

# Whiskique

Data Analytics & Insights



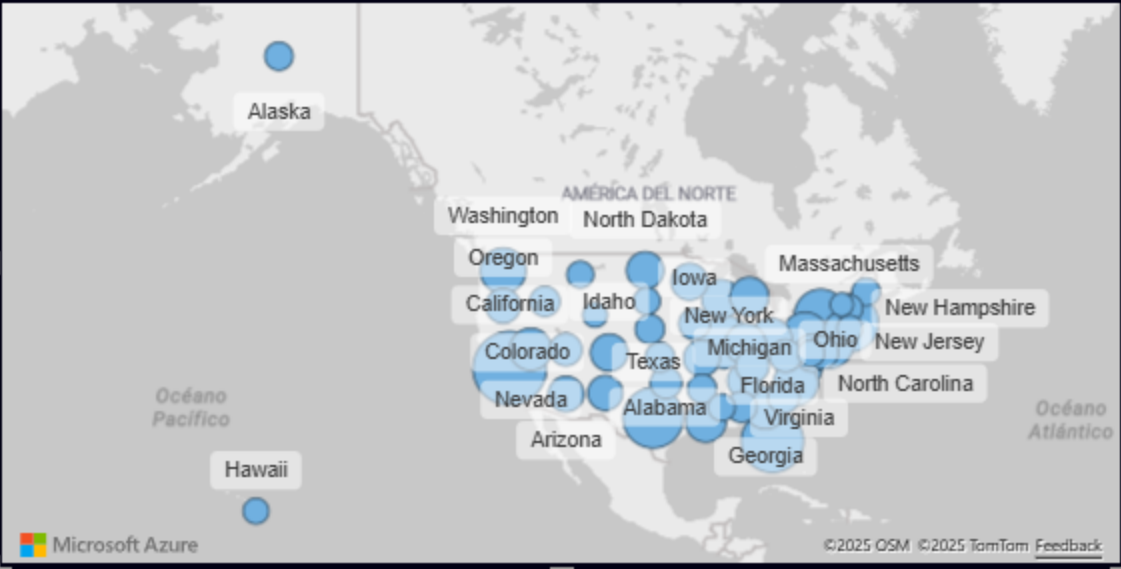
# Executive summary

Executive summary

Shipping Metrics

Market Basket Analysis

## Total Sales by State



\$1,55 mill.

Total Sales

\$427,34 mil

Total Profit (Baseline)

27,50 %

Profit %

385,15 mil

Shipping (Baseline)

## Description

Todas

## Total sales by description and category

Category ● Cleanig Supplies ● Disposables ● Electronics ● Food ● Grooming ● Pet Food ● Supplements



## Profit % por Category

Electronics

44,28%

Grooming

35,29%

Cleanig Supplies

28,16%

Disposables

27,22%

Supplements

23,32%

Pet Food

20,64%

Food

22,67%

# Shipping Metrics

Executive summary

Shipping Metrics

Market Basket Analysis

Quantity of products

1



Shipping (Baseline)

385.149,70

473,79 mil

Simulated shipments

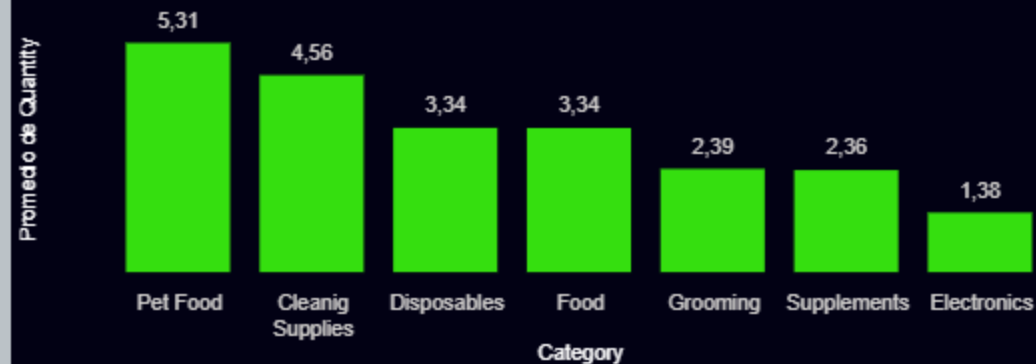
385,15 mil

Shipping (Baseline)

