

24404

Total\_Rows

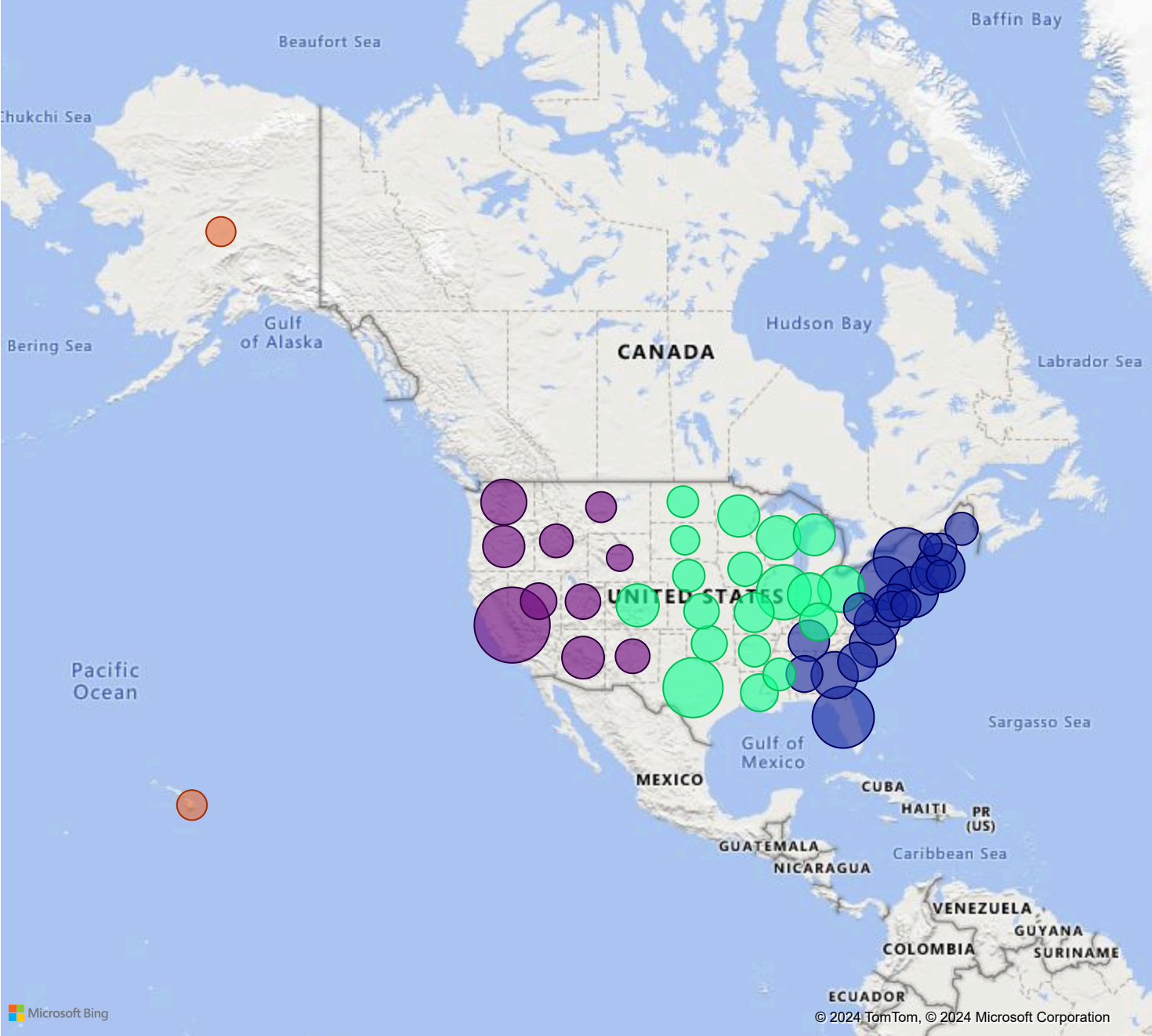
24404

Count of Invoice No

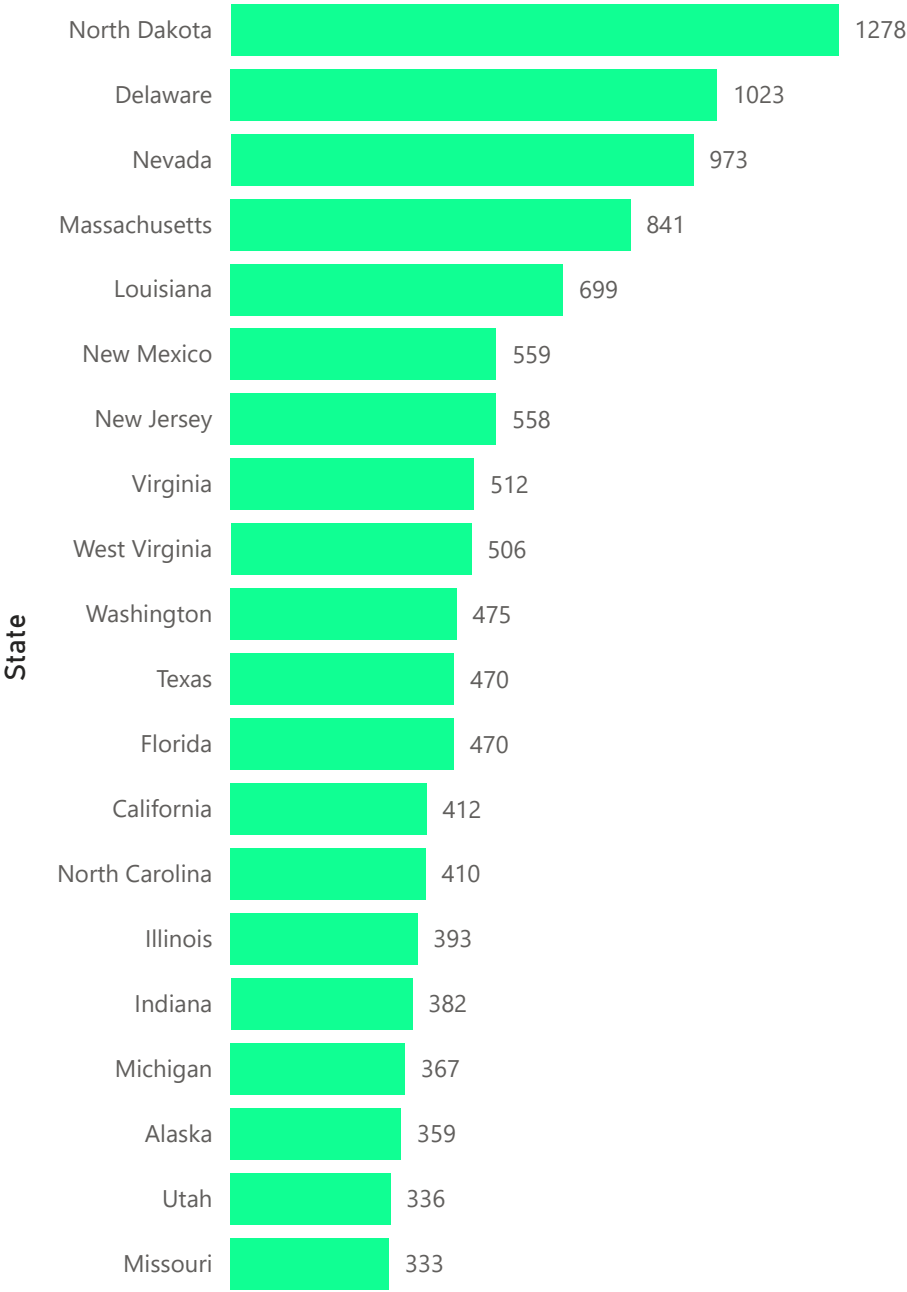
State	Count of Customer ID
Alabama	41
Alaska	11
Arizona	94
Arkansas	17
California	598
Colorado	86
Connecticut	55
Delaware	17
District of Columbia	12
Florida	343
Georgia	109
Hawaii	12
Idaho	28
Illinois	192
Indiana	82
Iowa	32
Kansas	36
Kentucky	50
Louisiana	41
Maine	22
Maryland	98
Massachusetts	129
Michigan	88
Minnesota	75
Mississippi	21
Missouri	64
Montana	15
Nebraska	19
Nevada	36
New Hampshire	24
New Jersey	163
New Mexico	28
Total	4372

