24404

24404

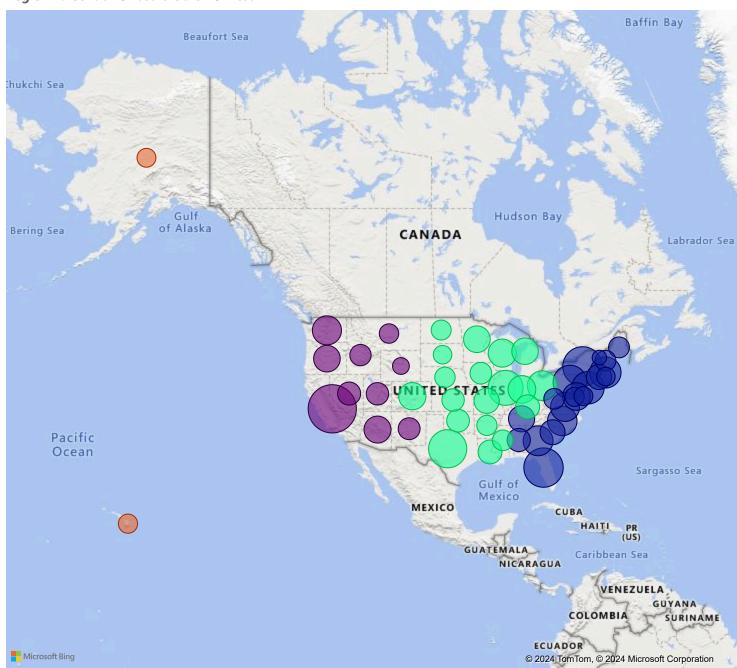
Total_Rows

Count of Invoice No

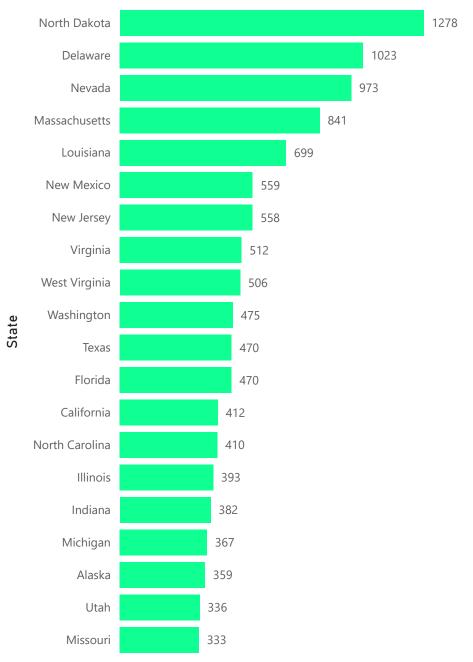
Alaska 1 Arizona 9 Arkansas 1 California 59 Colorado 8 Connecticut 5 Delaware 1 District of Columbia 1 Florida 34 Georgia 10	D
Arizona 99 Arkansas 11 California 59 Colorado 88 Connecticut 55 Delaware 11 District of Columbia 11 Florida 34 Georgia 10	1
Arkansas 1 California 59 Colorado 8 Connecticut 55 Delaware 1 District of Columbia 1 Florida 34 Georgia 10	1
California 59 Colorado 8 Connecticut 55 Delaware 1 District of Columbia 1 Florida 34 Georgia 10	4
Colorado 88 Connecticut 55 Delaware 1 District of Columbia 1 Florida 34 Georgia 10	7
Connecticut 55 Delaware 11 District of Columbia 11 Florida 34 Georgia 10	8
Delaware 1 District of Columbia 1 Florida 34 Georgia 10	6
District of Columbia 1 Florida 34 Georgia 10	5
Florida 34 Georgia 10	7
Georgia 10	2
	3
Hawaii 1	9
Tavvali	2
Idaho 2	8
Illinois 19	2
Indiana 8	2
lowa 3	2
Kansas 3	6
Kentucky 5	0
Louisiana 4	1
Maine 2	2
Maryland 9	8
Massachusetts 12	9
Michigan 8	8
Minnesota 7	5
Mississippi 2	1
Missouri 6	4
Montana 1	5
Nebraska 1	9
Nevada 3	6
New Hampshire 2	4
New Jersey 16	3
Total 437	2

