



PetMind

Product Recommendations for Monthly Pet Subscription Boxes

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Objective

- Launch monthly pet box subscription in 3 months
- Prepare list of popular products for the subscription

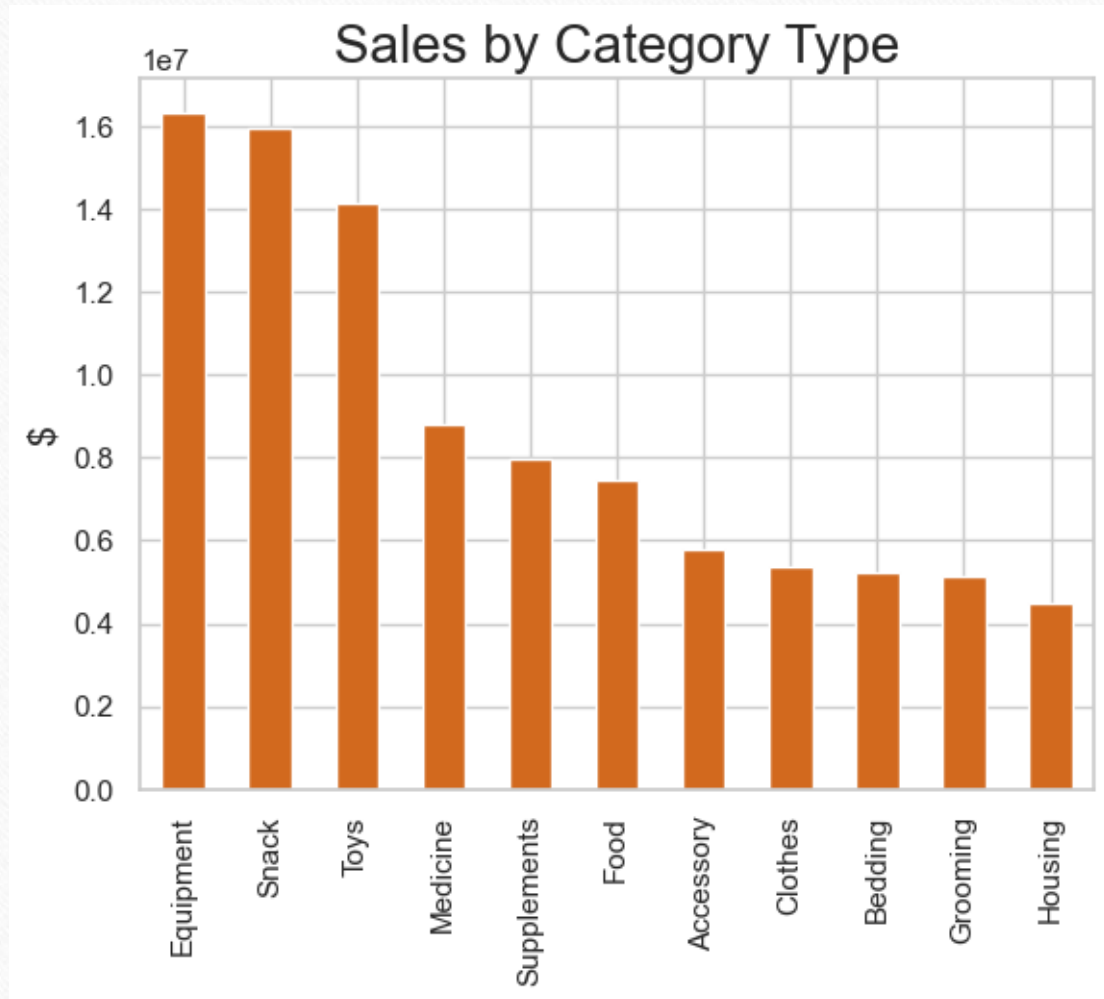


Questions

- How many products are being purchased more than once?
- Do the products being purchased again have better sales than others?
- What products are more likely to be purchased again for different types of pets?

