

Munchys Pet Supply Executive Dashboard

## Executive Summary

## Growth Opportunities

## Shipping Costs

Pet food and disposables make a majority of the sales for Munchy's. On the other hand electronics such as pet camera are the most profitable products.

A large number of the customers are located in California, Florida, and Texas. These states are good candidates for marketing campaigns. Of those three states, Texas has the highest lifetime value of customers.

## Executive Summary

## Select a product

AII

## Sales

Profit

Profit %

## Shipping Baseline

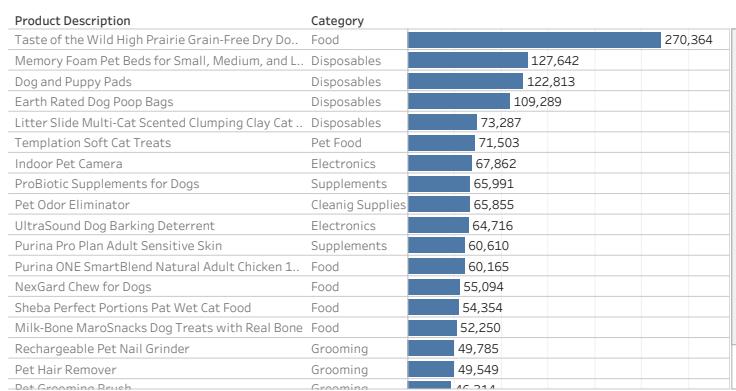
1,553,910

336

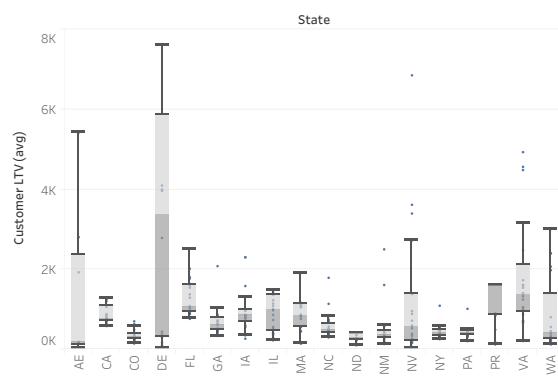
27.50%

\$385,150

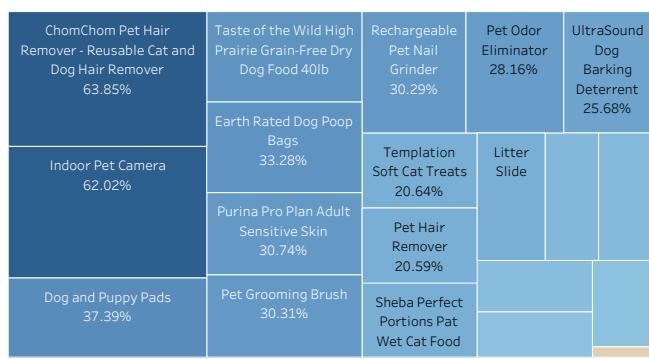
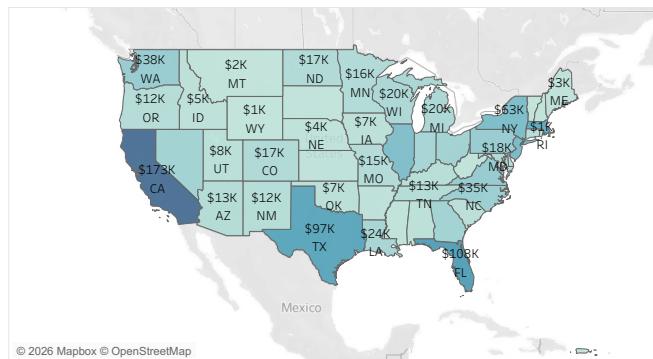
## Top sellers



## LTV by State



## Sales by State Map



# Munchys Pet Supply Executive Dashboard

Executive Summary

Growth Opportunities

Shipping Costs

Munchy's can do cross-sell promotion of  
1. UltraSound Dog Barking Deterrent with Taste of  
the Wild High Prairie Food (correlation of 0.9 and  
product sales of \$64k for barking deterrent)

2. Recommend Earth Rated Dog Poop bags  
with Memory Foam Pet Beds (correlation of  
0.6 and products sales of \$110k for dog  
poop bags)