Total Customers by Region and State





Customer LTV (avg) by State

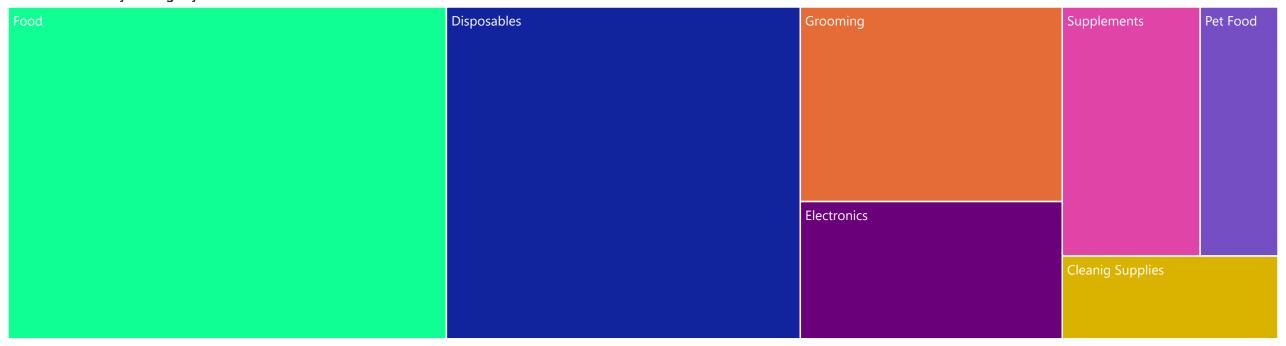


Customer LTV (avg)

Average of Quantity by Description Average of Shipping_Cost_1000_mile by Description Taste of the Wild High Pra... Sheba Perfect Portions Pat... Canned Cat Food Memory Foam Pet Beds f... **Templation Soft Cat Treats** Purina ONE SmartBlend N... Pet Odor Eliminator Purina Pro Plan Adult Sen... Earth Rated Dog Poop Bags Canned Cat Food Description Description Milk-Bone MaroSnacks D... Litter Slide Multi-Cat Scen... Dog and Puppy Pads Indoor Pet Camera Pet Hair Remover NexGard Chew for Dogs Litter Slide Multi-Cat Scen... ProBiotic Supplements for... ProBiotic Supplements for... Milk-Bone MaroSnacks D... Pet Grooming Brush **Templation Soft Cat Treats** Memory Foam Pet Beds f... ChomChom Pet Hair Rem... NexGard Chew for Dogs Dog and Puppy Pads 0 10 15 20

