

# Understanding the Dog Food Market- Industry Analysis

25

Distinct Brands

92

Distinct Products

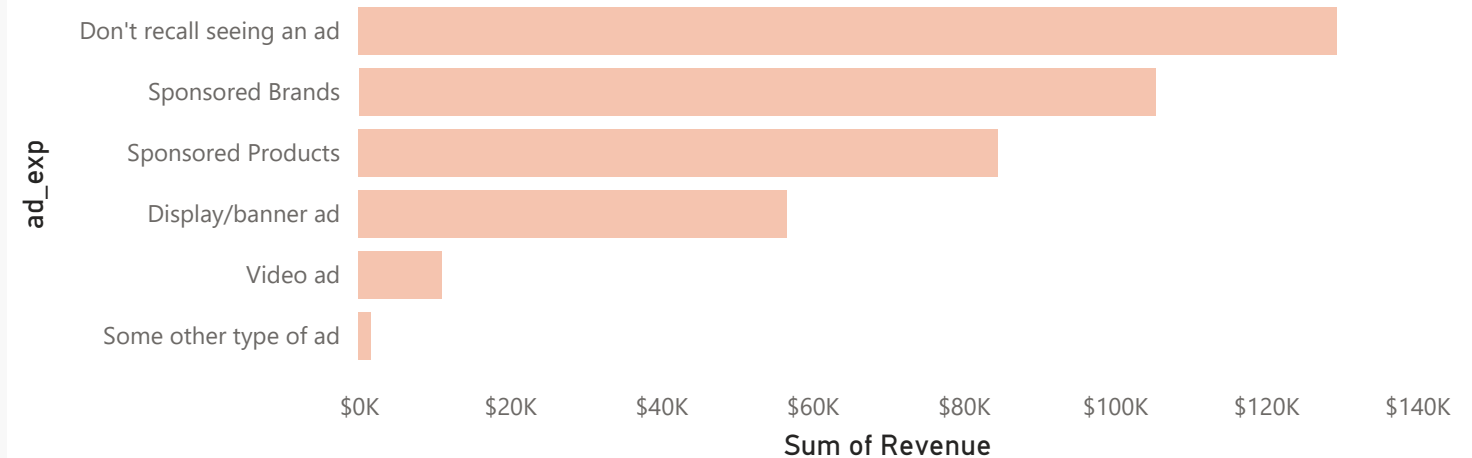
5000

Customers

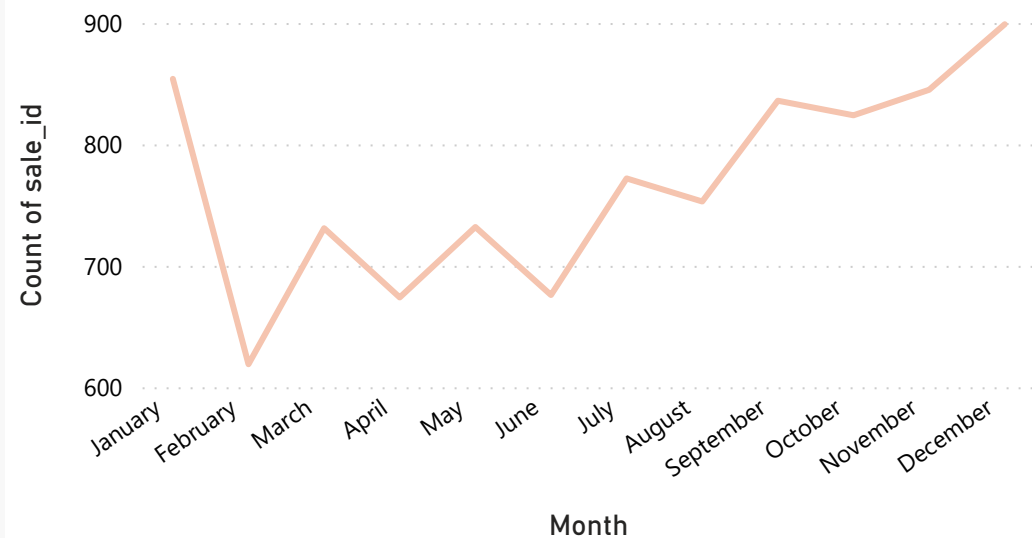
9215

Sales

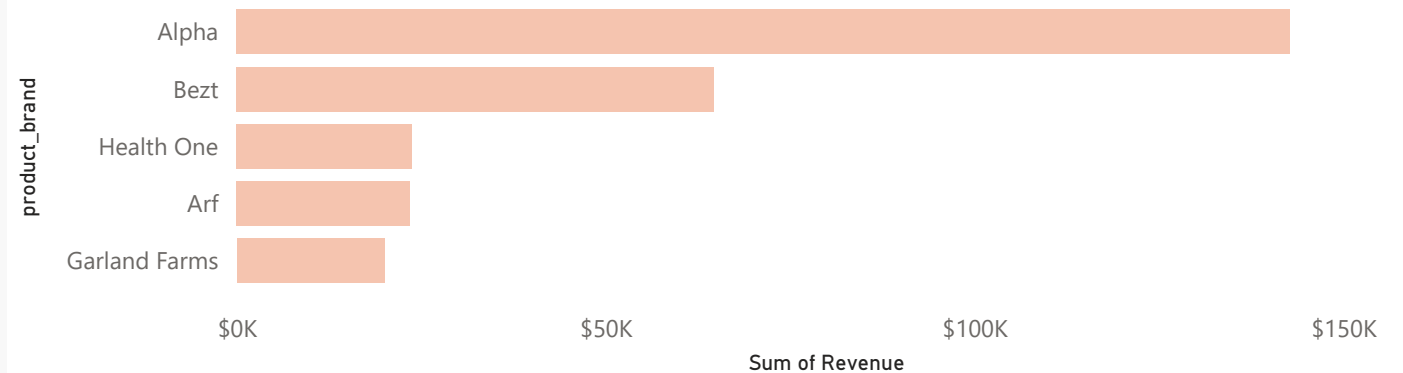
Revenue by Ad Exposure



Sales by Month

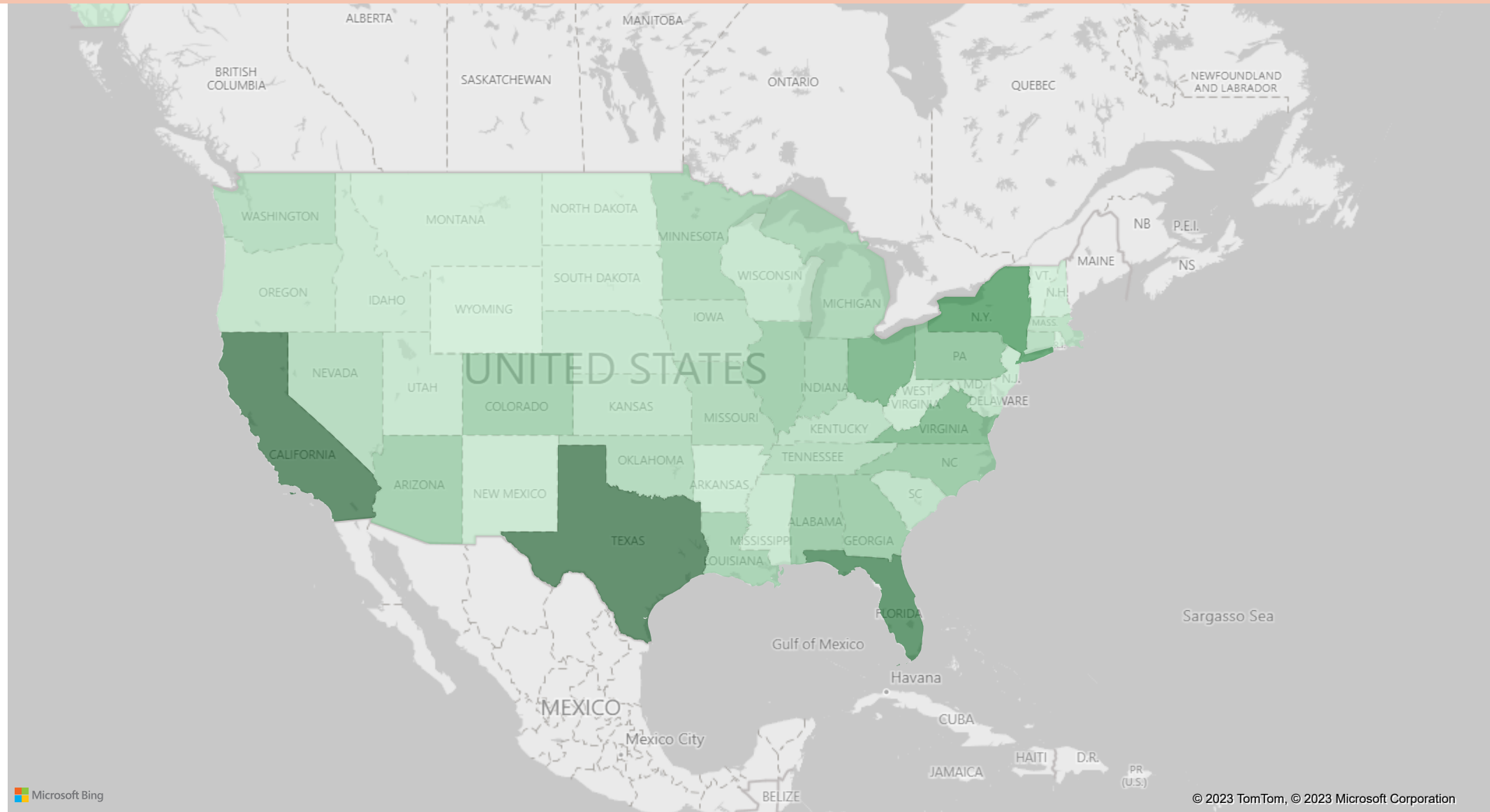


Top 5 Brands by Revenue



Clear filters

Most revenue generating States are **California, Texas, Florida**  
**and New York**



Products names containing 'Natural' and 'Protein' are more popular but **'Sensitive' and 'Probiotic' are niche growing markets**

Sales based on specific benefits/ Keywords:

Product Brand

- ☐ Alpha
- ☐ Arf
- ☐ Bezt
- ☐ Garland Farms
- ☐ Health One

Clear Filters

Natural v/s No Natural Sales



Protein v/s No Protein Sales



Healthy v/s No Healthy Sales



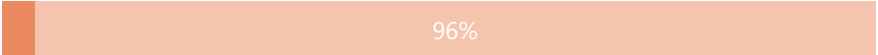
Weight v/s No Weight Sales



Sensitive\_percent and No\_Sensitive\_percent



Probiotic Vs No Probiotic Sales



Highest revenue generated from customers in the income bracket of **\$100K and above**.  
Customers with a **domestic partner/ serious relationship** are willing to buy **premium products**

