

Story

Executive Summary	Growth Opportunities	Shipping Costs
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Executive Summary

Sales

\$1,553,910

Profit

US\$427,336

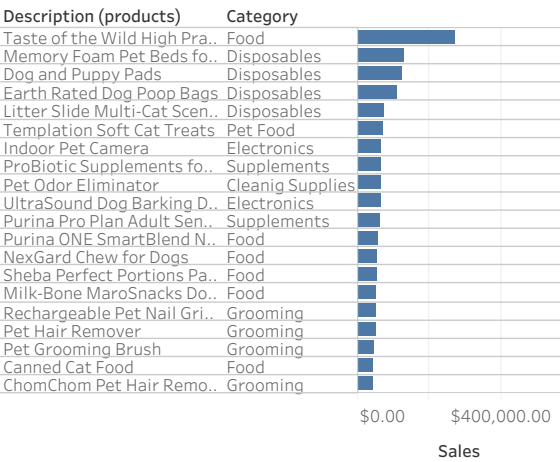
Profit %

27.50%

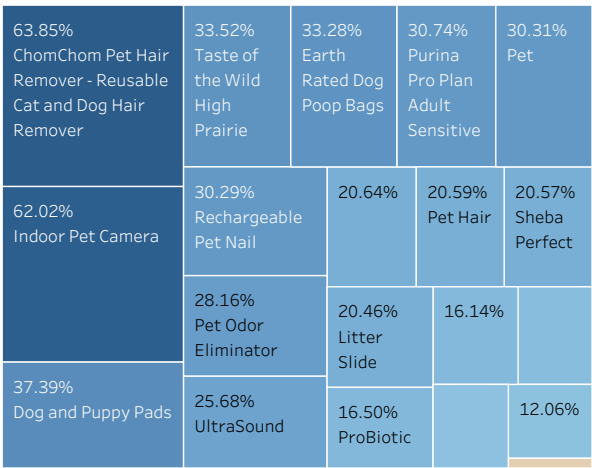
Shipping Baseline

385,150

Top Sellers



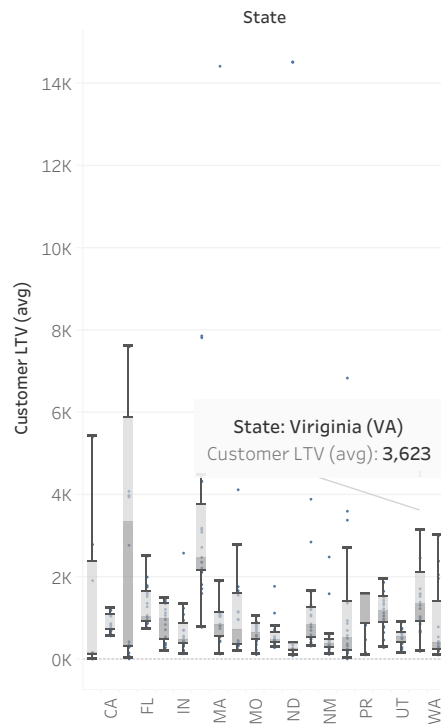
Treemap



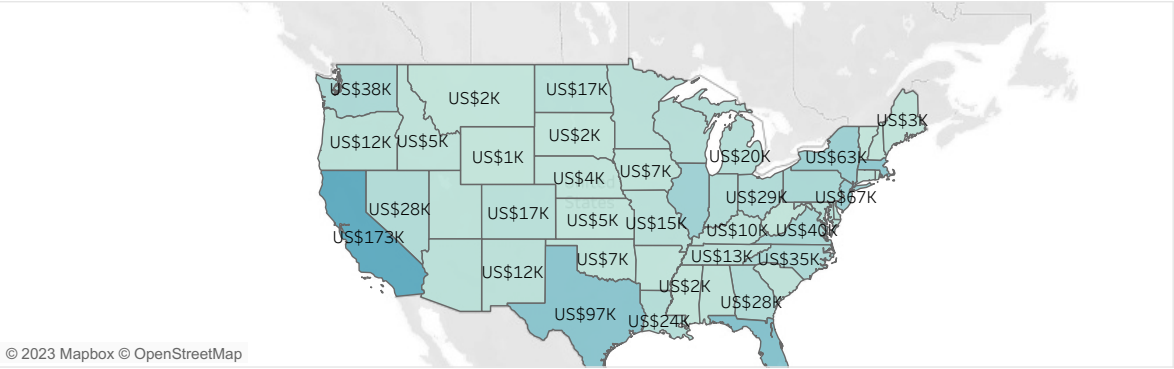
Product Description

All

LTV by State



Sales by State Map



Story

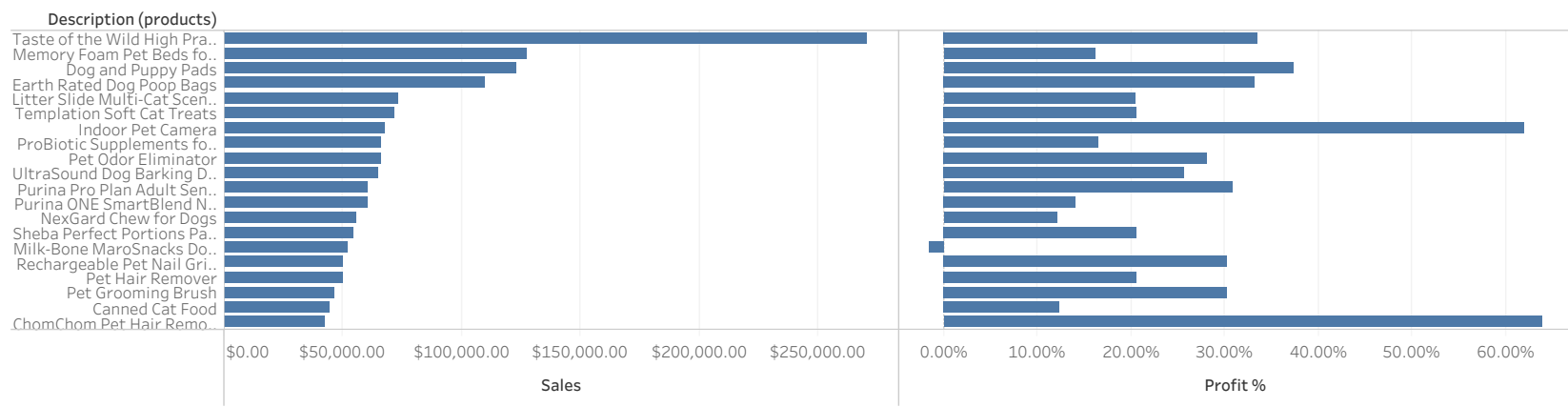
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Growth Opportunities