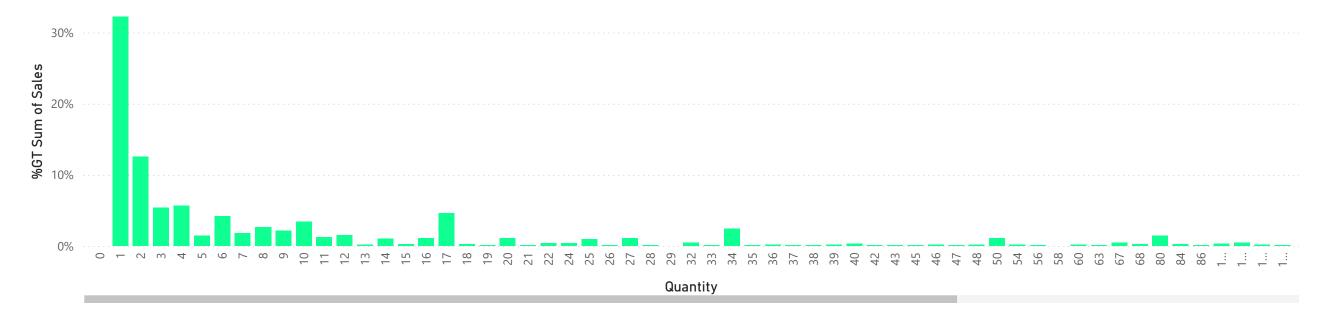
Average of Quantity



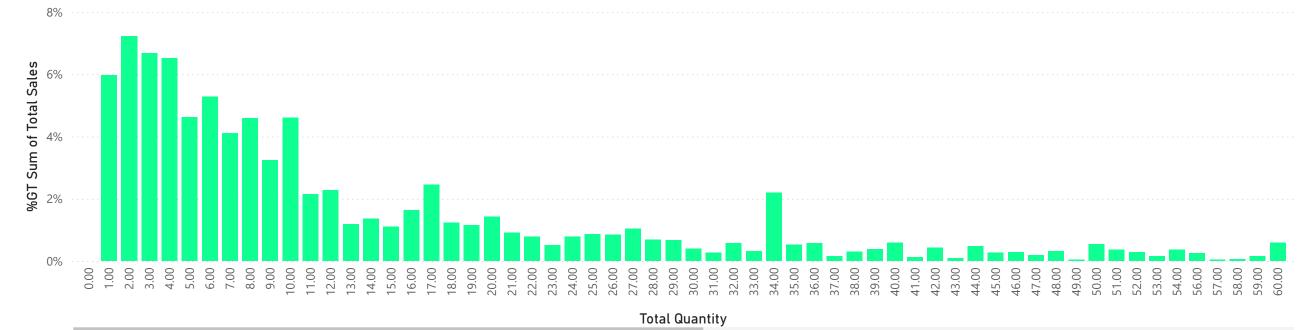


Average of Shipping_Cost_1000_mile

%GT Sum of Sales by Quantity



%GT Sum of Total Sales by Total Quantity



Executive Summary

Description	~
All	~

\$1.55M \$427.34K 27.50 % \$385.15K

Total Sales

Total Profit (Baseline)

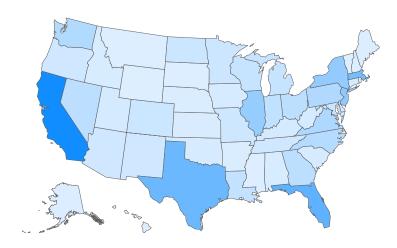
Profit %

Shipping (Baseline)

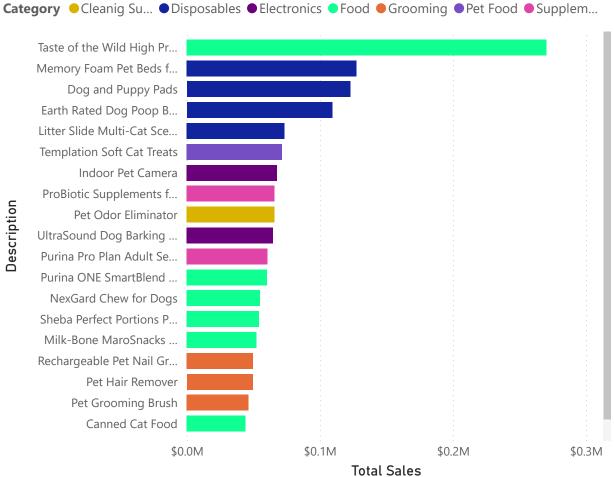
Profit % by Category



Total Sales by State



Total Sales by Description and Category



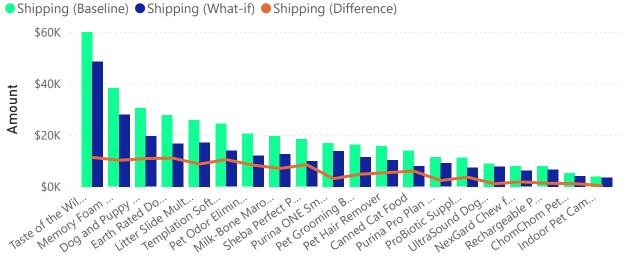
Shipping Metrics



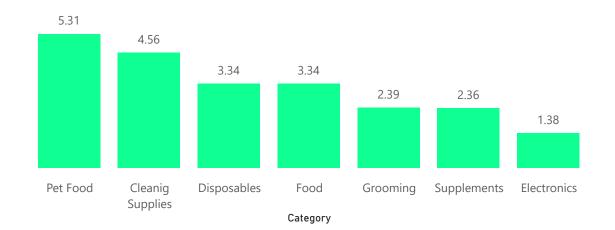
\$385.15K

Shipping (Baseline)

Impact of Shipped Quantity on Shipping Costs by Product



Description Average Quantity by Category



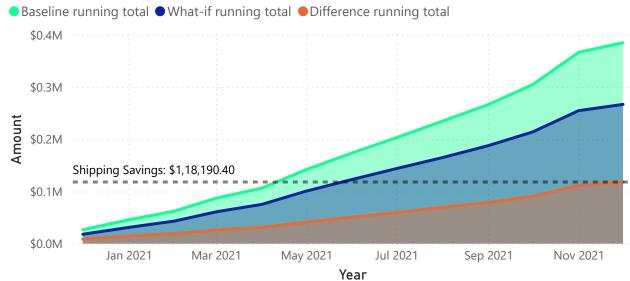
\$266.96K

\$118.19K

Shipping (What-if)

Shipping (Difference)

Impact of Shipped Quantity on Shipping Costs



Shipping Cost by State and Region



Market Basket Analysis

