

Online-Pet-Supply | Executive Summary

Sales & Profit Overview(12.2020-12.2021)

Total Sales

\$1.6M

Total Profit(Baseline)

\$427.3K

Profit %

27.5%

Shipping Cost(Baseline)

\$385.1K

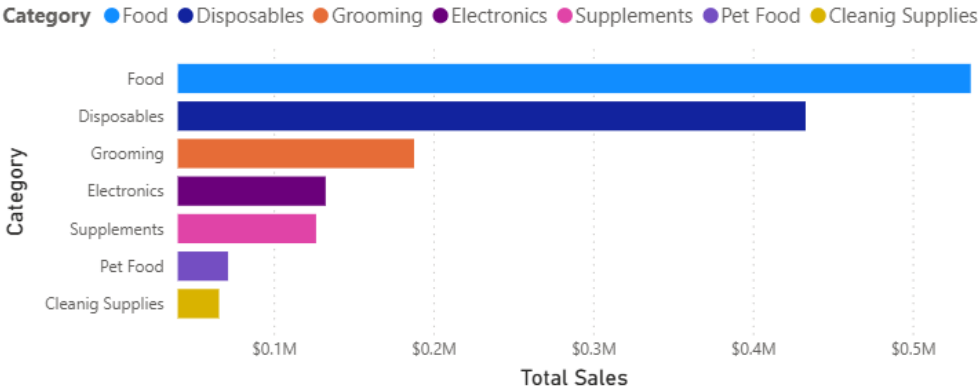
Average Customer LTV

\$494.7

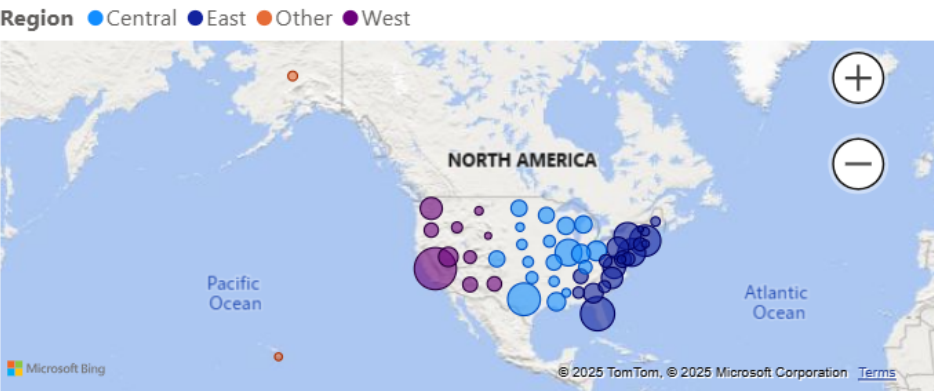
Select Product

All

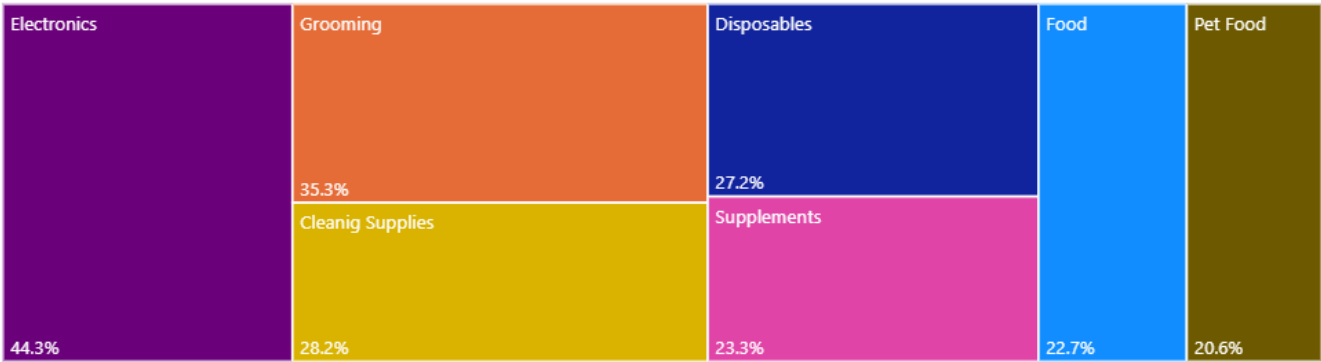
Total Sales by Category and Product



Total Sales by Region and State



Profit % and Profit % by Category



Key Insights:

- **Electronics** contributes the largest share of profit (44%), **Grooming** also represents a strong margin driver (35%), while **Pet Food**, though smaller at 21%, is critical for recurring purchases and cross-selling opportunities.
- **California** and **Florida** lead sales by state, highlighting key regional markets.
- A significant share of sales comes from **specific product lines** like **Taste of the Wild High Prairie**, highlighting dependence on a limited range.

