

Munchys Pet Supply Executive Dashboard

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.

Executive Summary

Growth Opportunities

Shipping Costs

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

All

Sales

1,553,910

Profit

\$427,336

Profit %

27.50%

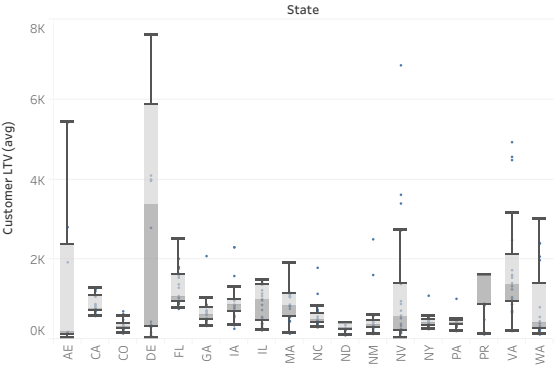
Shipping Baseline

\$385,150

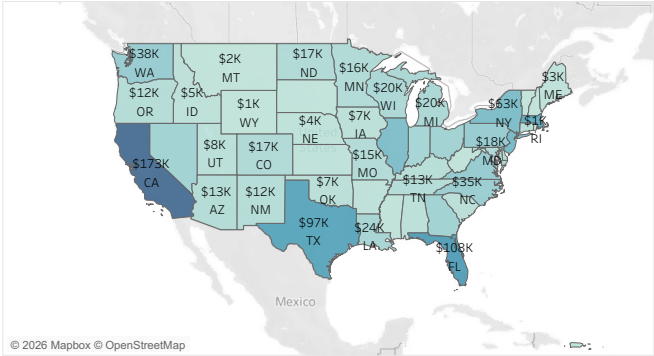
Top sellers

Product Description	Category	
Taste of the Wild High Prairie Grain-Free Dry Do...	Food	270,364
Memory Foam Pet Beds for Small, Medium, and L...	Disposables	127,642
Dog and Puppy Pads	Disposables	122,813
Earth Rated Dog Poop Bags	Disposables	109,289
Litter Slide Multi-Cat Scented Clumping Clay Cat ...	Disposables	73,287
Templation Soft Cat Treats	Pet Food	71,503
Indoor Pet Camera	Electronics	67,862
ProBiotic Supplements for Dogs	Supplements	65,991
Pet Odor Eliminator	Cleanig Supplies	65,855
UltraSound Dog Barking Deterrent	Electronics	64,716
Purina Pro Plan Adult Sensitive Skin	Supplements	60,610
Purina ONE SmartBlend Natural Adult Chicken 1...	Food	60,165
NexGard Chew for Dogs	Food	55,094
Sheba Perfect Portions Pat Wet Cat Food	Food	54,354
Milk-Bone MaroSnaaks Dog Treats with Real Bone	Food	52,250
Rechargeable Pet Nail Grinder	Grooming	49,785
Pet Hair Remover	Grooming	49,549
Pet Grooming Brush	Grooming	46,344

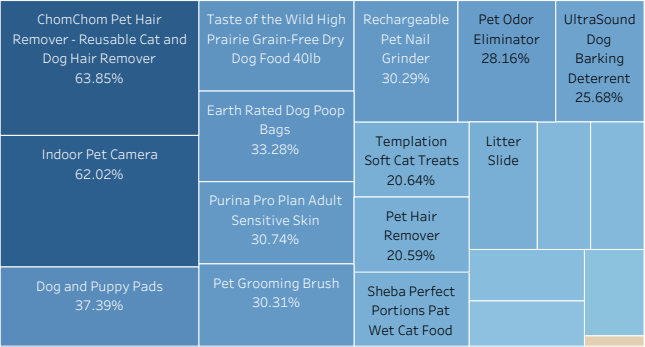
LTV by State



Sales by State Map



Profit %



Executive Summary	Growth Opportunities	Shipping Costs
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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)

Market Basket Analysis

Product Description		Stock Code	Sales				Profit %			
Canned Cat Food	21137									
ChomChom Pet Hair Remover - Reusable Cat and ..	22114									
Dog and Puppy Pads	85123A									
Earth Rated Dog Poop Bags	85099B									
Indoor Pet Camera	22502									
Litter Slide Multi-Cat Scented Clumping Clay Cat L...	22086									
Memory Foam Pet Beds for Small, Medium, and L...	47566									
Milk-Bone MaroSnacks Dog Treats with Real Bone	22386									
NexGard Chew for Dogs	82484									
Pet Grooming Brush	20725									
Pet Hair Remover	23203									
Pet Odor Eliminator	84879									
ProBiotic Supplements for Dogs	79321									
Purina ONE SmartBlend Natural Adult Chicken 10...	23298									
Purina Pro Plan Adult Sensitive Skin	23284									
Rechargeable Pet Nail Grinder	22960									
Sheba Perfect Portions Pat Wet Cat Food	22197									
Taste of the Wild High Prairie Grain-Free Dry Dog ..	22423									
Templation Soft Cat Treats	23084									
UltraSound Dog Barking Deterrent	22720									

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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.

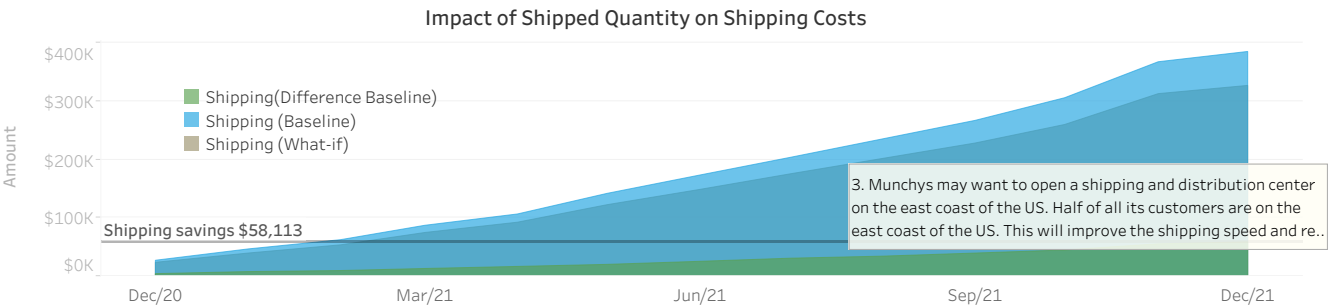
Executive Summary	Growth Opportunities	Shipping Costs
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2. Average purchased quantity of many pet food products is higher than two. Customer buying a single quantity can be targetted with quantity discount promotions. This will encourage them to buy 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



Total Shipping Costs by Product

You can use this chart as a filter

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

