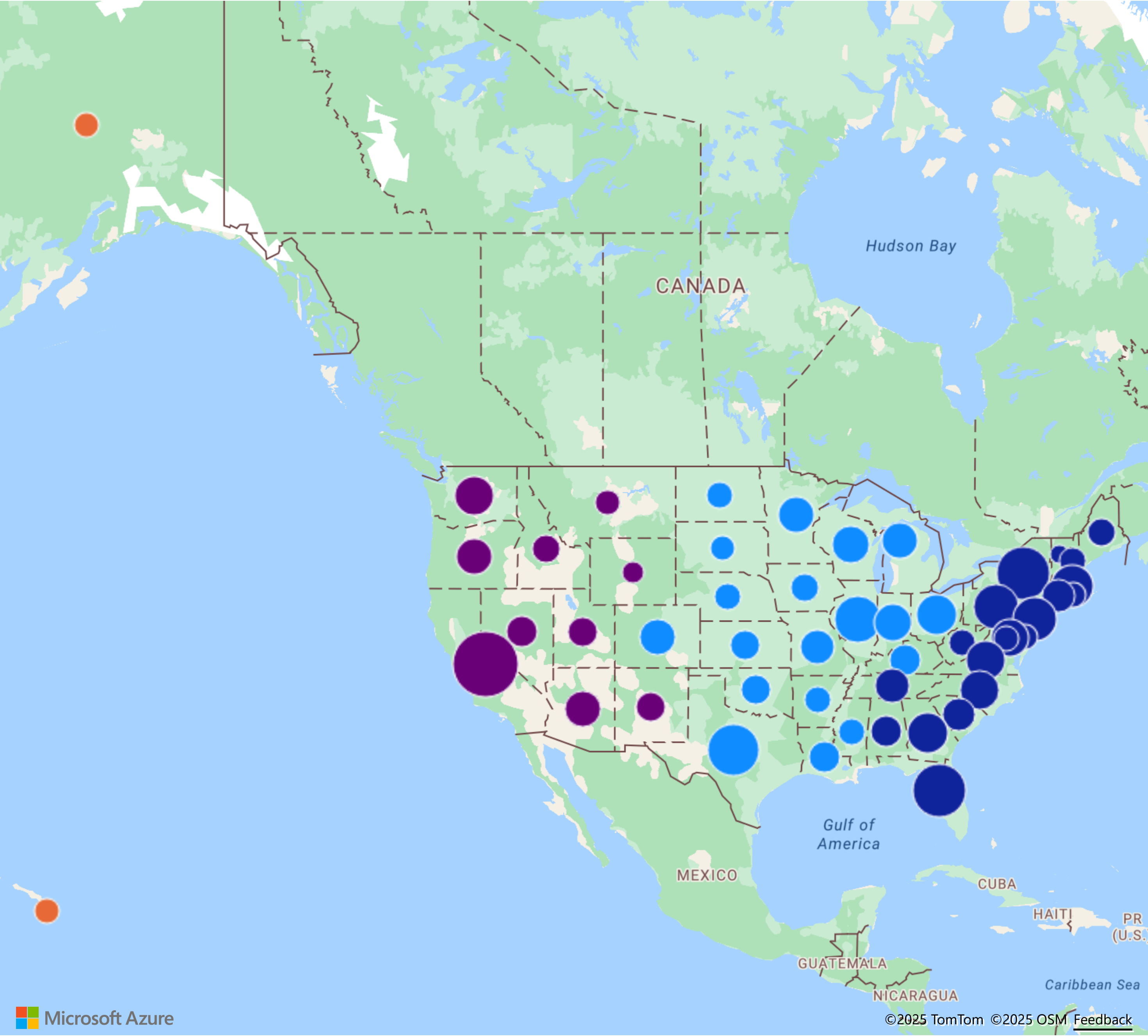
24404

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
Total	4372

