**Executive Summary** Growth Opportunities Shipping Costs

## **Executive Summary**

Sales Profit % **Profit** \$1,553,910 27.50% US\$427,336 Top Sellers Treemap Description (products) Category Taste of the Wild High Pra.. Memory Foam Pet Beds fo.. Disposables Dog and Puppy Pads Disposables Earth Rated Dog Poop Bags Disposables Litter Slide Multi-Cat Scen.. Disposables Templation Soft Cat Treats Pet Food Indoor Pet Camera ProBiotic Supplements fo.. Supplements Pet Odor Eliminator Cleanig Suppl 20.64% 20.59% 20.57% UltraSound Dog Barking D.. Electronics Pet Hair Sheba Purina Pro Plan Adult Sen.. Supplements Purina ONE SmartBlend N. Food Perfect NexGard Chew for Dogs Sheba Perfect Portions Pa.. Food Milk-Bone MaroSnacks Do.. Food 28.16% 20.46% 16.14% Grooming Rechargeable Pet Nail Gri. Pet Odor Pet Hair Remover Grooming Litter Pet Grooming Brush Eliminator Grooming Slide Canned Cat Food ChomChom Pet Hair Remo.. Grooming 25.68% 12.06% 16.50% \$0.00 \$400,000.00 UltraSound ProBiotic

Sales

### Sales by State Map



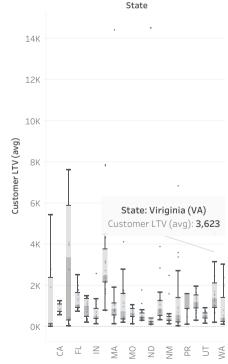
# Product Description

385,150

Shipping Baseline

All

### LTV by State



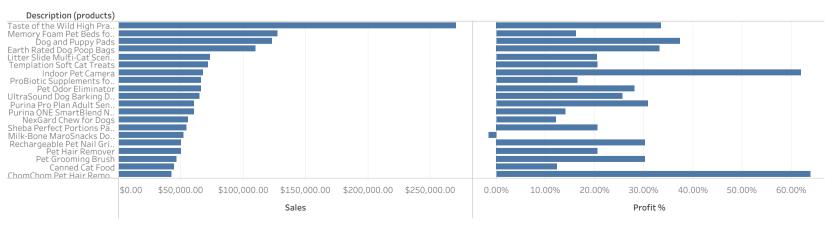
Executive Summary Growth Opportunities Shipping Costs

# **Growth Opportunities**

#### Market Basket Visualization

		Stock Code / Product Description (sales)																	
	20725	21137	22086	22114	22197	22386	22423	22502	22720	22960	23084	23203	23284	23298	47566	79321	82484	84879	85099B
Product Description (	Pet Gro	Canned	Litter SI	ChomCh	Sheba P	Milk-Bo	Taste of	Indoor	UltraSo	Recharg	Templa	Pet Hai	Purina	Purina	Memor	ProBiot	NexGar	Pet Odo	. Earth R
Canned Cat Food	0.4																		
Litter Slide Multi-Cat	0.4	0.3																	
ChomChom Pet Hair R	0.6	0.2	0.3																
Sheba Perfect Portio	0.4	0.6	0.9	0.3															
Milk-Bone MaroSnack	0.7	0.9	0.5	0.1	0.6														
Taste of the Wild Hig	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 Barki	0.9	0.0	0.1	0.7	0.5	0.6	0.9	0.5											
Rechargeable Pet Nai	0.9	1.0	0.4	0.6	0.5	0.3	0.6	0.2	0.8										
Templation Soft Cat T	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	0.6	0.2	0.2	0.3	0.3	0.3	0.9	0.3	0.3	0.9	0.0	0.9							
Purina ONE SmartBle	0.6	0.1	0.3	0.2	0.2	0.5	0.5	0.2	0.6	0.2	0.0	0.6	0.4						
Memory Foam Pet Be	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 Supplement	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 Do	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 Poo	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 Margin



Executive Summary Growth Opportunities Shipping Costs

### **Shipping Cost Savings and Upsell Opportunities**