\$39.10

Average Price

\$5

Minimum Price

\$107

Maximum Price

5089

Sum of qty

\$199.33K

Sum of Revenue

product\_brand



- ☐ Select all
- ☐ Alpha
- ☐ Arf
- ☐ Bezt
- ☐ Garland Farms
- ☐ Health One

Relationship Status



- ☒ Select all
- ☐ Domestic partner/serious relations...
- ☒ Married
- ☐ Single

Age



- ☐ Select all
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

Income Group

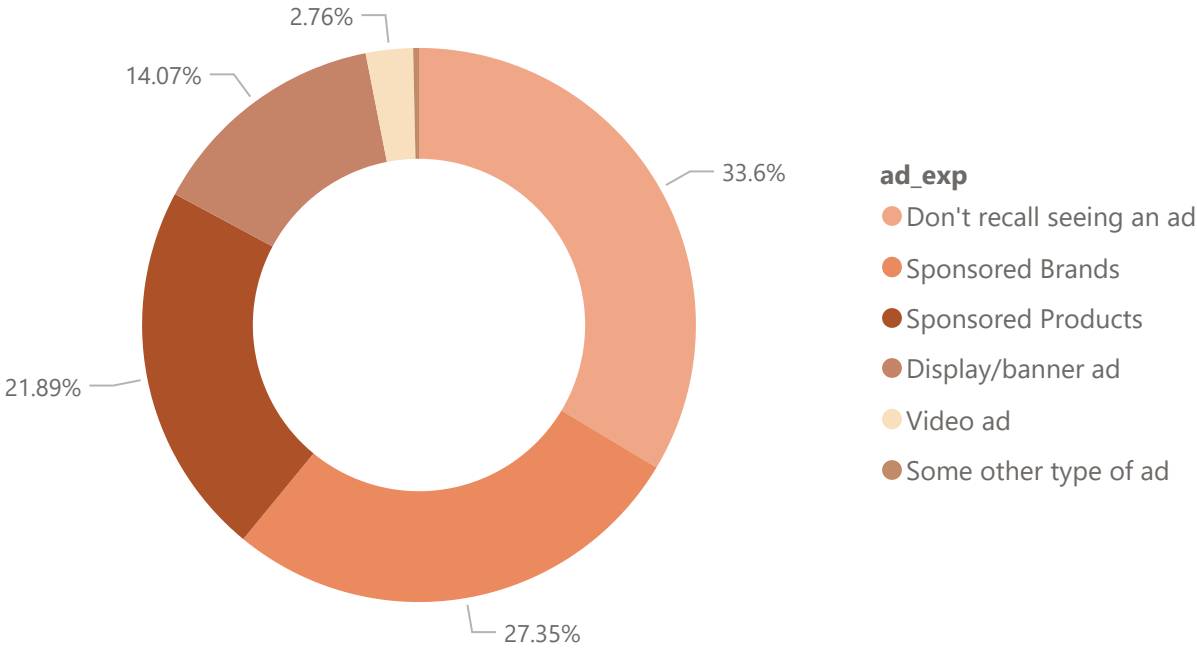


- ☒ Select all
- ☒ \$100,000 or more
- ☒ \$20,000 - \$39,999
- ☒ \$40,000 - \$59,999
- ☒ \$60,000 - \$79,999
- ☒ \$80,000 - \$99,999
- ☒ Less than \$20,000

