

# Ecommerce Sales Analysis

OverView

Shipping Cost Scenario

Market Basket Analysis

3141

Number of Customers

\$1.55M

Total Sales

\$427.34K

Total Profit (Baseline)

27.50 %

Profit %

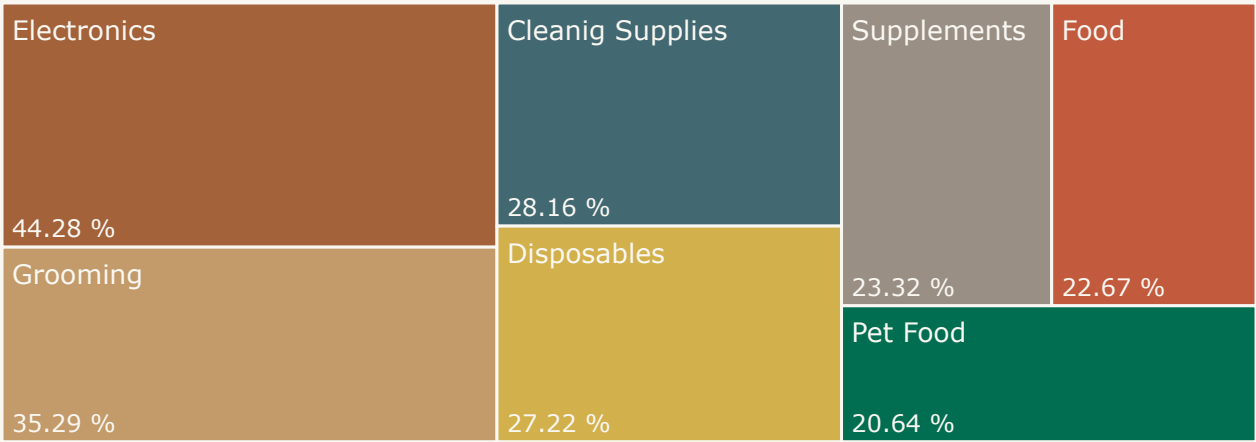
494.72

Customer LTV (avg)

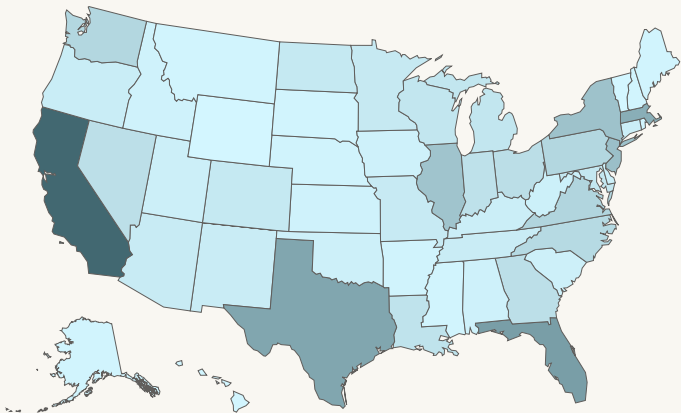
385.15K

Shipping (Baseline)