Total Customers by Region and State

Region ● Central ● East ● Other ● West

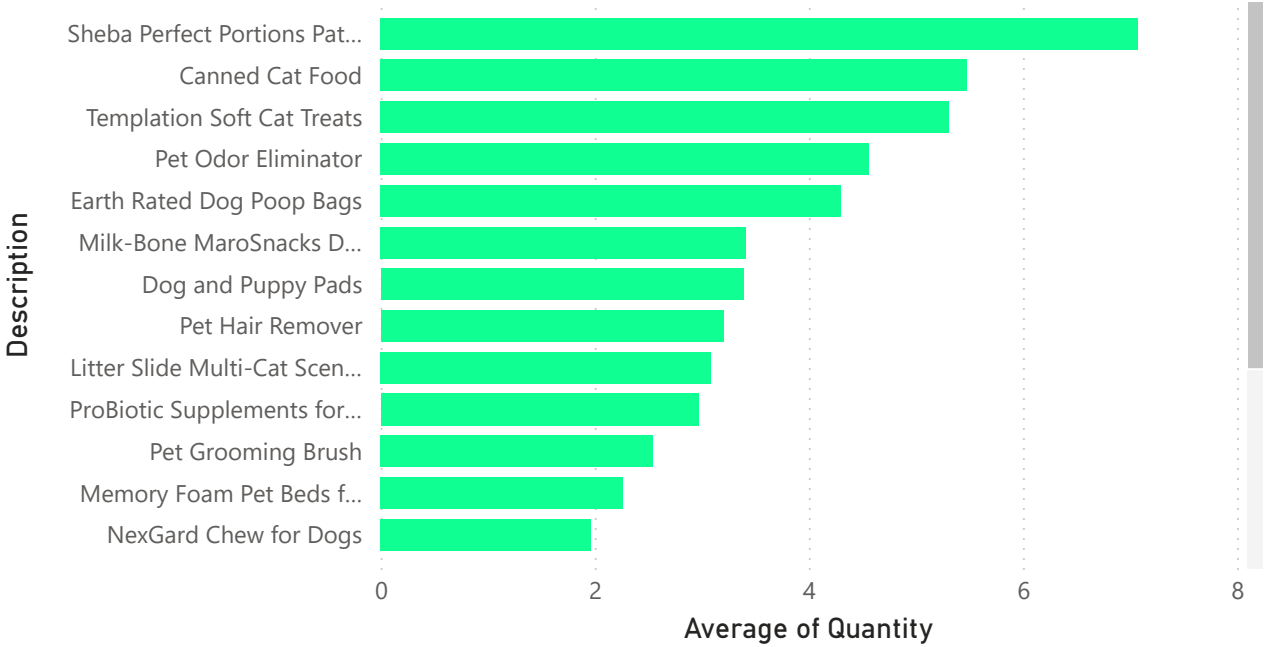


Customer LTV (avg) by State

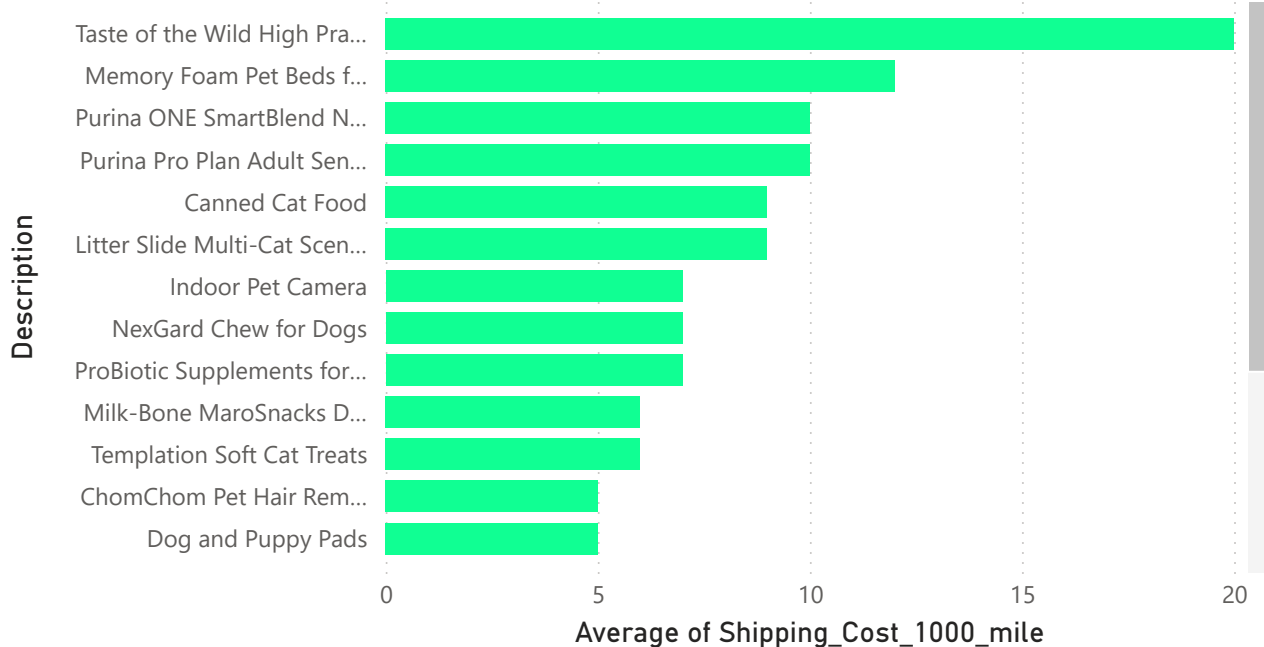


Customer LTV (avg)