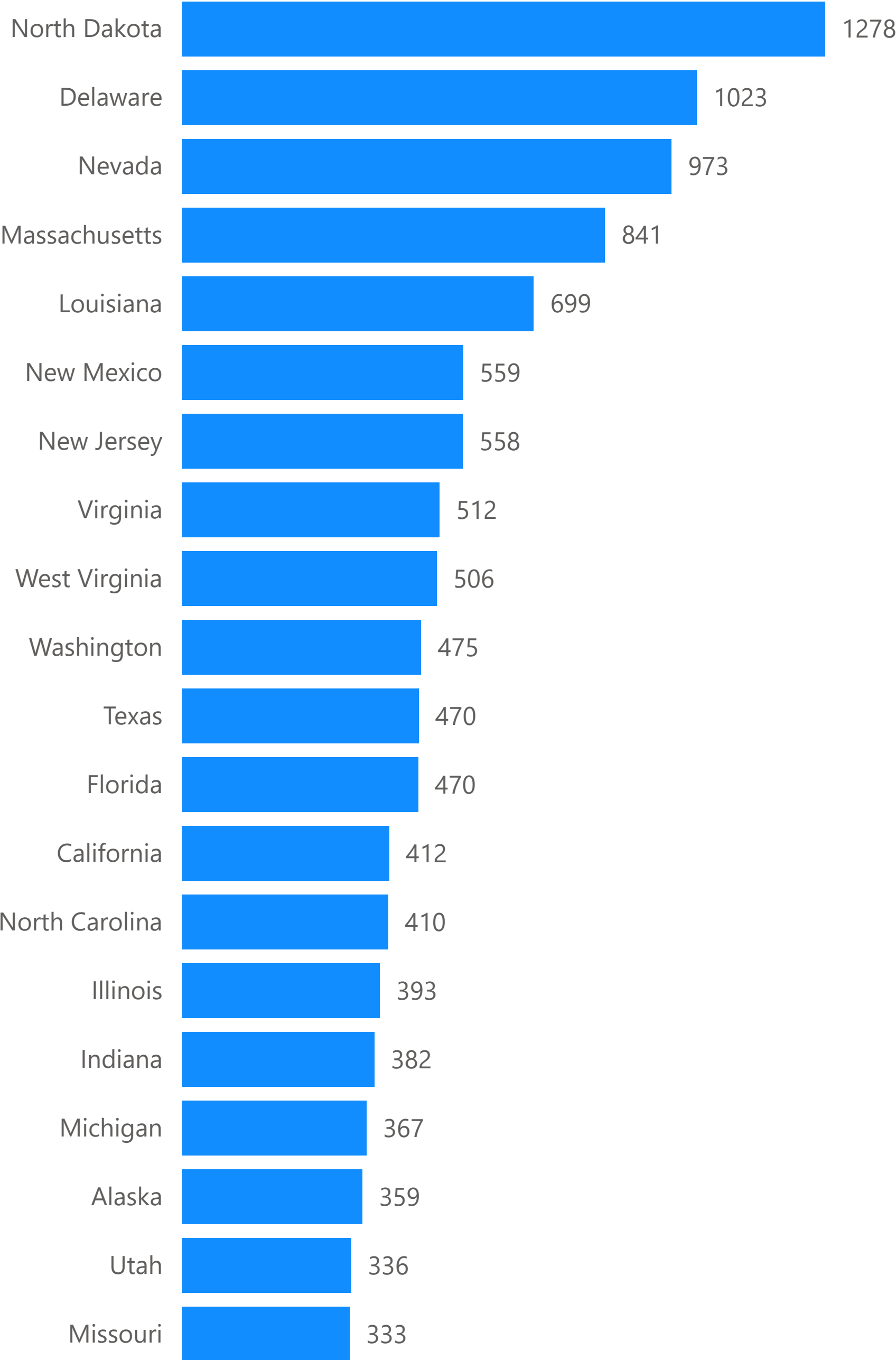
Total Customers by Region and State

Region ● Central ● East ● Other ● West