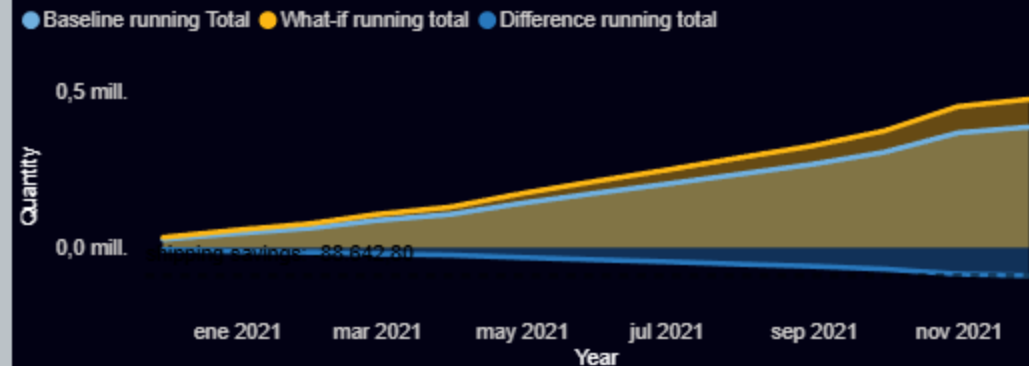
-88,64 mil

Shipment (difference)

## Avg amount per category



## Impact of the quantity shipped on shipping costs

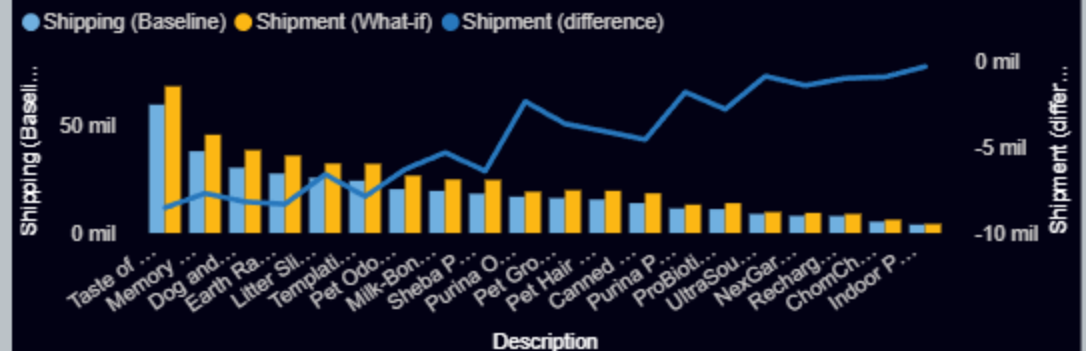


## Shipping costs by state and region

Region: Central (blue), East (yellow), Other (green), West (red)



## Impact of the quantity shipped on shipping costs per product



# Shopping Basket Analytics

Executive summary

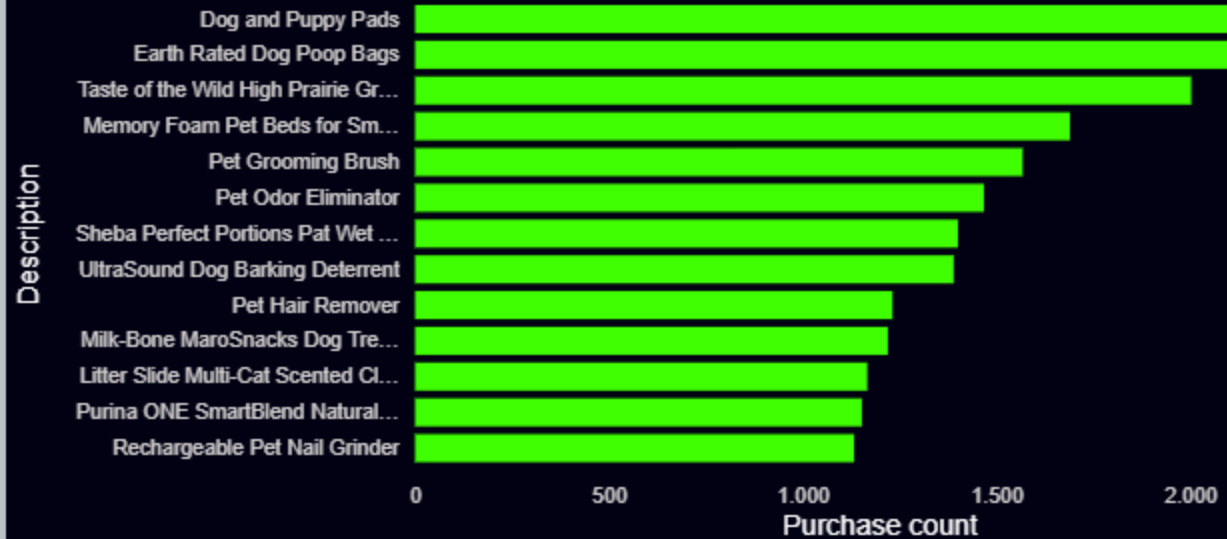
Shipping Metrics

Market Basket Analysis

## 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 MaroSnacks 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