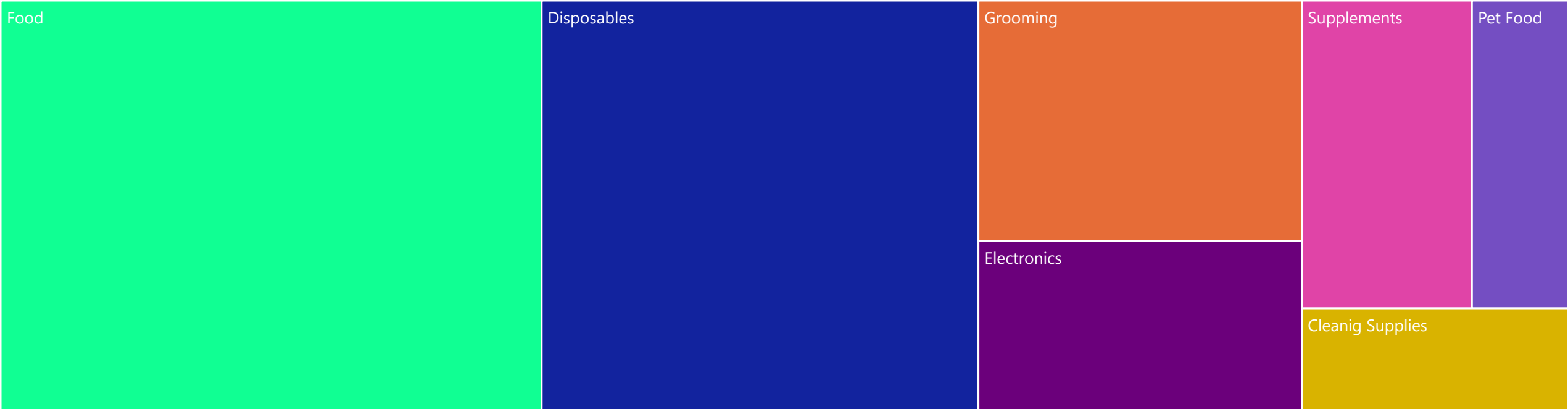
Average of Quantity by Description



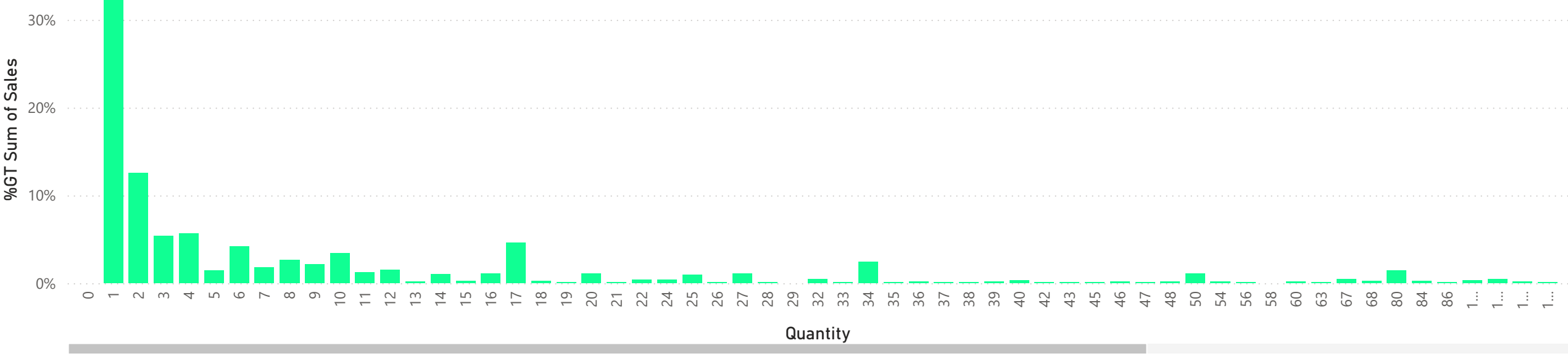
Average of Shipping\_Cost\_1000\_mile by Description



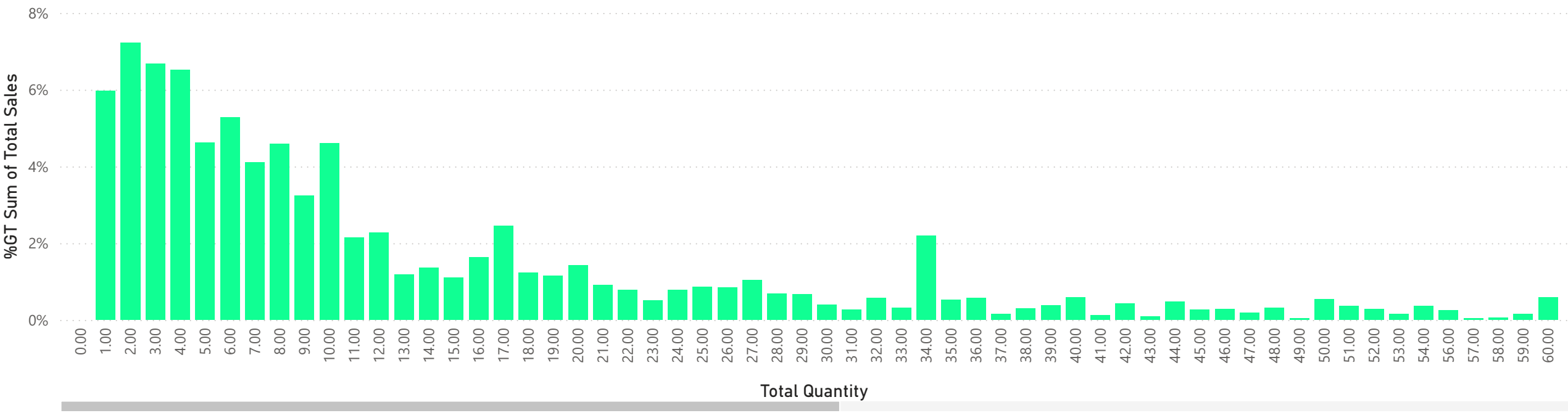
Sum of Sales by Category



%GT Sum of Sales by Quantity



%GT Sum of Total Sales by Total Quantity



# Executive Summary

Description

All

\$1.55M

Total Sales

\$427.34K

Total Profit (Baseline)