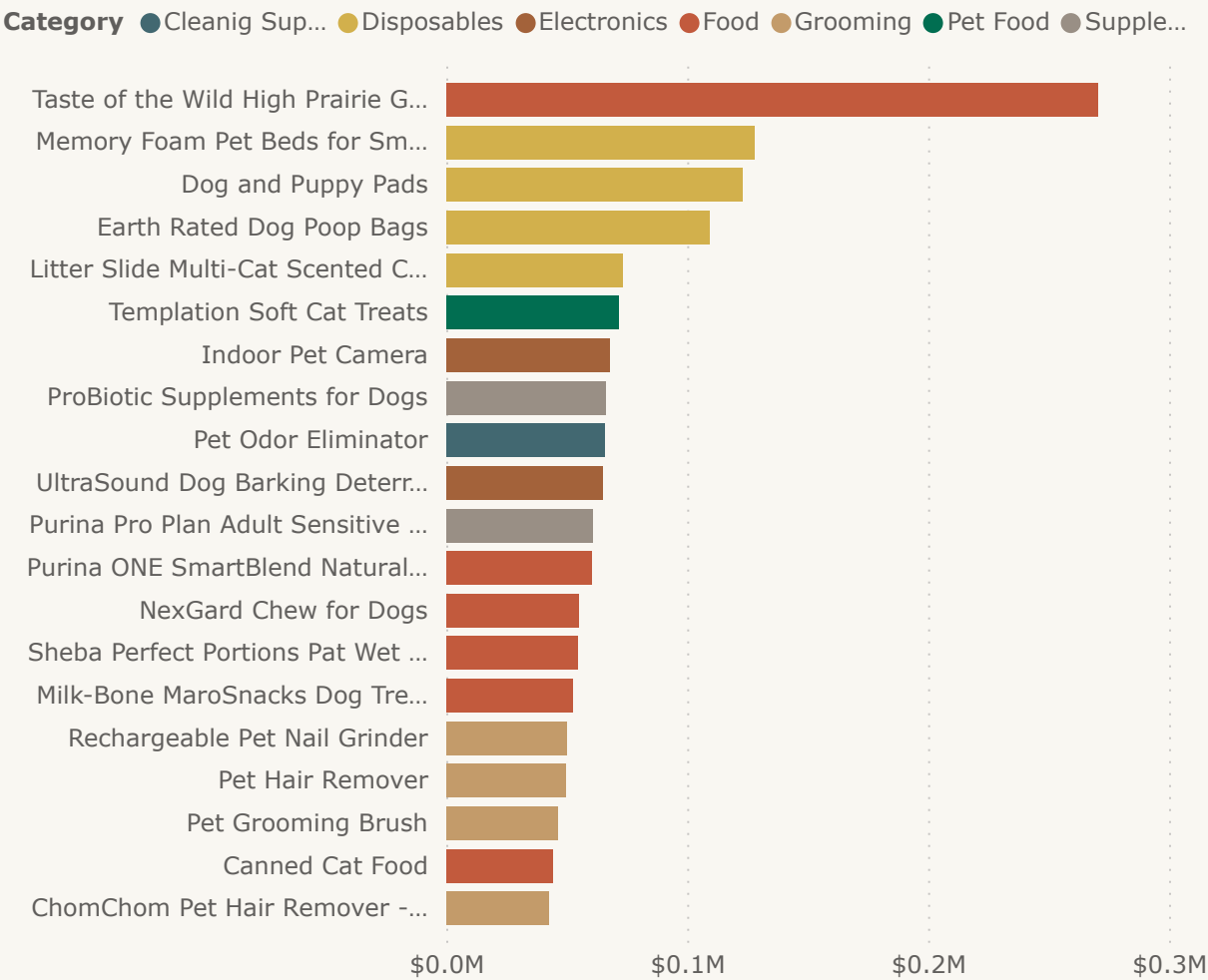
## Profit % by Category



## Total Sales by State



## Total Sales by Description and Category



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What-if quantity

9



385.15K

Shipping (Baseline)

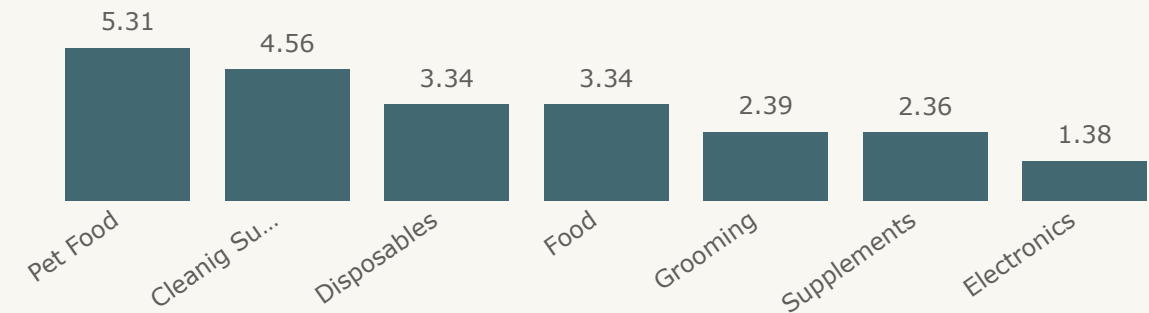
296.51K

Shipping (What-if)