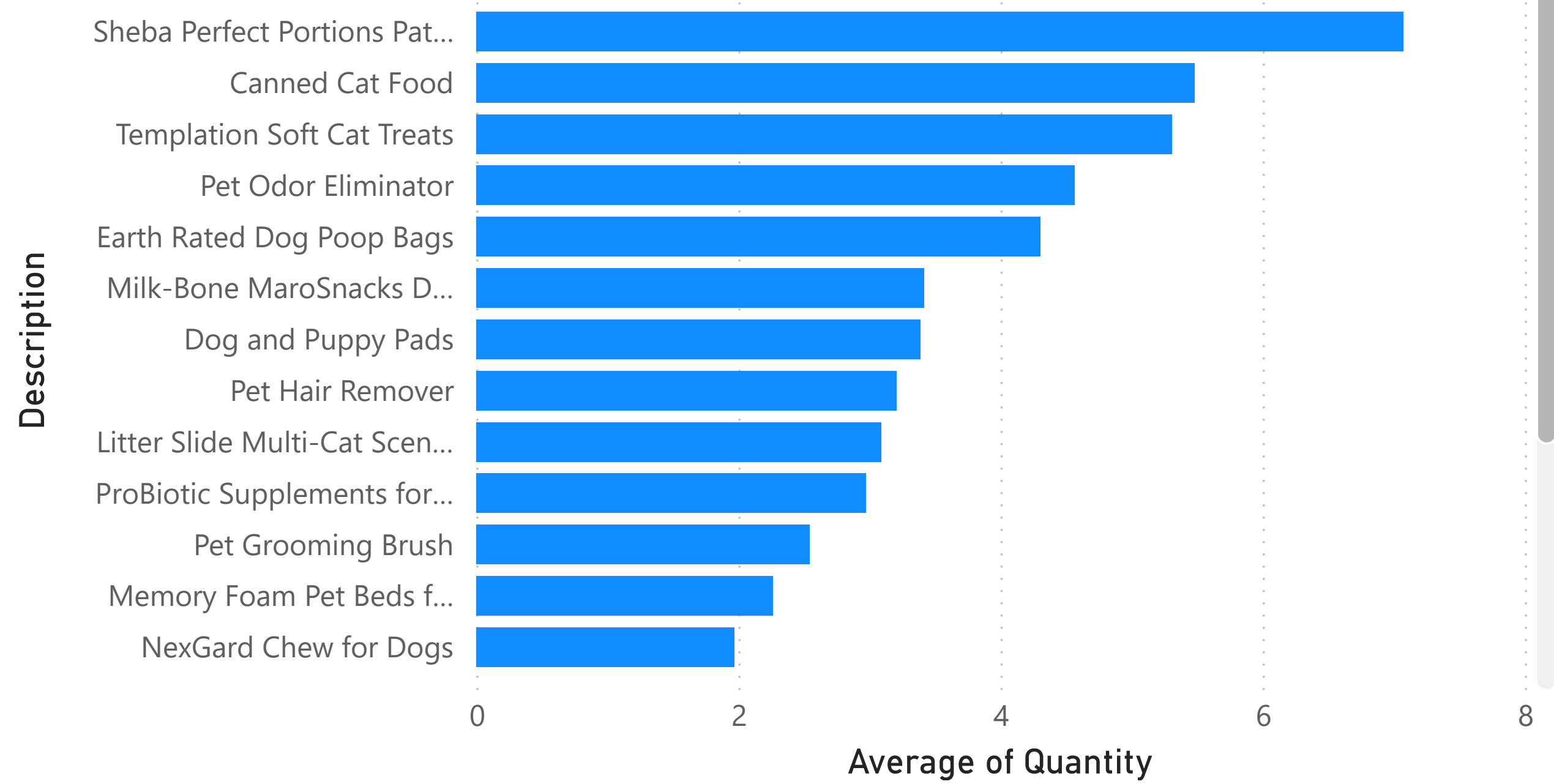
Customer LTV (avg) by State

State

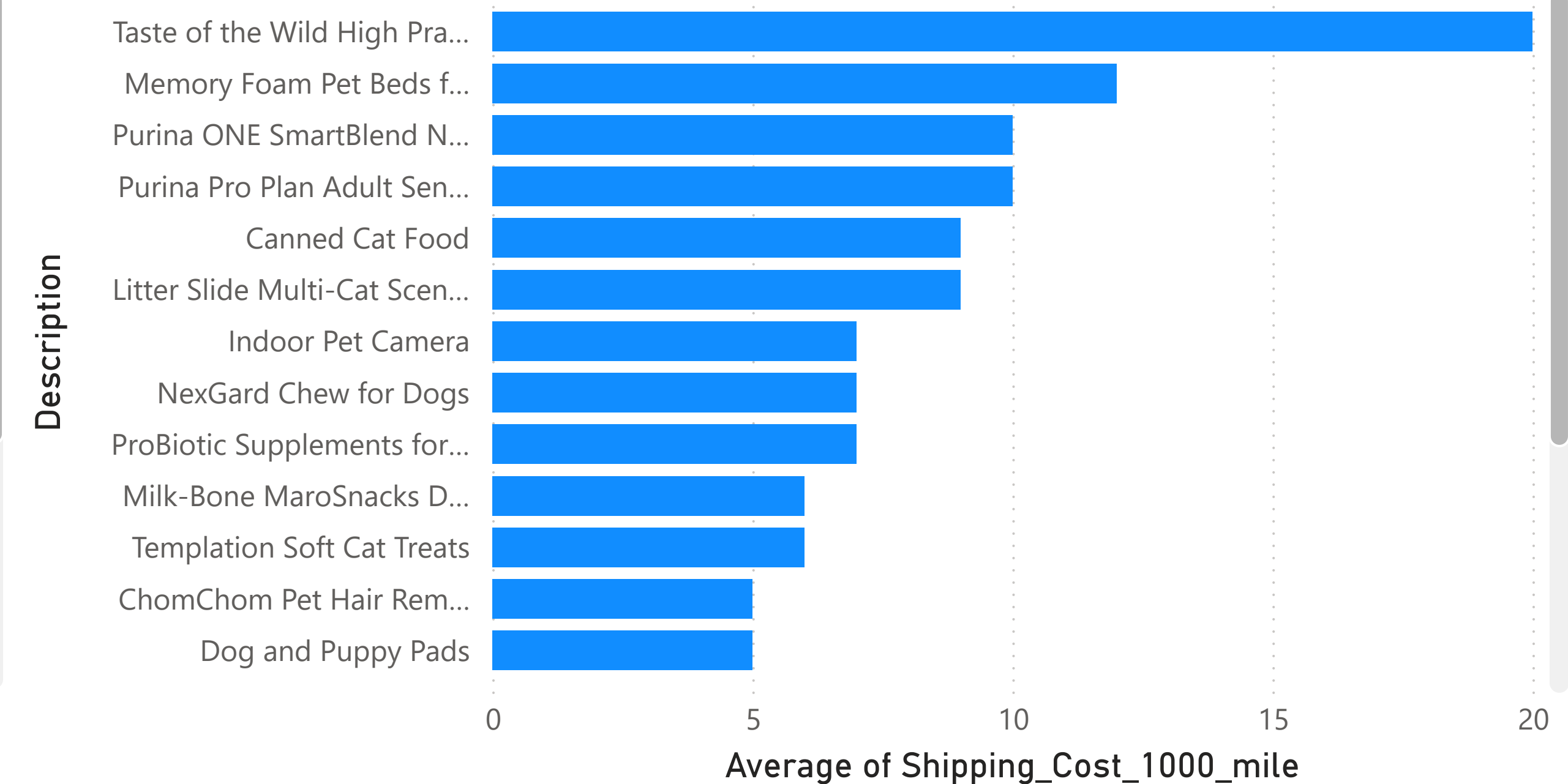


Customer LTV (avg)