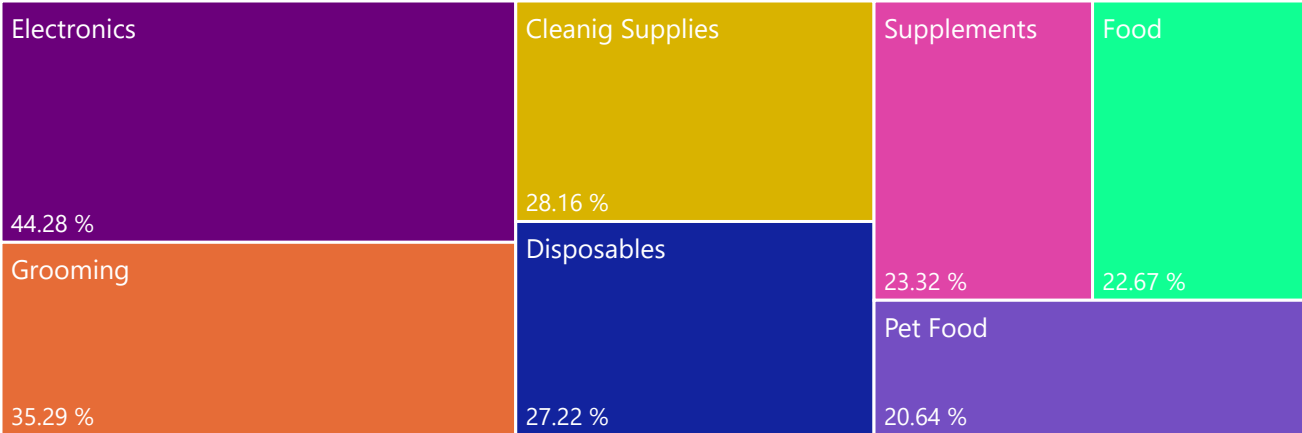
27.50 %

Profit %

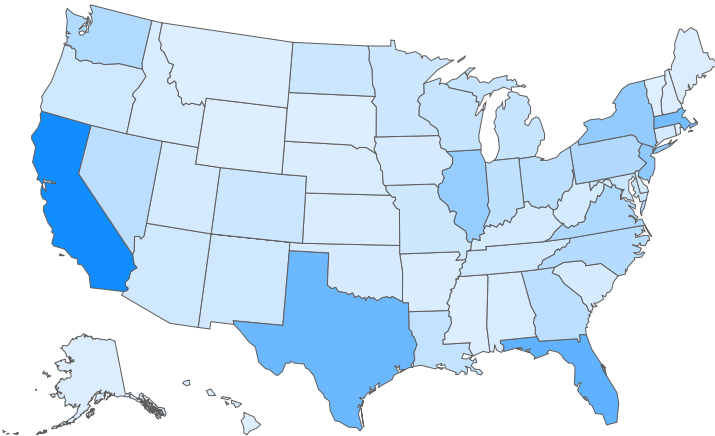
\$385.15K

Shipping (Baseline)