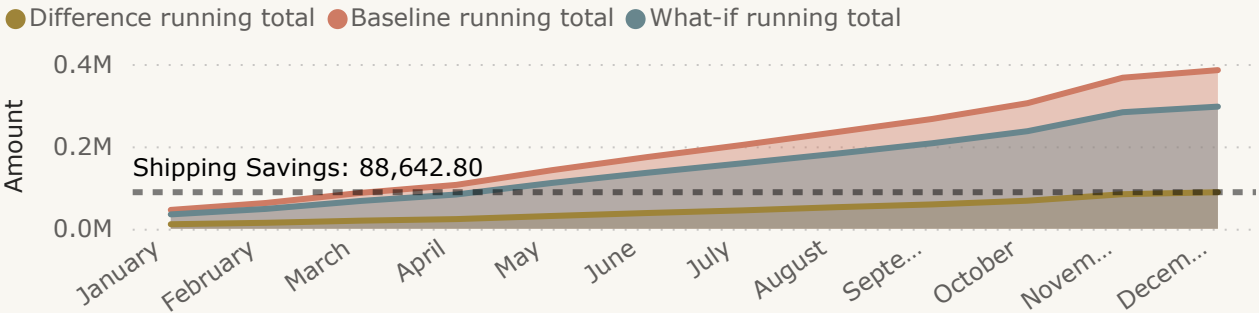
88.64K

Shipping (Difference)