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 SL..	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 MaroSna..	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														
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



Story

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Shipping Cost Savings and Upsell Opportunities

Sales

\$1,553,910

Shipping  
(Baseline)

\$385,150

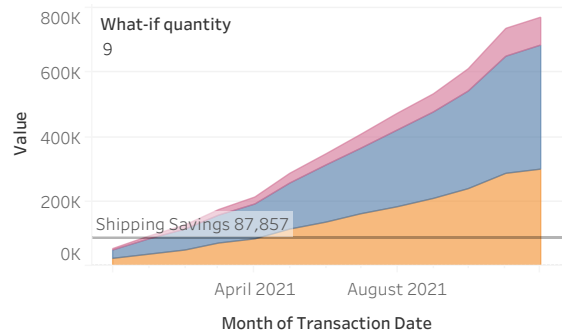
Shipping  
(What-If)

\$297,293

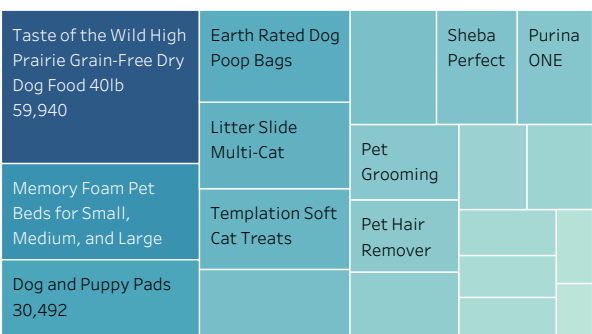
Shipping Savings

87,857

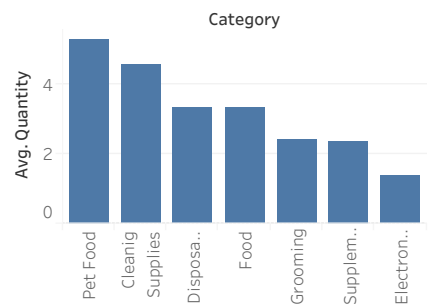
Shipping What-If



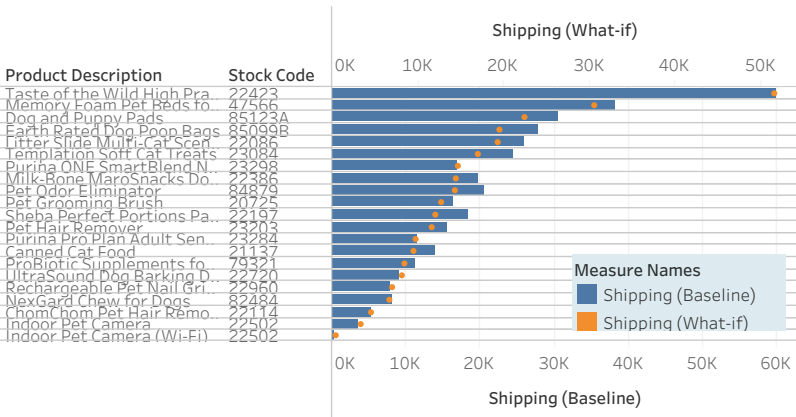
Shipping Cost by Product



Average Quantity by Product Category



Shipping Costs by Product



Shipping Cost by State Region