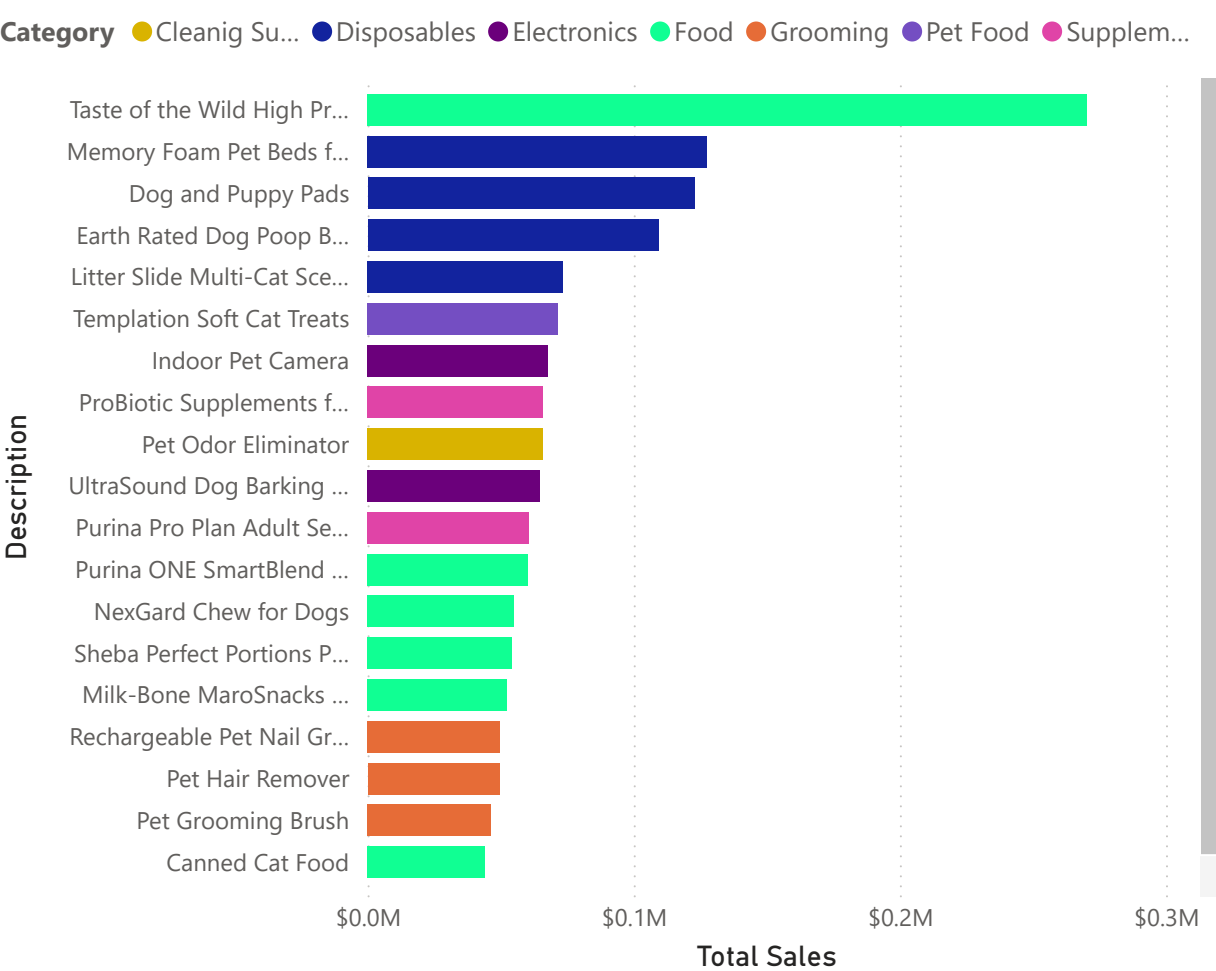
Profit % by Category



Total Sales by State



Total Sales by Description and Category



# Shipping Metrics



\$385.15K

Shipping (Baseline)

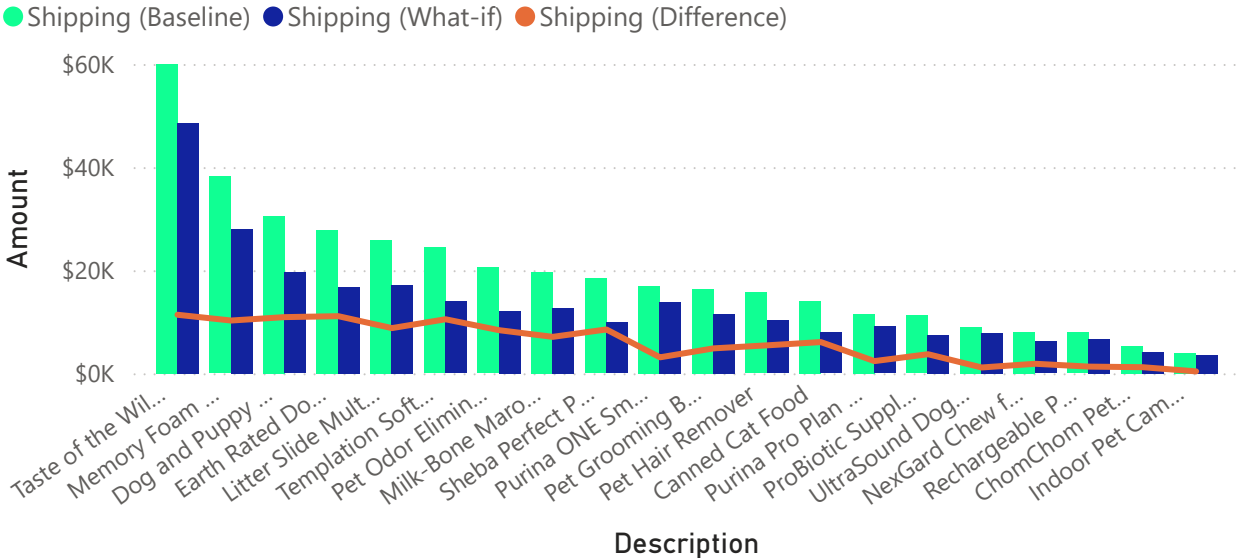
\$266.96K

Shipping (What-if)