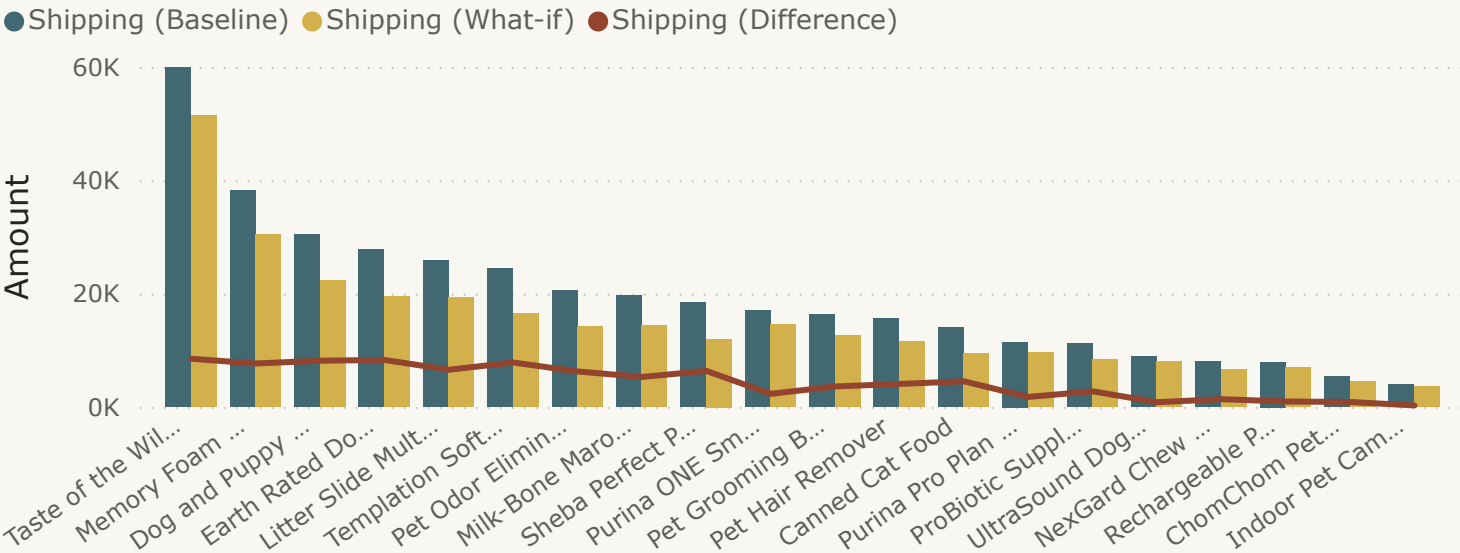
## Average Quantity by Category



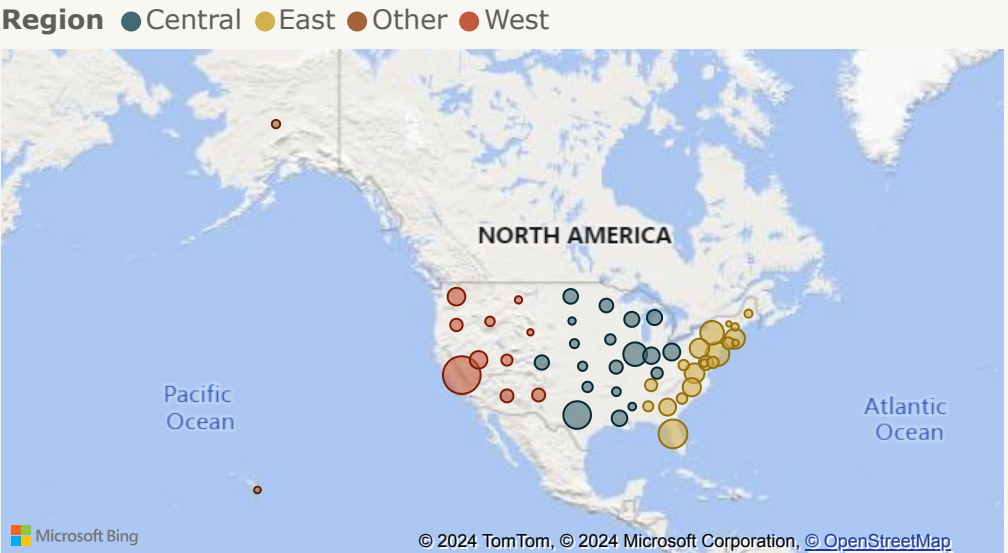
## Impact of Shipped Quantity on Shipping Costs