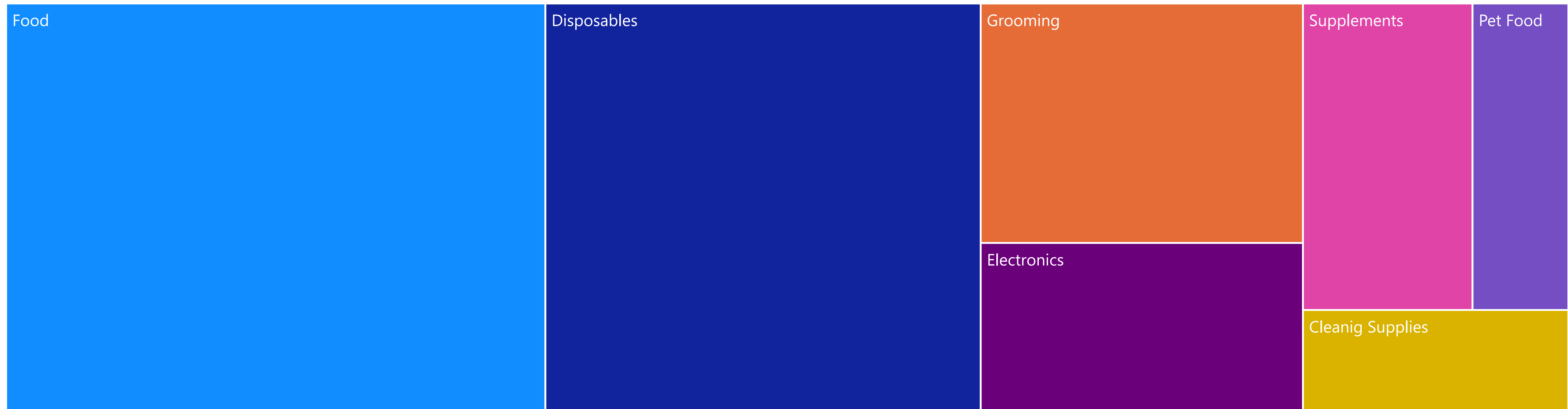
Average of Quantity by Description



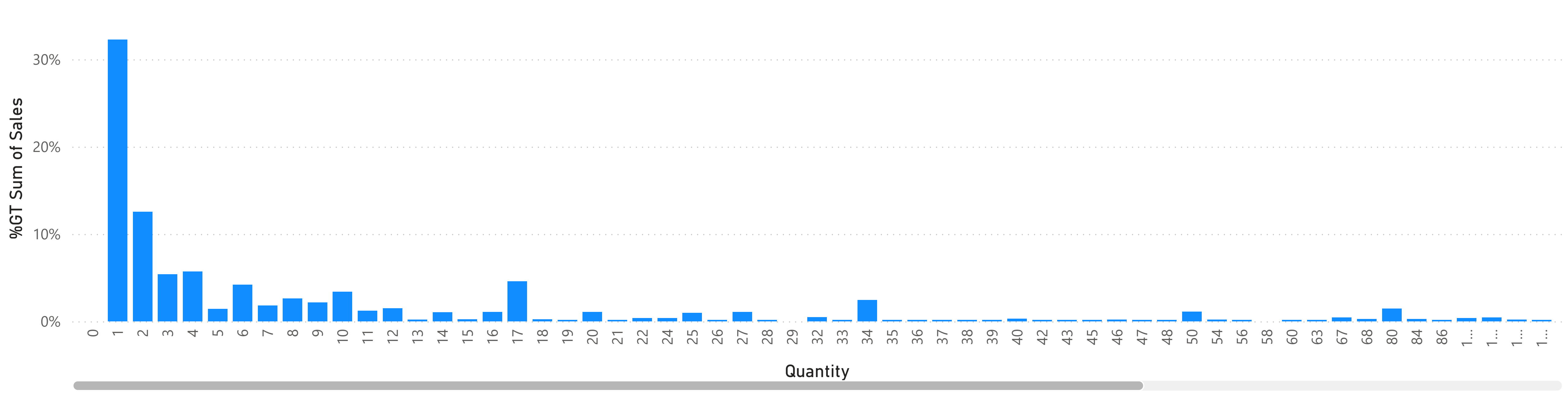
Average of Shipping\_Cost\_1000\_mile by Description



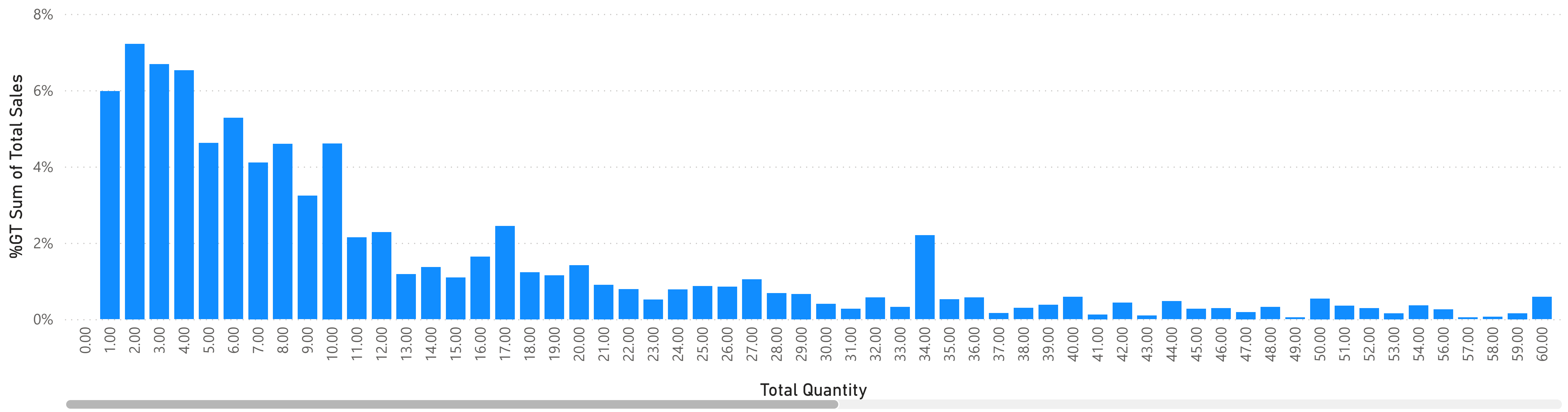
Sum of Sales by Category



%GT Sum of Sales by Quantity



%GT Sum of Total Sales by Total Quantity



# Executive Summary

Description

All

▼

\$1.55M

Total Sales

\$427.34K

Total Profit (Baseline)