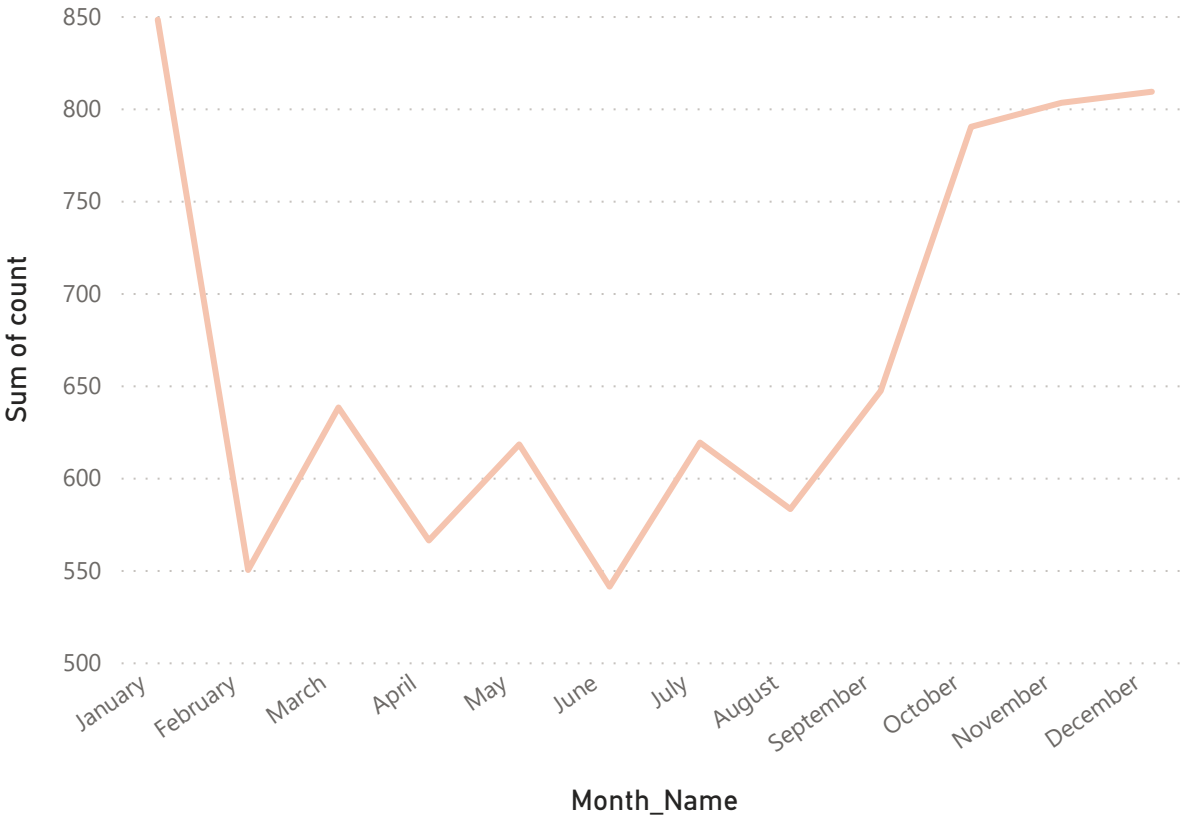
Clear Filters

**Sponsored brands** and **Sponsored product ads** were most successful in introducing customers to a brand. There is seasonality in new customer acquisition by brands- Most customers acquired in **Jan, Nov, and Dec**

Sum of Revenue\_ntb by ad\_exp



No. of new customers by Month

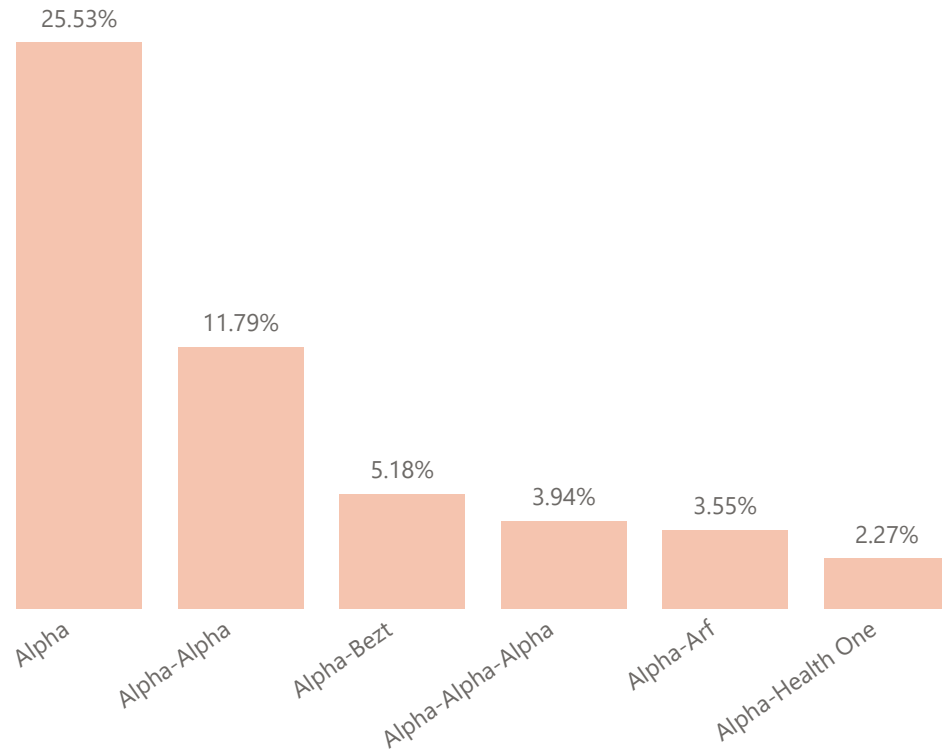


Alpha has a **stronger retention** rate, but half of their customers have been **experimentative with multiple brands**, unlike Bezt

## Alpha

Retention Rate: 58.11%

Alpha's customers- Most common brand switching patterns



## Bezt

Retention Rate: 28.5%

Bezt's customers- Most common brand switching patterns