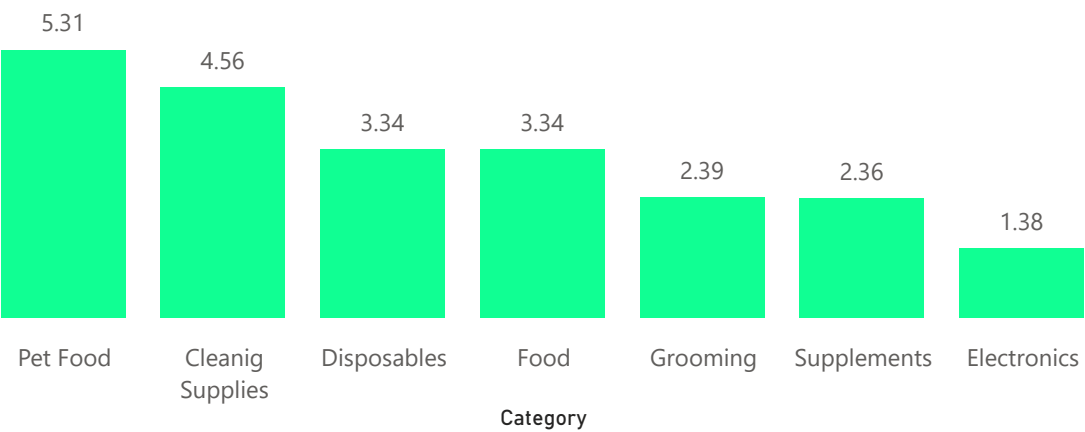
\$118.19K

Shipping (Difference)

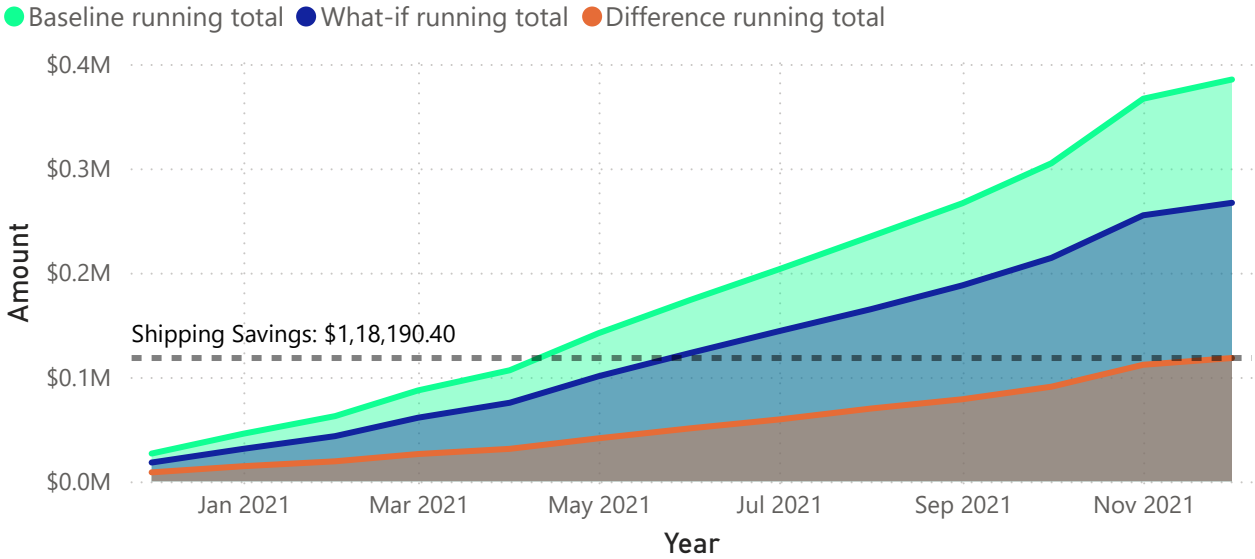
Impact of Shipped Quantity on Shipping Costs by Product



