

Whiskique

Data Analytics & Insights



Executive summary

Shipping Metrics

Market Basket Analysis



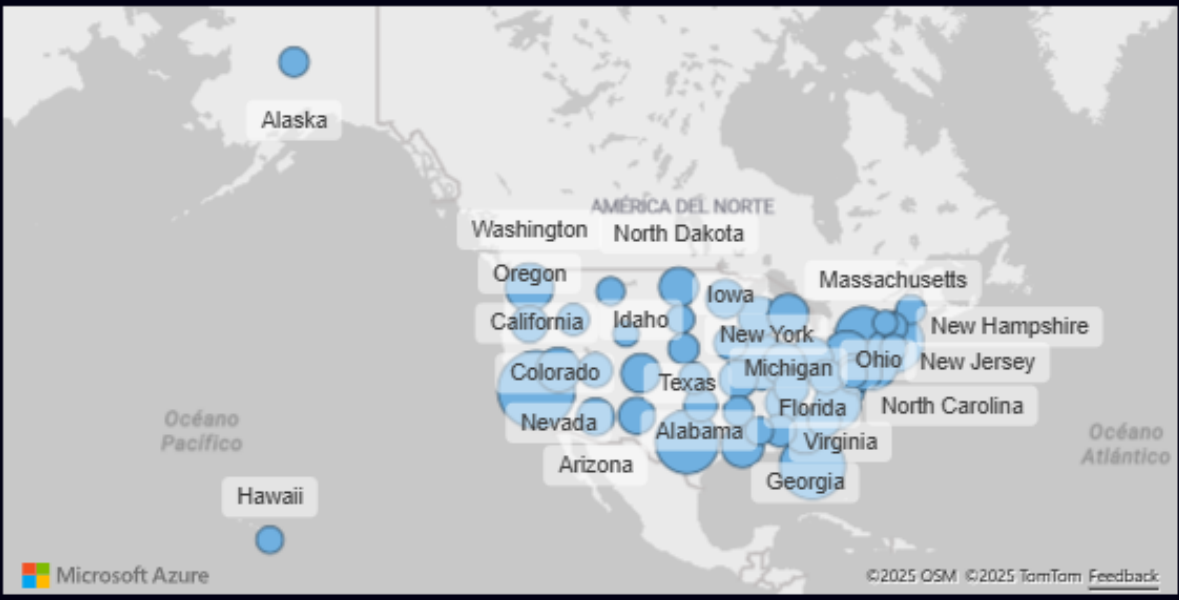
Executive summary

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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

Description

Taste of the Wild High Pr...

Memory Foam Pet Beds f...

Dog and Puppy Pads

Profit % por Category

Electronics

44,28%

Grooming

Cleanig Supplies

28,16%

Disposables

Supplements

23,32%

Pet Food

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

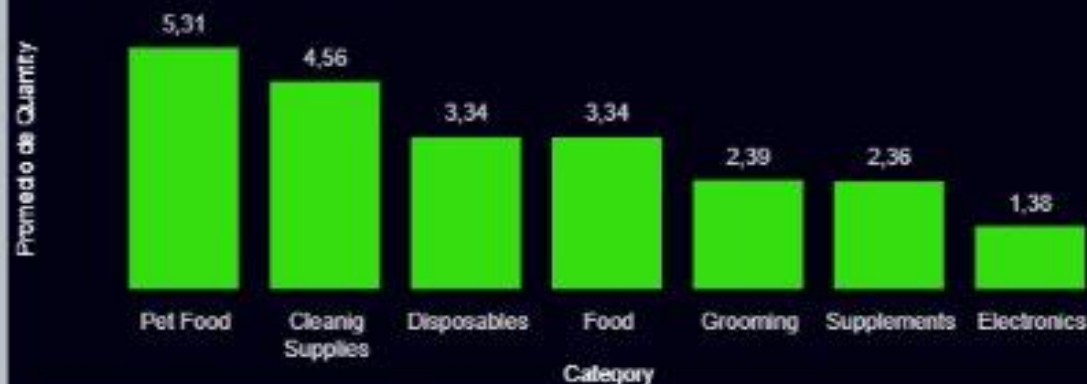
385,15 mil

Shipping (Baseline)