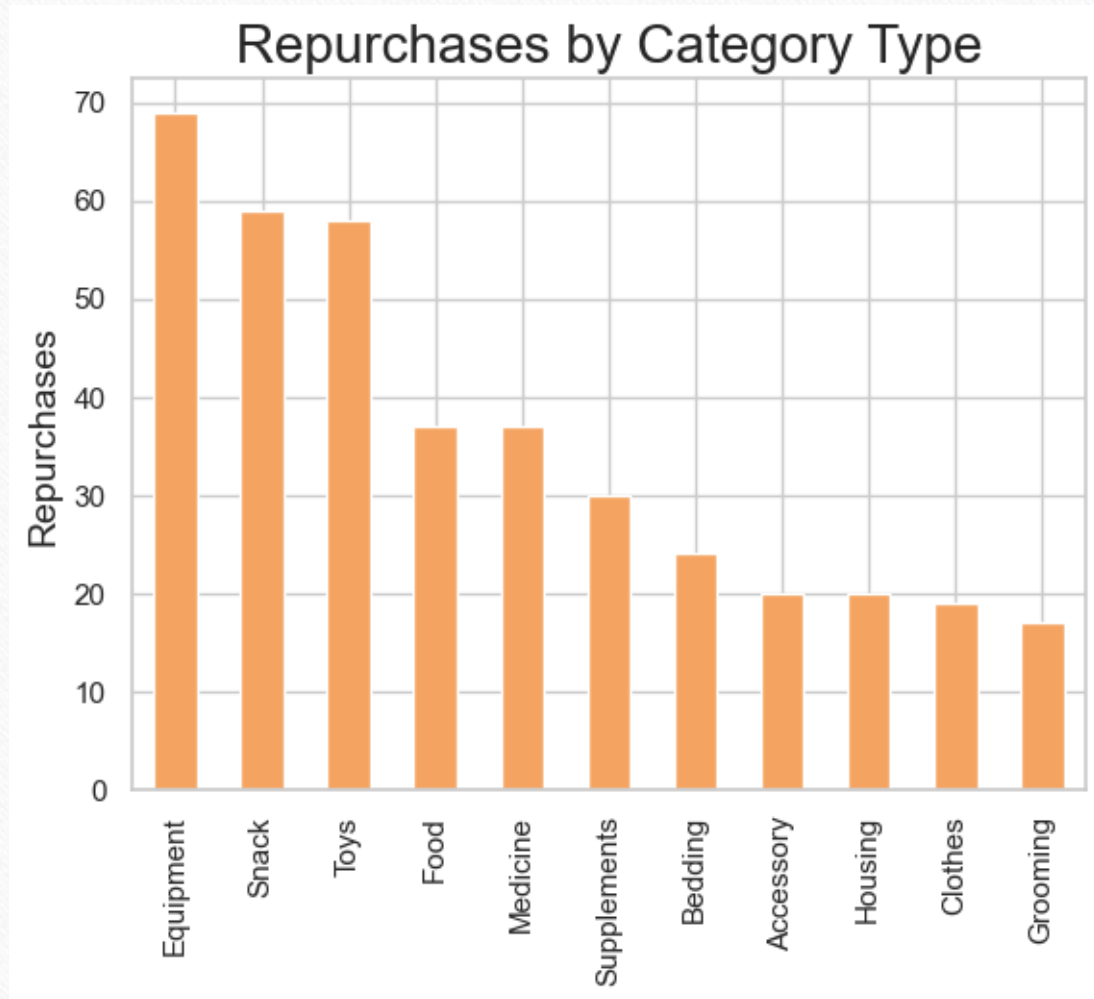
Sales

- Top 3 product categories
 - Equipment – 16.9% of total sales
 - Snack – 16.5% of total sales
 - Toys – 14.6% of total sales