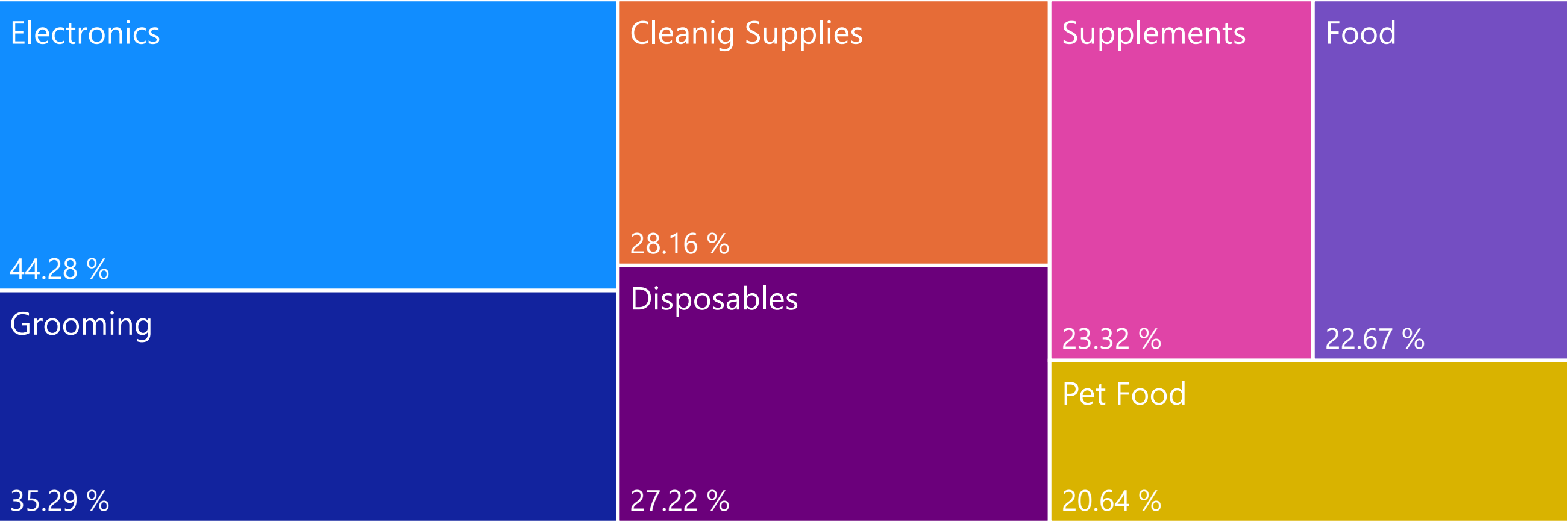
27.50 %

Profit %

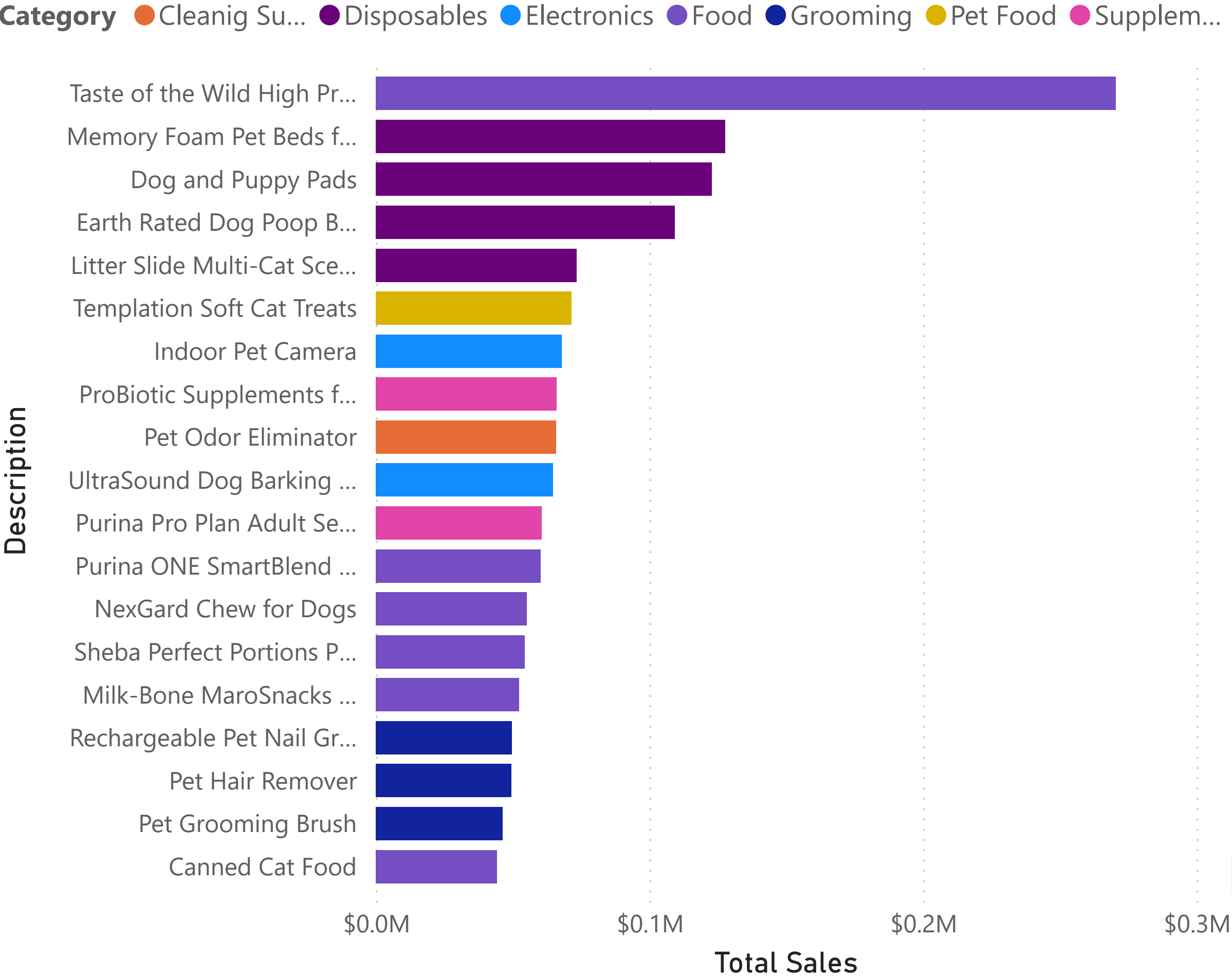
\$385.15K

Shipping (Baseline)