-88,64 mil

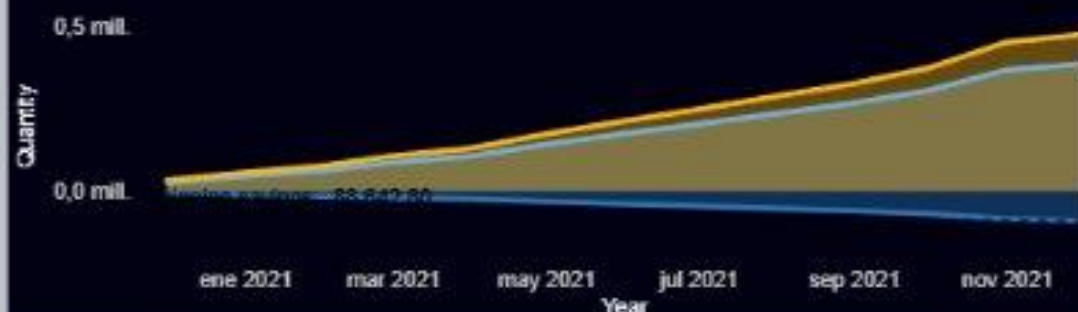
Shipment (difference)

Avg amount per category



Impact of the quantity shipped on shipping costs

● Baseline running Total ● What-if running total ● Difference running total



Shipping costs by state and region

Region ● Central ● East ● Other ● West



Impact of the quantity shipped on shipping costs per product

● Shipping (Baseline) ● Shipment (What-if) ● Shipment (difference)



Shopping Basket Analytics

Executive summary

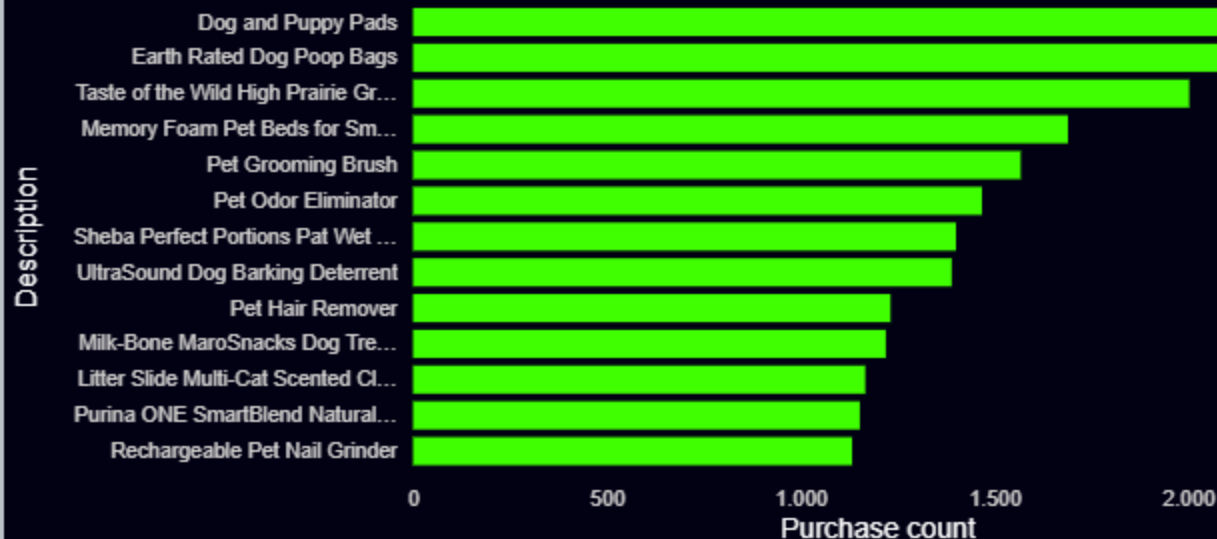
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Product

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