Market Basket Analysis | Cross-Sell Opportunities

Select Category

Cleanig Supplies

Disposables

Electronics

Food

Grooming

Pet Food

Supplements

Select Product

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

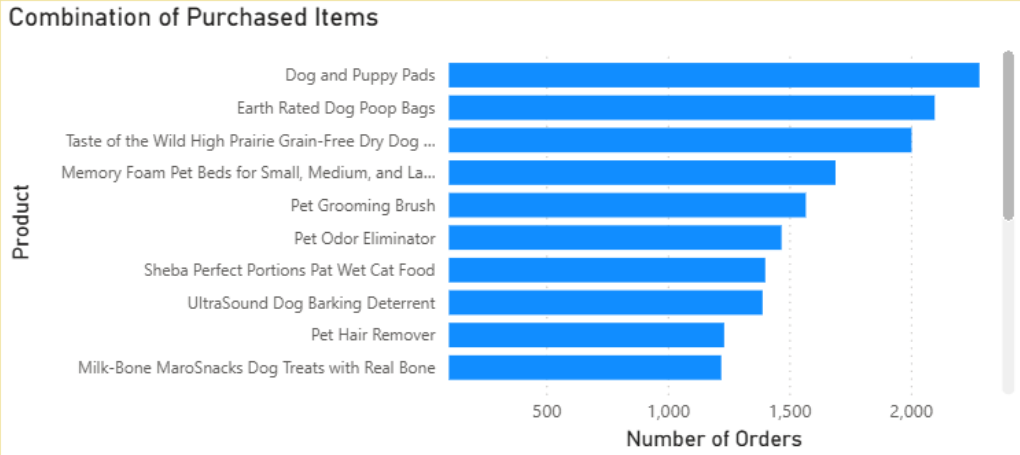
Milk-Bone MaroSnaacks Dog Treats with Real Bone

NexGard Chew for Dogs

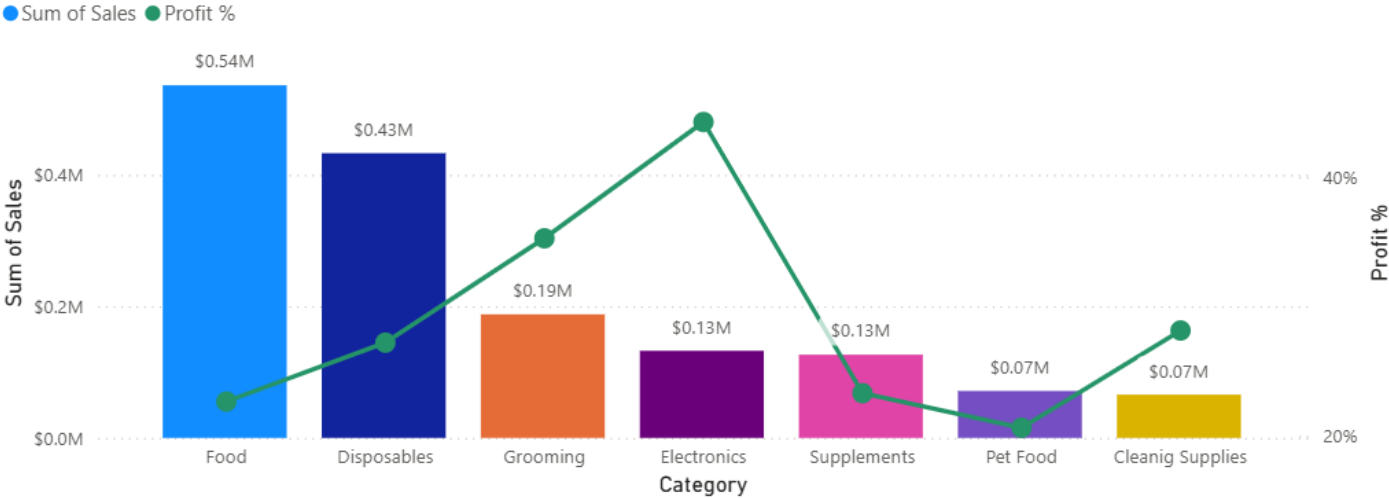
Pet Grooming Brush

Pet Hair Remover

Pet Odor Eliminator



Sum of Sales and Profit % by Category



- Key Insights:
- **Food and Disposables lead in sales** (\$0.54M and \$0.43M), but categories like **Grooming** and **Electronics**, while smaller in sales (~\$0.13M), deliver higher profit percentages.
 - **Dog and Puppy Pads + Earth Rated Poop Bags** are the most frequent product combination, highlighting a strong cross-sell opportunity in hygiene products.
 - Several **grooming products** (e.g., Pet Grooming Brush, Pet Hair Remover) appear often in orders, showing potential for bundled promotions with core categories like **Food** or **Disposables**.