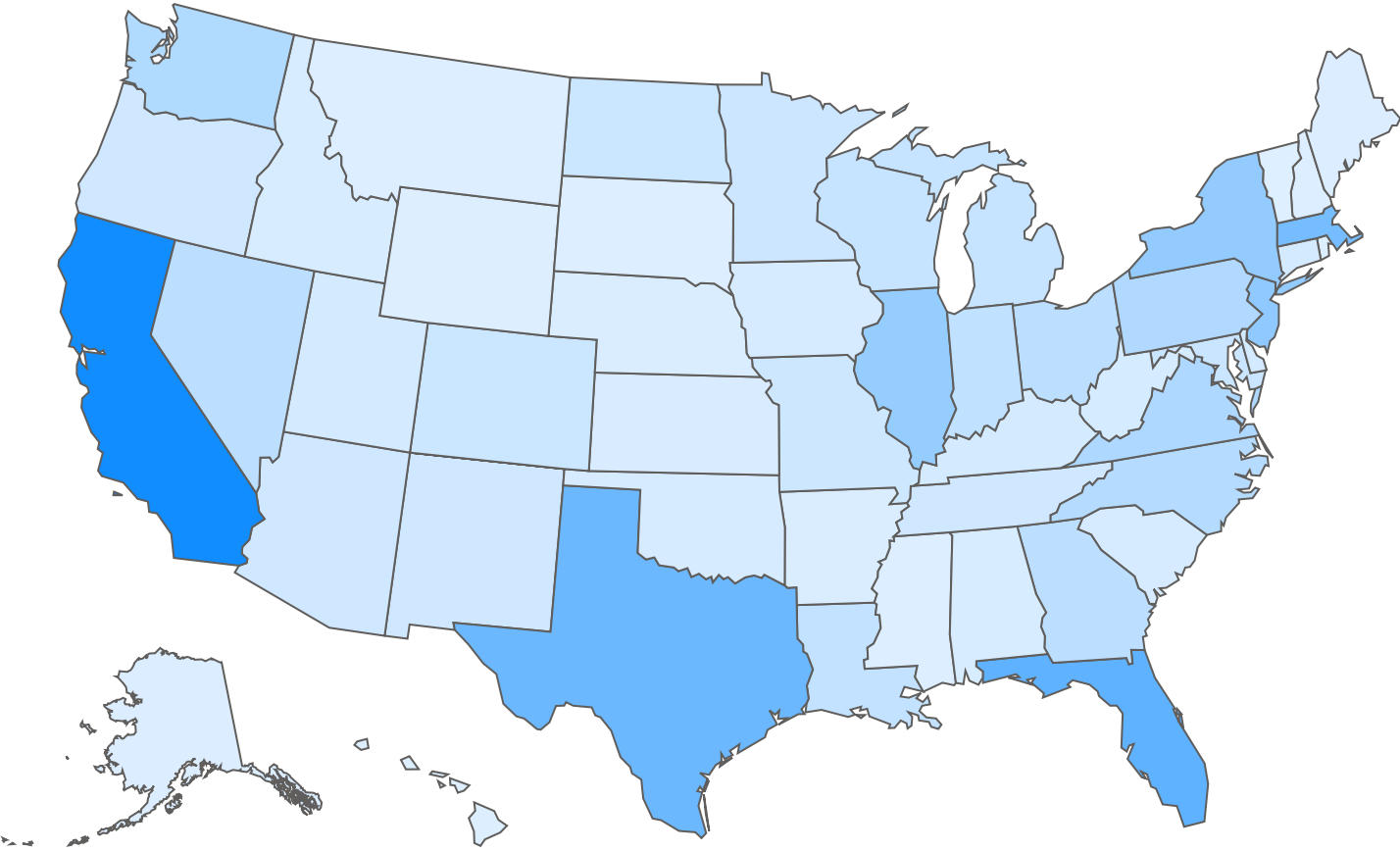
Profit % by Category



Total Sales by Description and Category



Total Sales by State





# Shipping Metrics

What-if quantity

11



\$385.15K

Shipping (Baseline)

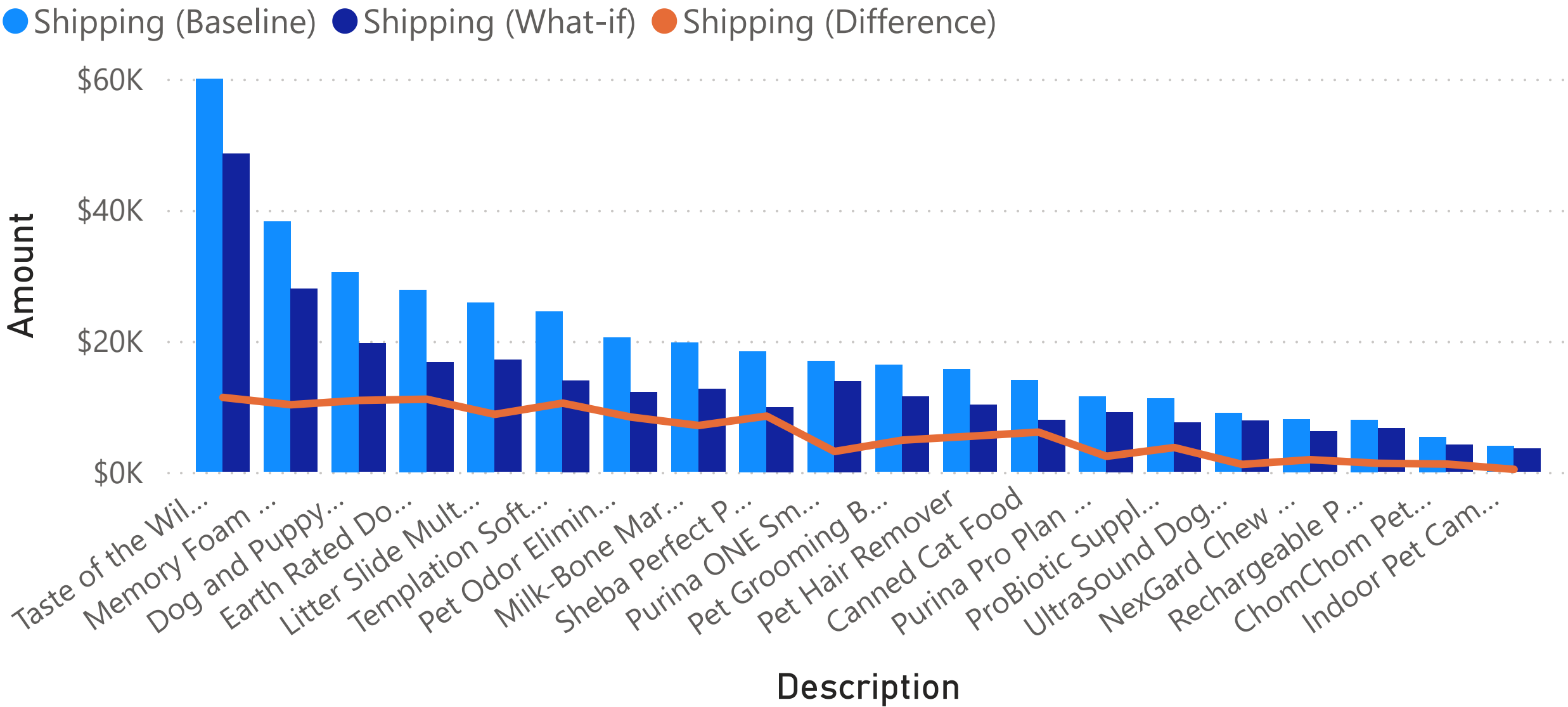
\$266.96K

Shipping (What-if)