## Growth Opportunities

### Market Basket Analysis

Production Description (self-join)	20725	21137	22086	22114	22197	22386	22423	22502	22720	22960	23084	23203	23284	23298	47566	79321	82484	84879	850998
Canned Cat Food	0.4																		
Litter Slide Multi-Cat Scented Clumping Clay Cat Litter	0.4	0.3																	
ChomChom Pet Hair Remover - Reusable Cat and Dog Ha..	0.6	0.2	0.3																
Sheba Perfect Portions Pat Wet Cat Food	0.4	0.6	0.9	0.3															
Milk-Bone MaroSnacks Dog Treats with Real Bone	0.7	0.9	0.5	0.1	0.6														
Taste of the Wild High Prairie Grain-Free Dry Dog Food ..	0.5	0.3	0.5	0.6	0.3	0.5													
Indoor Pet Camera	0.6		0.8	0.0	0.3	0.1	0.4												
UltraSound Dog Barking Deterrent	0.9	0.0	0.1	0.7	0.5	0.6	0.9	0.5											
Rechargeable Pet Nail Grinder	0.9	1.0	0.4	0.6	0.5	0.3	0.6	0.2	0.8										
Temptation Soft Cat Treats	0.6	0.0	0.8	0.3	0.8	0.9	0.4		0.6	0.5									
Pet Hair Remover	0.8	0.0	0.9	0.9	0.8	0.7	0.8	-0.1	0.5	0.5	0.8								
Purina Pro Plan Adult Sensitive Skin	0.6	0.2	0.2	0.3	0.3	0.3	0.9	0.3	0.9	0.0	0.0	0.9							
Purina ONE SmartBlend Natural Adult Chicken 10lb	0.6	0.1	0.3	0.2	0.2	0.5	0.5	0.2	0.6	0.2	0.0	0.0	0.6	0.4					
Memory Foam Pet Beds for Small, Medium, and Large D..	0.6	0.2	0.2	0.2	0.2	0.7	0.4	0.5	0.6	0.6	0.0	0.7	0.3	0.7					
ProBiotic Supplements for Dogs	0.6	0.2	0.4	0.3	0.4	0.5	0.4	0.7	0.2	0.3	0.3	0.4	0.4	0.1	0.4				
NexGard Chew for Dogs	0.7		0.7	0.1	0.7	0.3	0.4	0.9	0.8	0.3	0.0	0.8	0.6	0.6	0.3	0.6			
Pet Odor Eliminator	0.6	0.8	0.4	0.5	1.0	0.8	0.7	0.4	0.7	0.6	0.7	0.9	0.2	0.3	0.3	0.5	0.3		
Earth Rated Dog Poop Bags	0.8	0.7	0.4	0.2	0.6	1.0	0.5	0.3	0.6	0.7	0.3	0.9	0.5	0.7	0.6	0.7	0.4	0.7	
Dog and Puppy Pads	0.7	0.1	0.5	0.2	0.6	0.7	0.3	0.4	0.4	0.5	0.2	0.7	0.4	0.5	0.5	0.6	0.3	0.5	0.7

### Sales and Profit Margin



# Munchys Pet Supply Executive Dashboard

1. Products with top 3 shipping cost constitute 33% of the total shipping costs for Munchy's. It may be beneficial to explore the possibility of reducing the total package dimensions as a potential cost saving strategy.

Executive Summary      Growth Opportunities      Shipping Costs

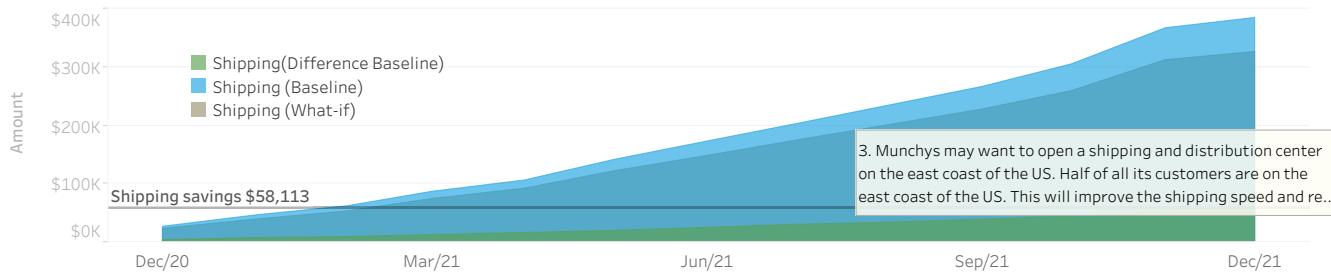
2. Average purchased quantity of many pet food products is higher than two. Customer buying a single quantity can be targetted with quantity discount promotions. This will encourage them to buy more and save on shipping cost.

## How Quantity Impacts Shipping Costs?

Sales	Shipping (Baseline)	Shipping (What-if)	Shipping (Savings)
1,553,910	\$385,150	\$327,037	\$58,113

What if Quantity  
7

### Impact of Shipped Quantity on Shipping Costs



3. Munchys may want to open a shipping and distribution center on the east coast of the US. Half of all its customers are on the east coast of the US. This will improve the shipping speed and re..

### Total Shipping Costs by Product

