

Unlocking Profit Growth with Product Bundles and Hypothesis Shipping Cost Model



Shipping Cost Models:

Hypothesis Model
Baseline Assumption

Hypothesis Model:
Profit Difference to Baseline Shipping Cost

\$ 96,57K



Hypothesis Model:
Average Savings of Shipping Cost per Order

\$ 9,08

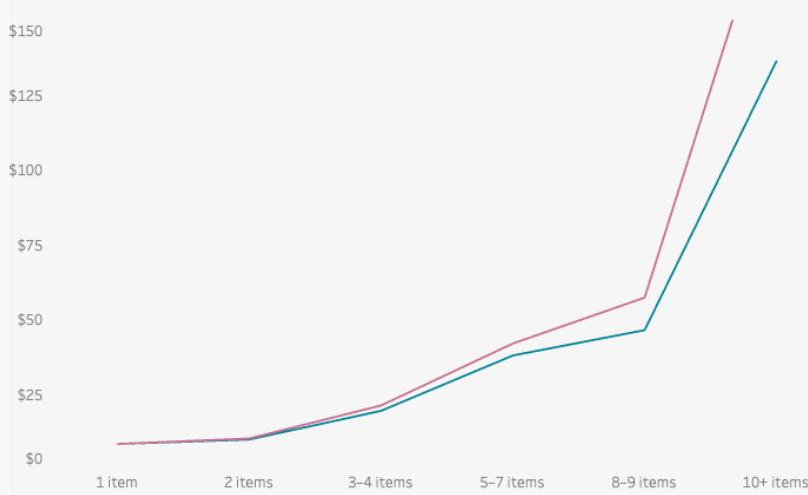
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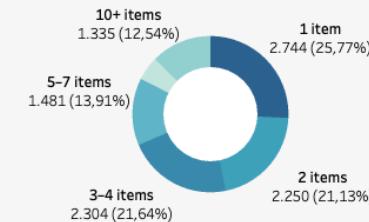
Average shipping cost by order size: Baseline value vs. Hypothesis shipping pricing

1 item	\$ 8,69	\$ 8,69
2 items	\$ 8,91	\$ 8,68
3-4 items	\$ 10,05	\$ 9,23
5-7 items	\$ 10,89	\$ 9,57
8-9 items	\$ 14,94	\$ 11,36
10+ items	\$ 33,64	\$ 18,58

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

Product	Baseline Assumption (\$)	Hypothesis Model (\$)
Canned Cat Food	\$ 38,72	\$ 22,12
ChomChom Pet Hair Remover - R...	\$ 8,45	\$ 6,88
Dog and Puppy Pads	\$ 13,77	\$ 9,19
Earth Rated Dog Poop Bags	\$ 13,30	\$ 8,40
Indoor Pet Camera	\$ 8,63	\$ 7,90
Indoor Pet Camera (Wi-Fi)	\$ 7,34	\$ 7,23
Litter Slide Multi-Cat Scented Cl...	\$ 22,34	\$ 15,66
Memory Foam Pet Beds for Small...	\$ 22,76	\$ 17,46
Milk-Bone MaroSnacks Dog Trea...	\$ 16,04	\$ 10,88
NexGard Chew for Dogs	\$ 11,55	\$ 9,15
Pet Grooming Brush	\$ 10,47	\$ 8,11
Pet Hair Remover	\$ 12,73	\$ 9,14
Pet Odor Eliminator	\$ 14,15	\$ 9,30
ProBiotic Supplements for Dogs	\$ 16,97	\$ 11,80
Purina ONE SmartBlend Natural ..	\$ 14,66	\$ 12,51
Purina Pro Plan Adult Sensitive S...	\$ 14,74	\$ 12,67
Rechargeable Pet Nail Grinder	\$ 6,98	\$ 6,06
Sheba Perfect Portions Pat Wet...	\$ 13,40	\$ 7,39
Sheba Perfect Portions Paté We...	\$ 13,86	\$ 7,69
Taste of the Wild High Prairie Gr...	\$ 29,93	\$ 25,18
Temptation Soft Cat Treats	\$ 23,36	\$ 13,95
UltraSound Dog Barking Deterre...	\$ 6,45	\$ 5,71