Average Quantity by Category



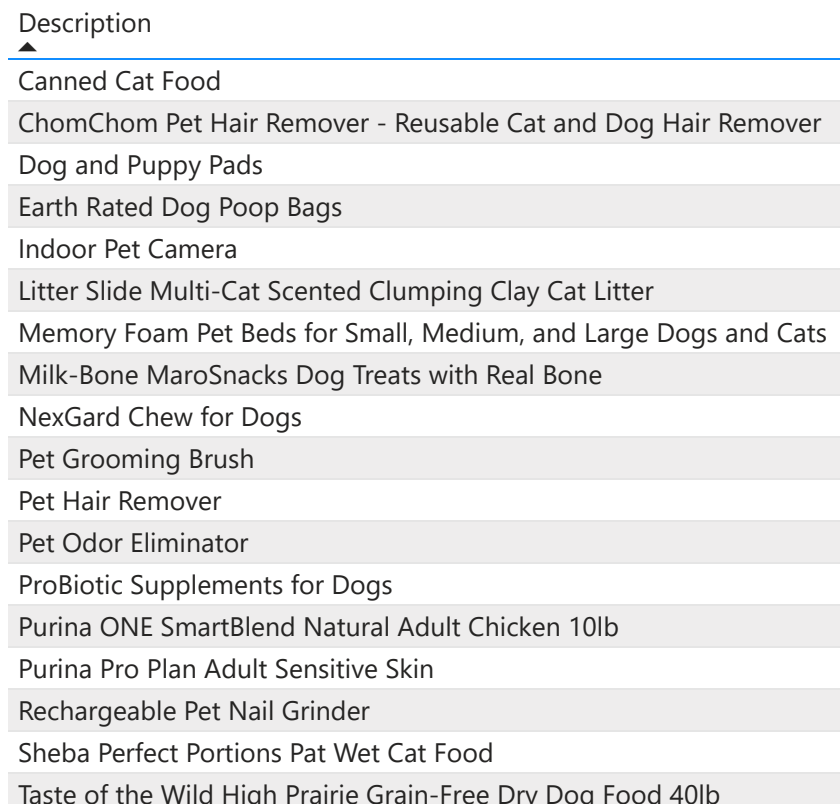
Impact of Shipped Quantity on Shipping Costs



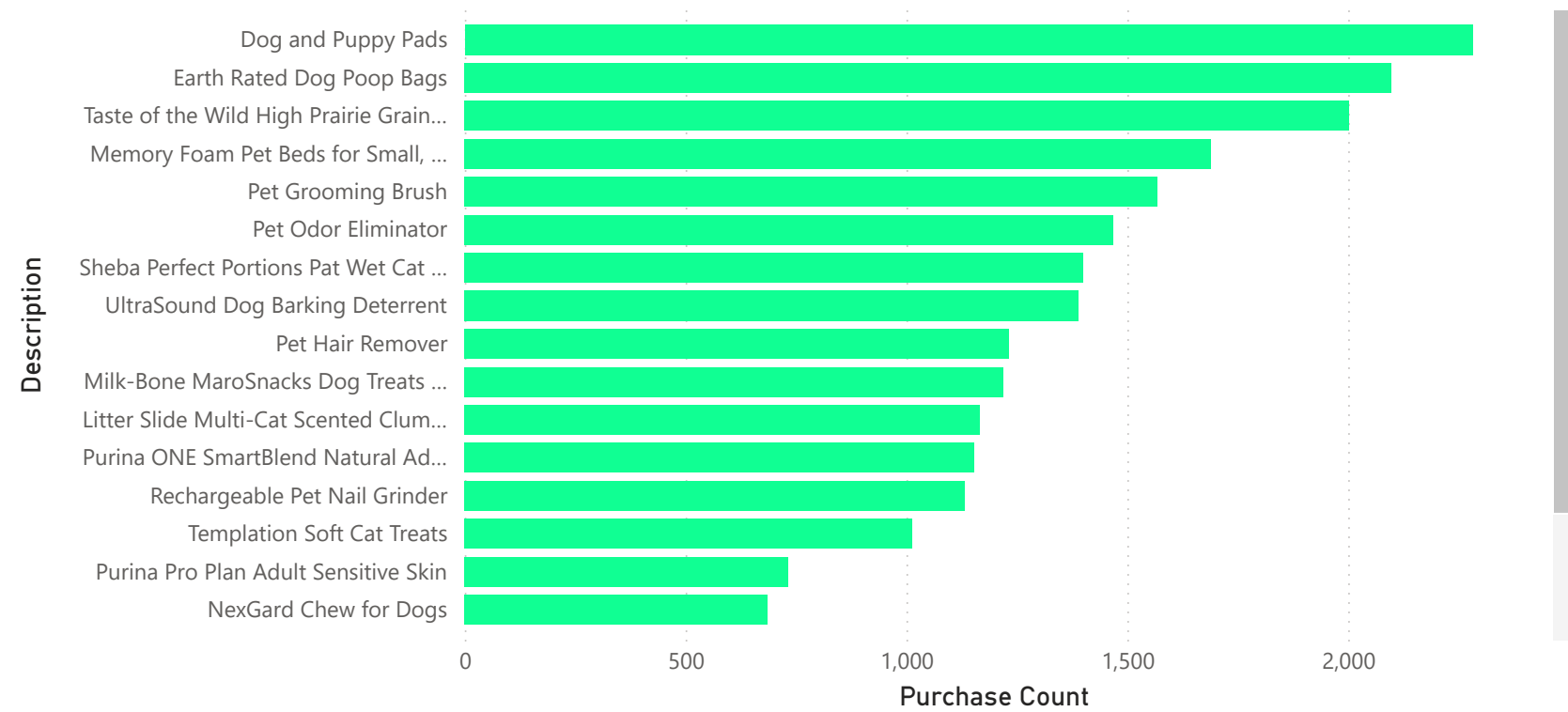
Shipping Cost by State and Region



# Market Basket Analysis



## Combination of Purchased Items



## Total Sales and Profit % by Description

