

Unlocking Profit Growth with Product Bundles and Hypothesis Shipping Cost Model



Shipping Cost Models:

- Hypothesis Model
- Baseline Assumption

Month:

(All)

Order Size:

(All)

Category:

(All)



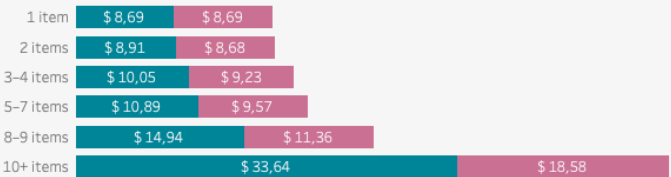
Hypothesis Model:
Profit Difference to Baseline Shipping Cost

\$ 96,57K

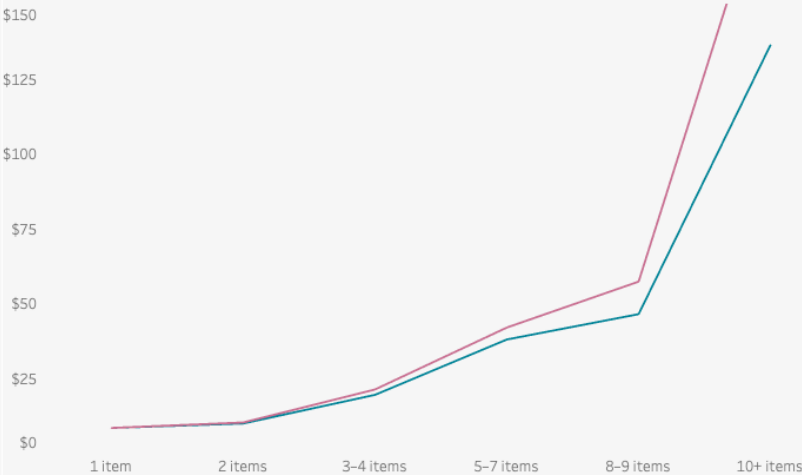
Hypothesis Model:
Average Savings of Shipping Cost per Order

\$ 9,08

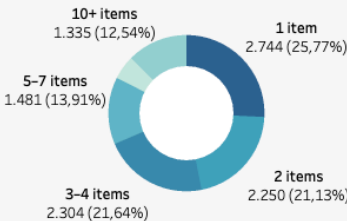
Average shipping cost by order size: Baseline value vs. Hypothesis shipping pricing



Average profit difference by order size: Baseline value vs. Hypothesis shipping pricing



Number of items per order: offer bundles to encourage purchase of multiple items



Average shipping cost by product: Baseline value vs. Hypothesis shipping pricing