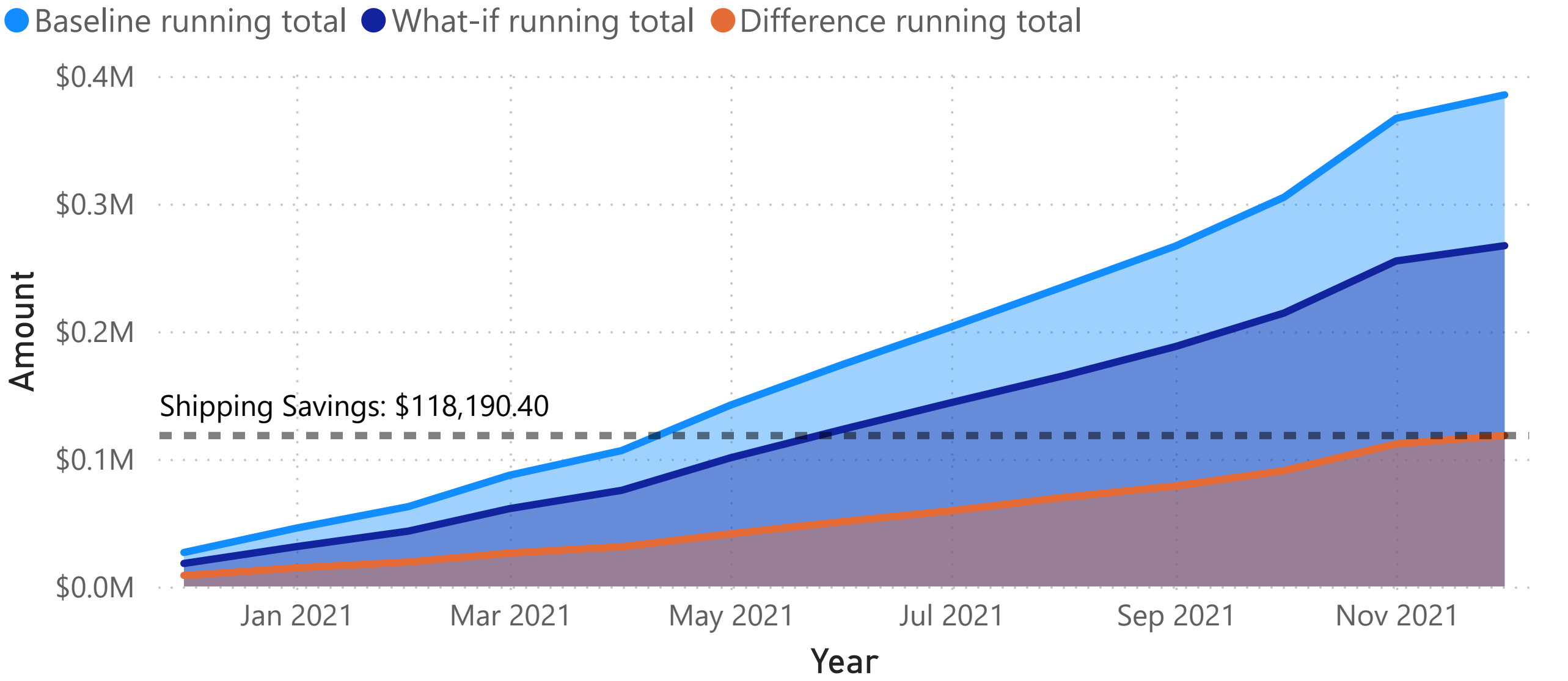
\$118.19K

Shipping (Difference)

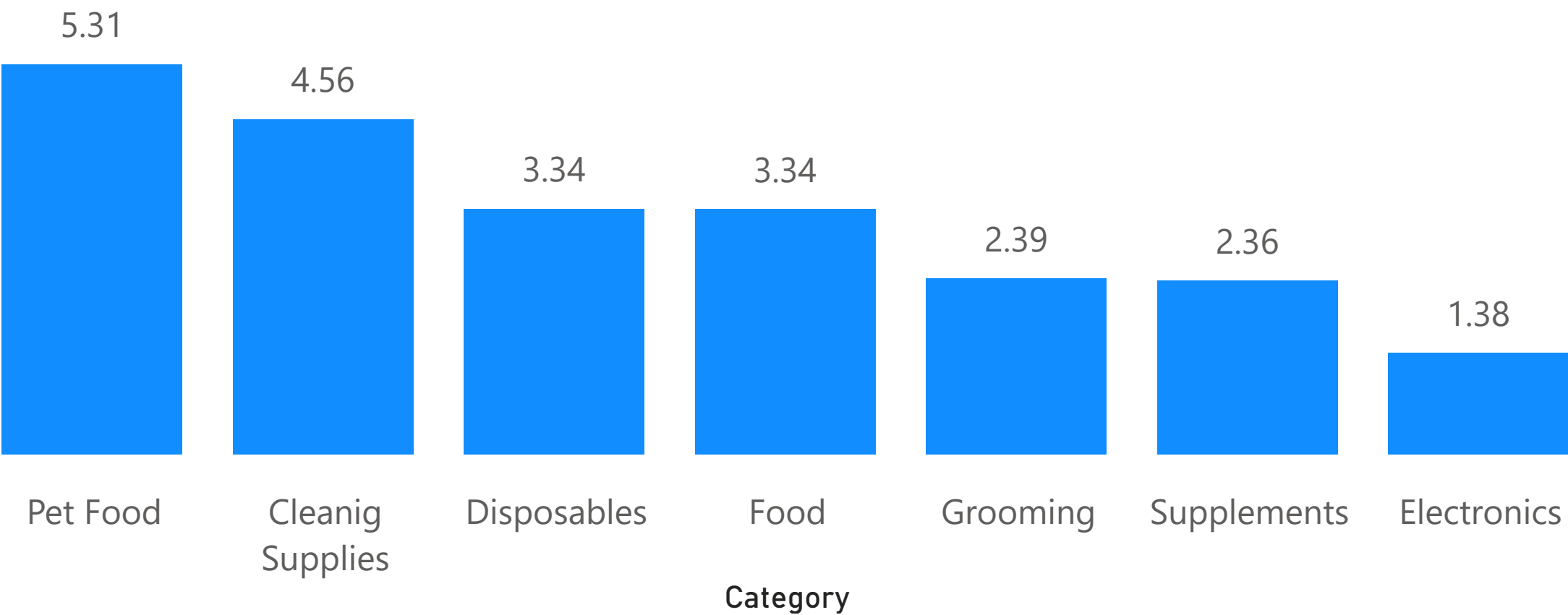
Impact of Shipped Quantity on Shipping Costs by Product