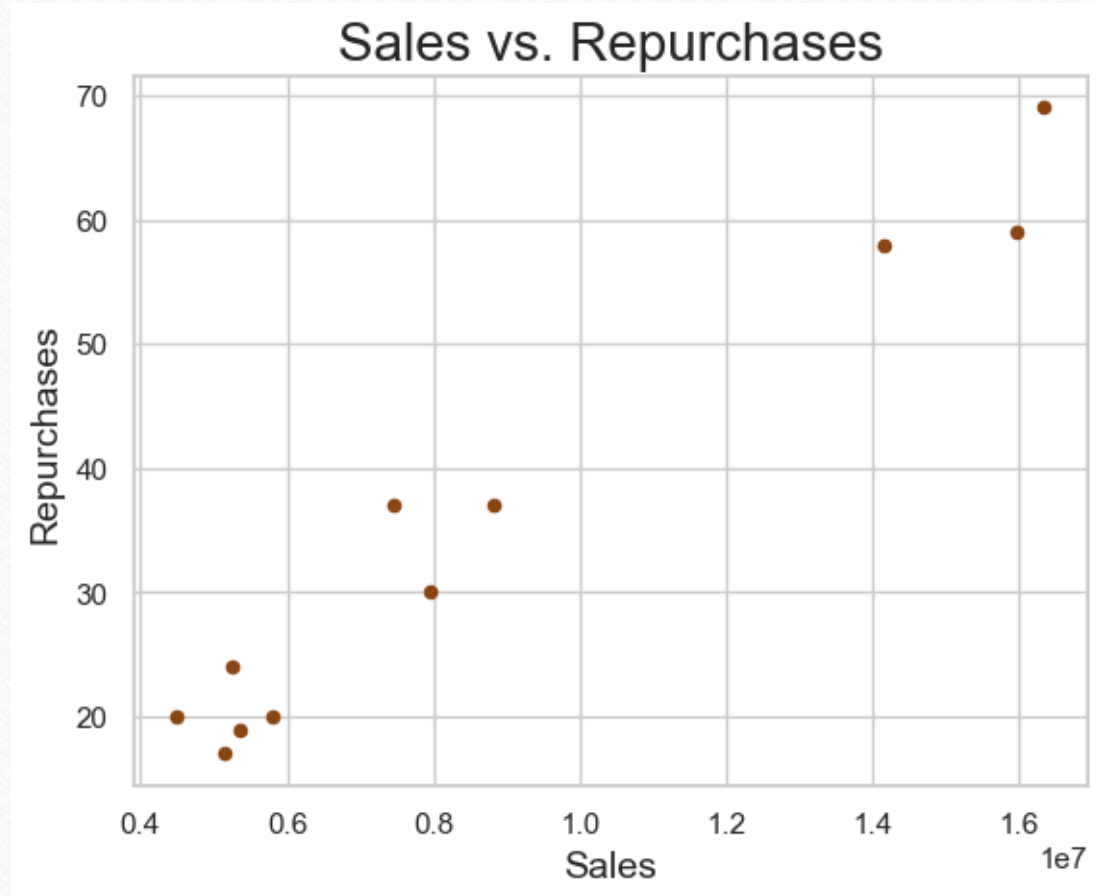
Repurchases

- 390 repurchased products
- Top 3 product categories
 - Equipment – 17.7% of total repurchases
 - Snack – 15.1% of total repurchases
 - Toys – 14.8% of total repurchases