Shipping Metrics | Cost Optimization Analysis

Shipping costs modeled with tiered discounts by shipment size (larger orders = bigger discount)

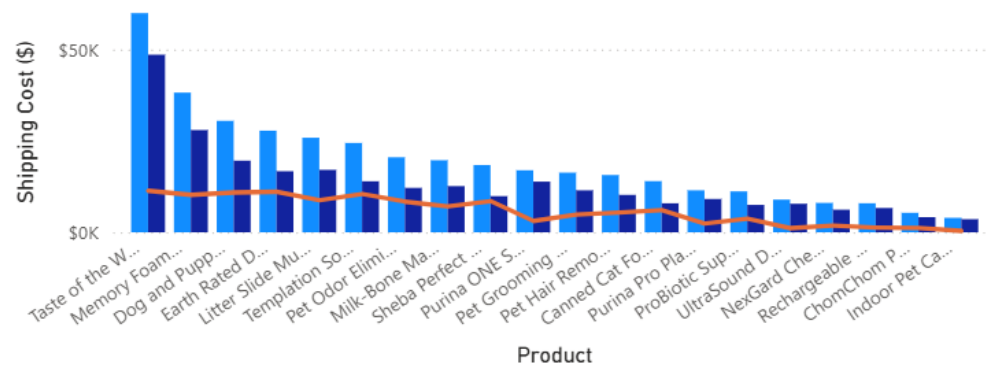
What-if quantity

13

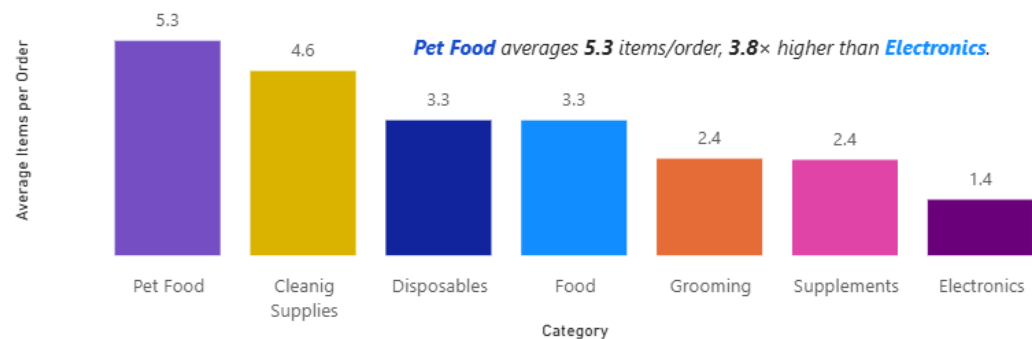
Shipping discounts are applied based on order size: smaller shipments receive lower discounts, while larger shipments (10+ items) receive higher discounts. Use the slider to simulate savings.

Impact of Shipped Quantity on Shipping Costs by Product

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



Average Items per Order by Category



Current Shipping Cost
based on historical data

\$385.1K

Optimized Shipping Cost
based on What-if scenario

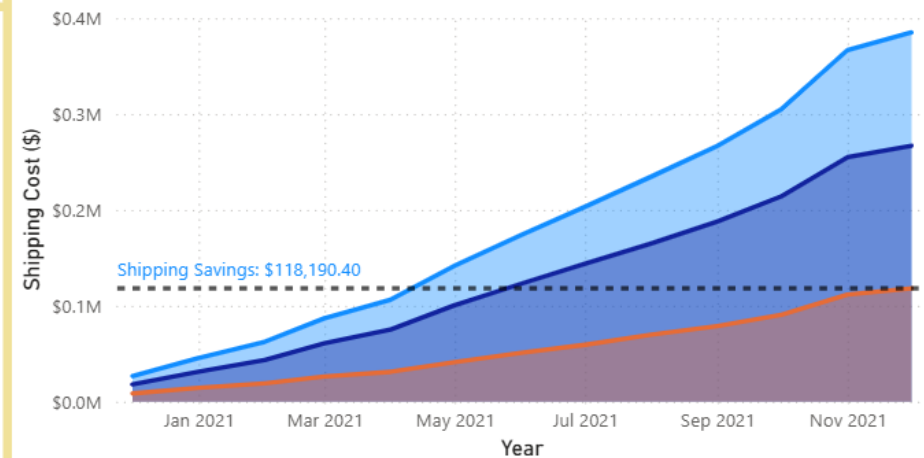
\$267.0K

Potential Savings
improvement over baseline

\$118.2K (31%)

Cumulative Shipping Costs: Baseline vs. Optimized

Baseline running total What-if running total Difference running total



Key Insights

- Tiered shipping discounts reduce costs by \$118K (31%), lowering baseline shipping from \$385K to \$267K with larger shipments(10+ items).
- Pet Food (5.3 items/order) and Cleanig Supplies (4.6 items/order) drive the highest shipping volumes, making them the most impactful categories for optimization.
- Shipping costs are heavily concentrated in a few high-volume products (e.g., Taste of the Wild, Memory Foam Pet Beds), where bulk shipping and discount policies deliver the largest savings.