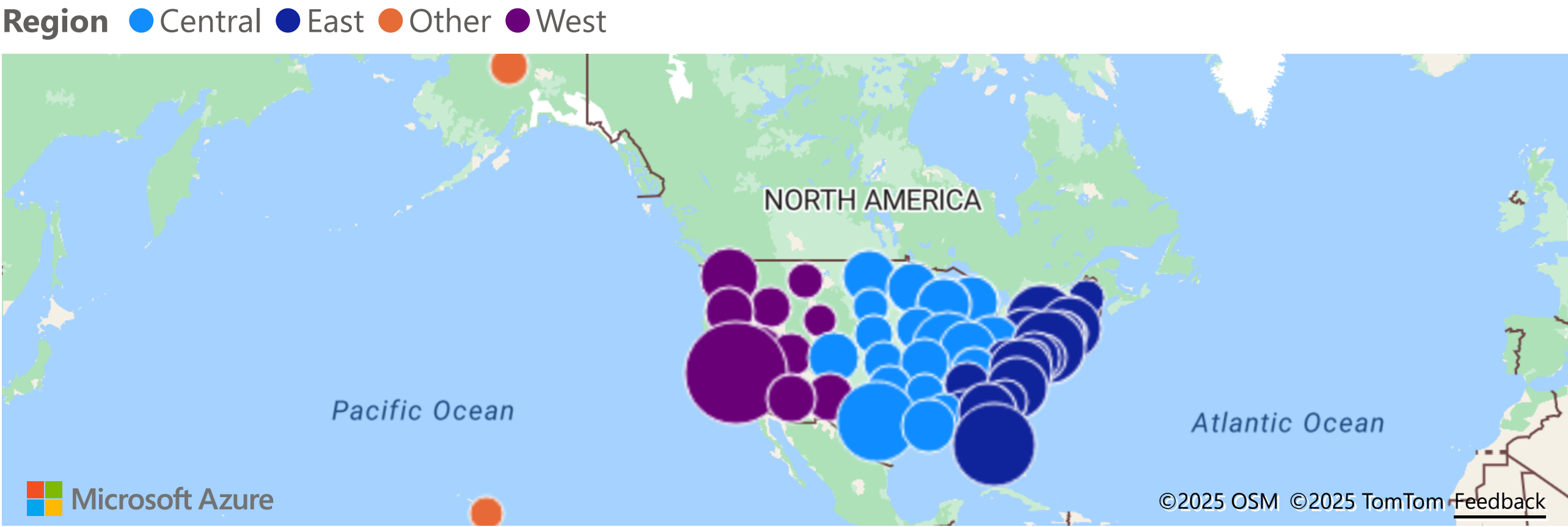
Impact of Shipped Quantity on Shipping Costs



Average Quantity by Category



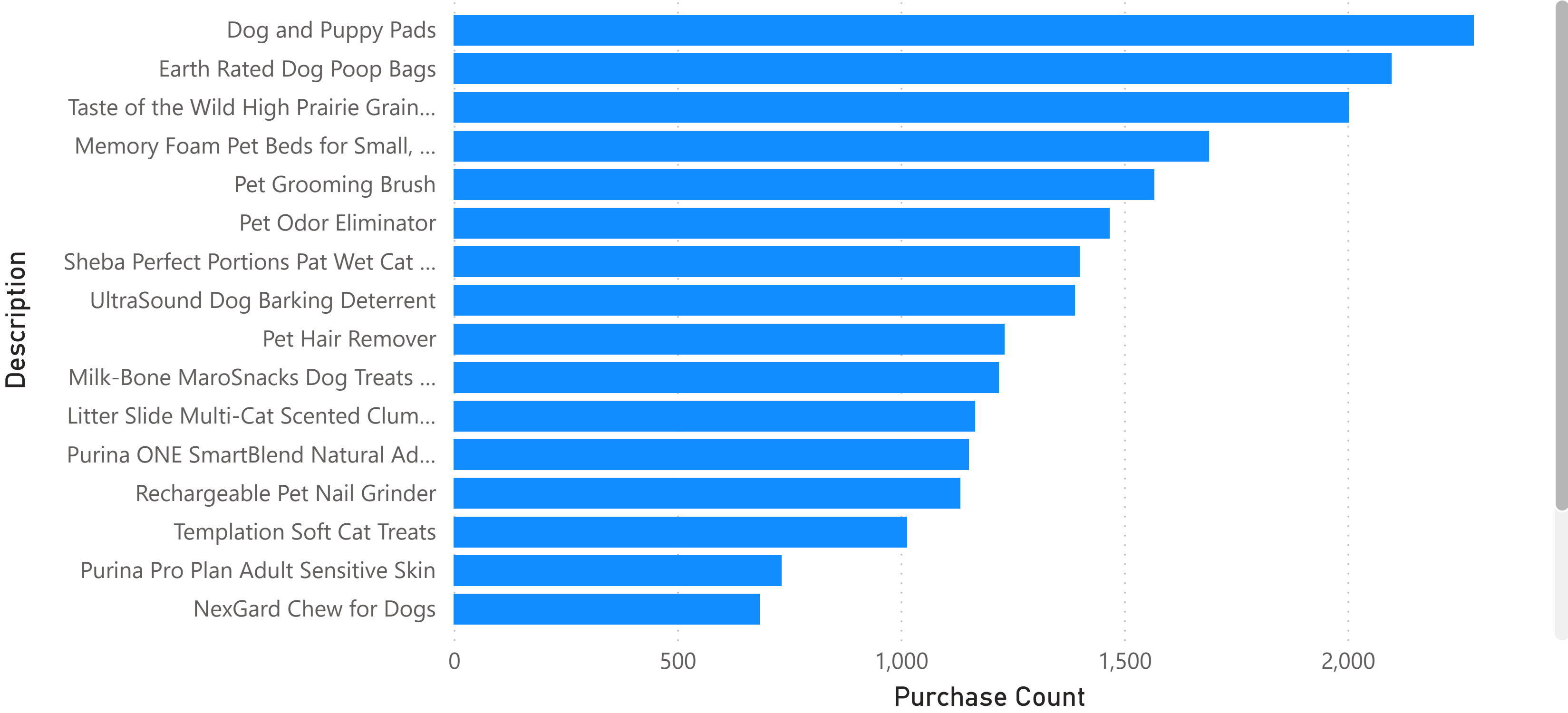
Shipping Cost by State and Region



# Market Basket Analysis

Description
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 MaroSnaacks 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 Drv Dog Food 40lb

Combination of Purchased Items



Total Sales and Profit % by Description

