

Whiskique

Data Analytics & Insights



Executive summary

Shipping Metrics

Market Basket Analysis

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Market Basket Analysis

Products by State



\$1,55 mill.

Total Sales

\$427,34 mil

Total Profit (Baseline)

27,50 %

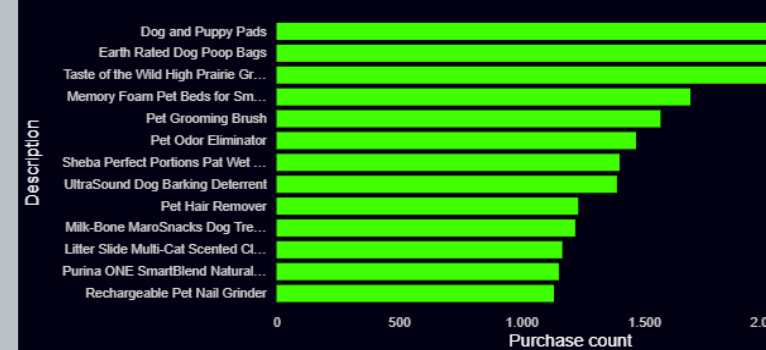
Profit %

385,15 mil

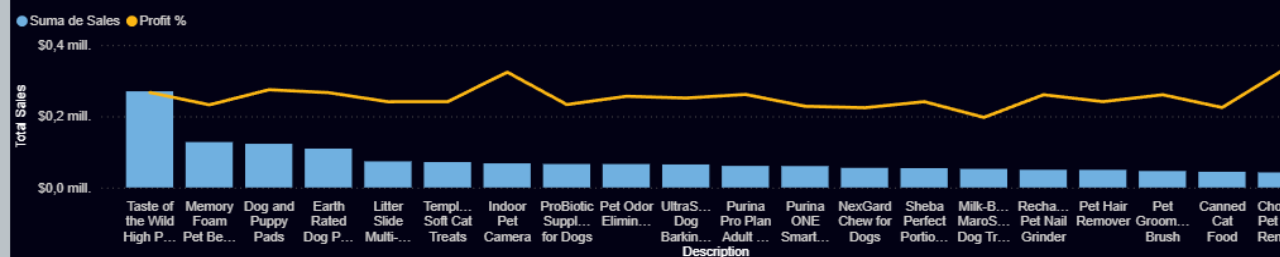
Shipping (Baseline)

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
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

Combination of purchased items



Total sales and % profit by description



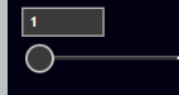
Shipping Metrics

Executive summary

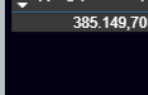
Shipping Metrics

Market Basket Analysis

Quantity of products



Shipping (Baseline)



473,79 mil

Simulated shipments

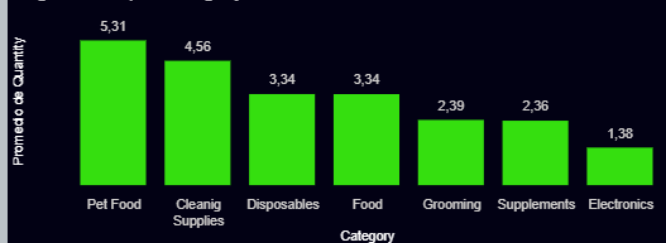
385,15 mil

Shipping (Baseline)

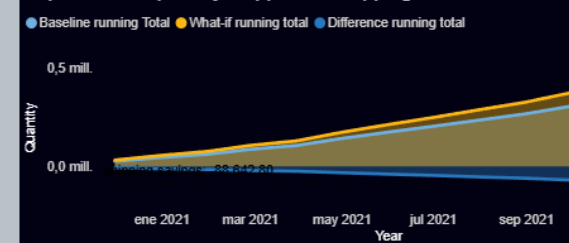
-88,64

Shipment (difference)

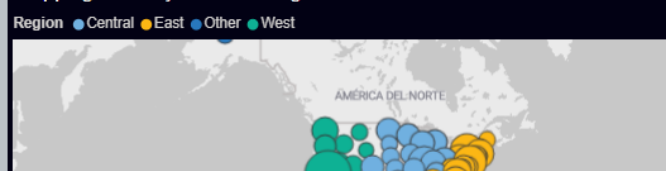
Avg amount per category



Impact of the quantity shipped on shipping costs



Shipping costs by state and region



Impact of the quantity shipped on shipping costs per product