## Impact of Shipped Quantity on Shipping Costs by Product



## Shipping Cost by State and Region



# Ecommerce Sales Analysis

OverView

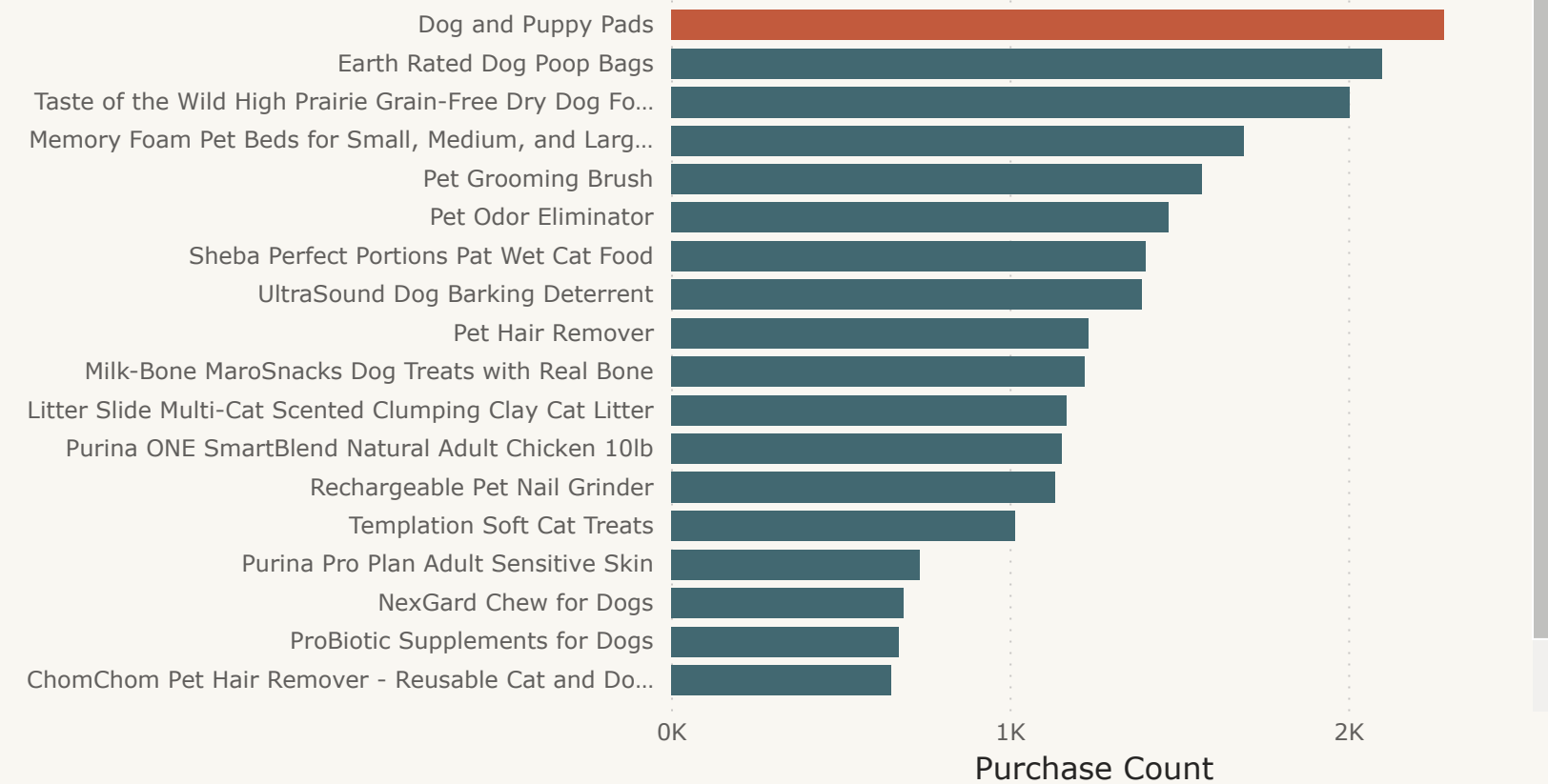
Shipping Cost Scenario

Market Basket Analysis

Select an Item for the Combination

- Canned Cat Food
- ChomChom Pet Hair Remover - Reusable Cat and Dog Hair Remover
- Dog and Puppy Pads
- Earth Rated Dog Poop Bags
- Indoor Pet Camera
- Litter Slide Multi-Cat Scented Clumping Clay Cat Litter
- Memory Foam Pet Beds for Small, Medium, and Large Dogs and Cats
- Milk-Bone MaroSnacks Dog Treats with Real Bone
- NexGard Chew for Dogs
- Pet Grooming Brush
- Pet Hair Remover
- Pet Odor Eliminator
- ProBiotic Supplements for Dogs
- Purina ONE SmartBlend Natural Adult Chicken 10lb
- Purina Pro Plan Adult Sensitive Skin
- Rechargeable Pet Nail Grinder
- Sheba Perfect Portions Pat Wet Cat Food
- Taste of the Wild High Prairie Grain-Free Dry Dog Food 40lb
- Templation Soft Cat Treats
- UltraSound Dog Barking Deterrent

Combination of Purchased Items



Total Sales and Profit % by Description