Correlation

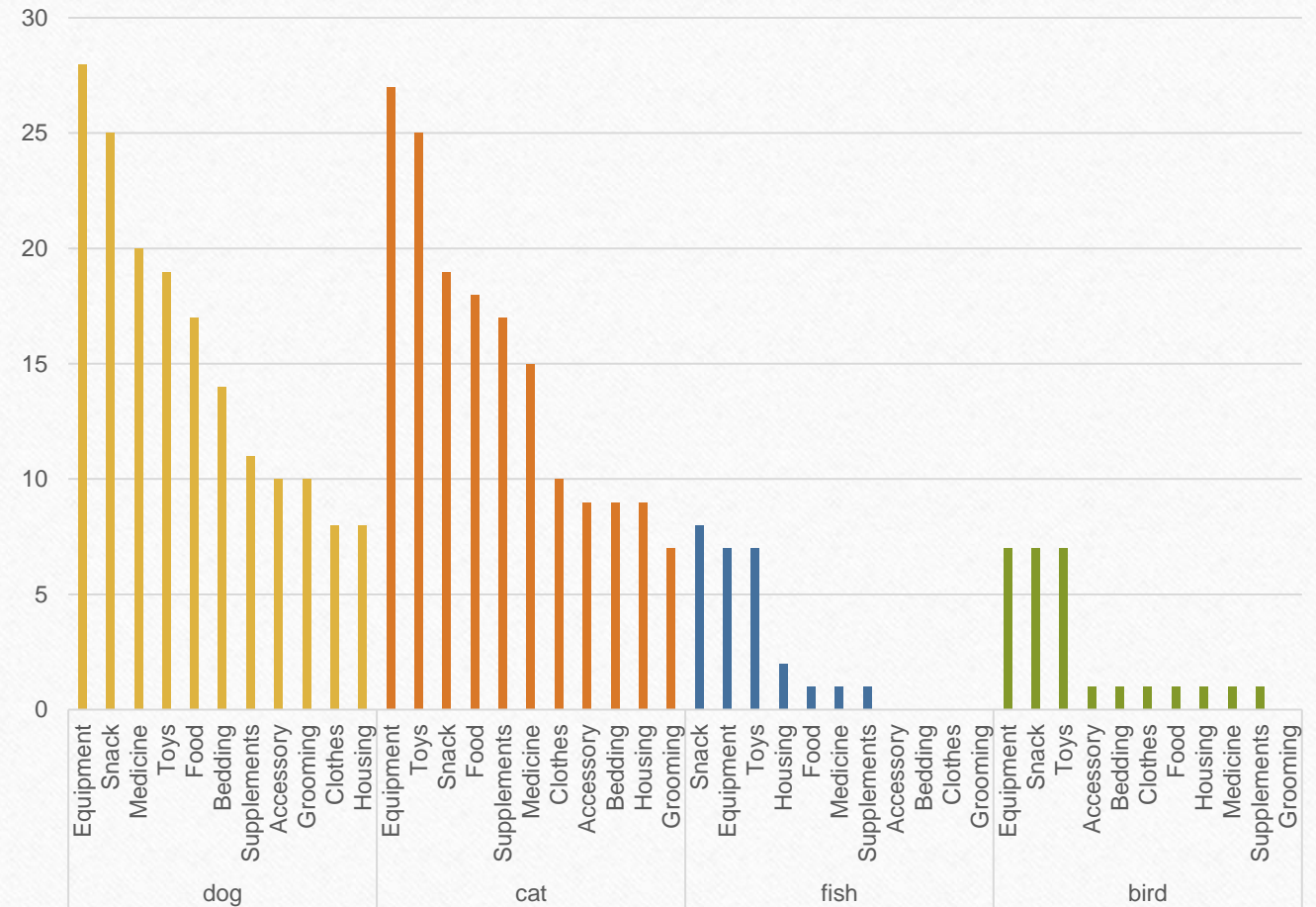
- Correlation coefficient = 0.98
- Strong positive correlation between sales and repurchases of product categories



Repurchase Trends

- equipment, snack, and toys were commonly repurchased across all pets
- but medicine was repurchased more than toys for dogs

Repurchases by Pet and Product Category





Findings

- top 3 product categories by sales and repurchases: equipment, snack, toys
- although they were commonly repurchased across all pets, medicine was repurchased more than toys for dogs
- strong positive correlation (0.98) between sales and repurchases



Conclusion

- Despite the frequency of medicine repurchases for dogs, I don't recommend including medicine in our boxes. Therefore, all pet boxes, even the dog boxes, should include **snacks, equipment, and/or toys**.
- Due to the strong positive correlation between sales and repurchases, products being purchased again have better sales than others. These **repurchased products** should be offered in the pet boxes.



Thank you!

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