DASHBOARDS
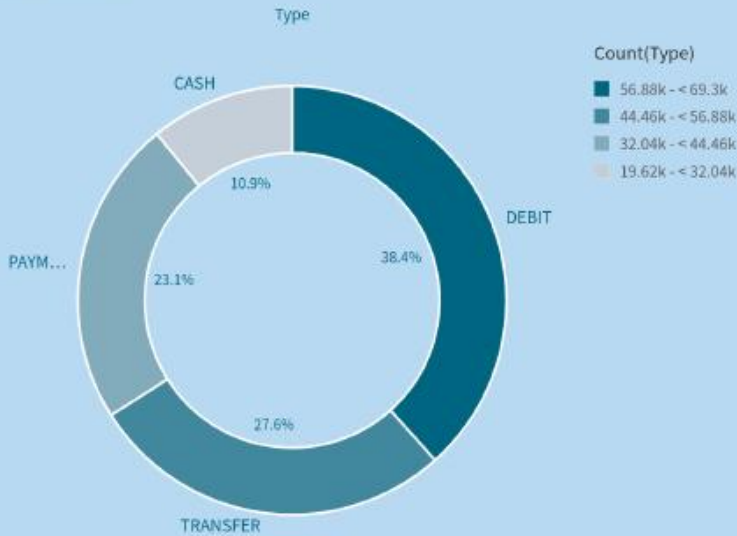
AARUSHI RAY

2129002@kiit.ac.in

Dashboard - 1

Shipping Mode

First Class
Same Day
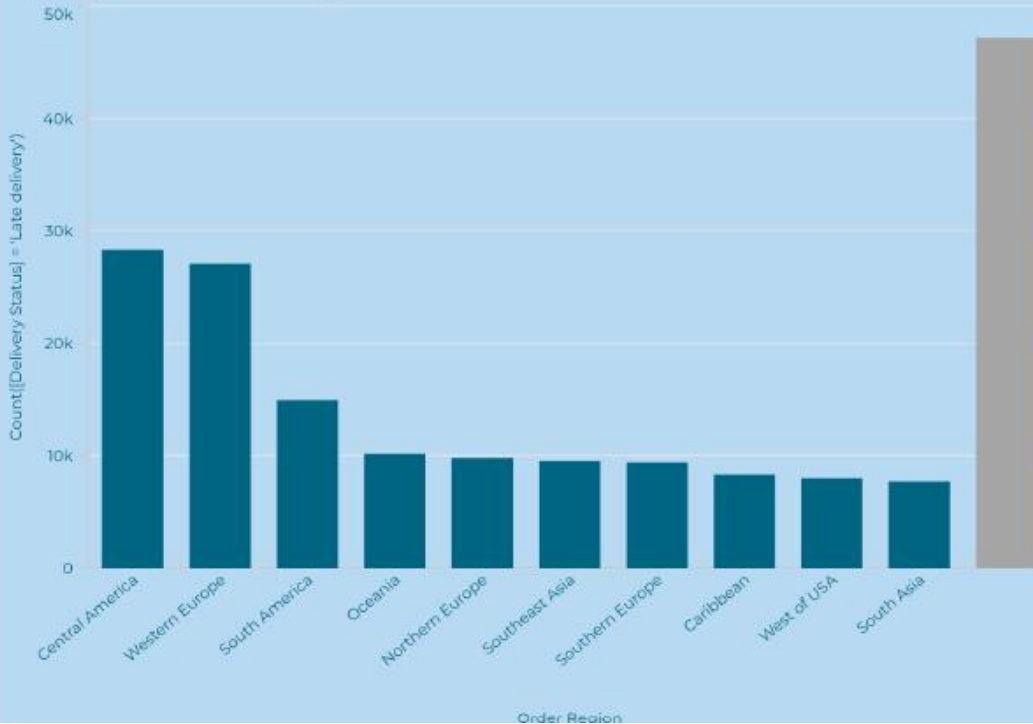Second Class
Standard Class

Payment Modes

Type

CASH

10.9%

PAYM...
23.1%

DEBIT
38.4%

27.6%

TRANSFER

Count(Type)
- 56.88k - < 69.3k
- 44.46k - < 56.88k
- 32.04k - < 44.46k
- 19.62k - < 32.04k

Shipment Delay
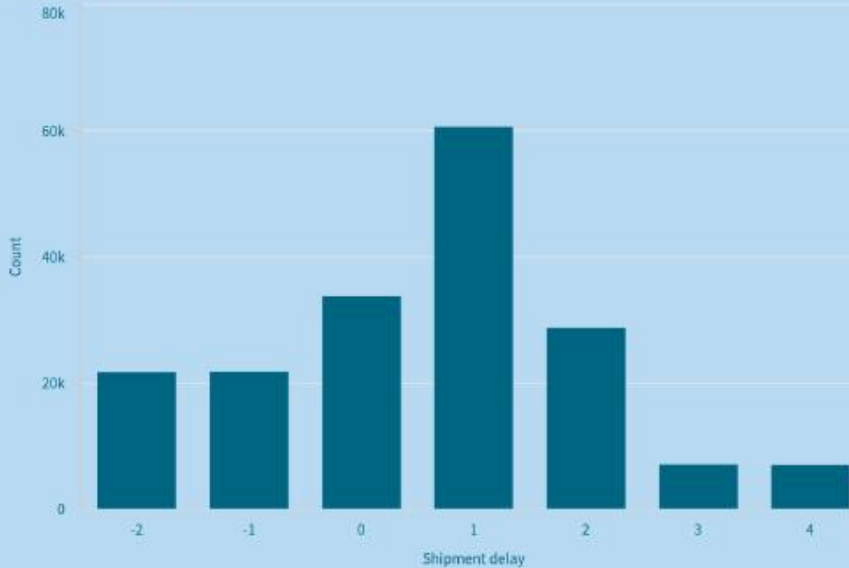
Delivery efficiency on payment modes

Delivery Status ■ Advance shipping ■ Late delivery ■ Shipping canceled ■ Shipping on time
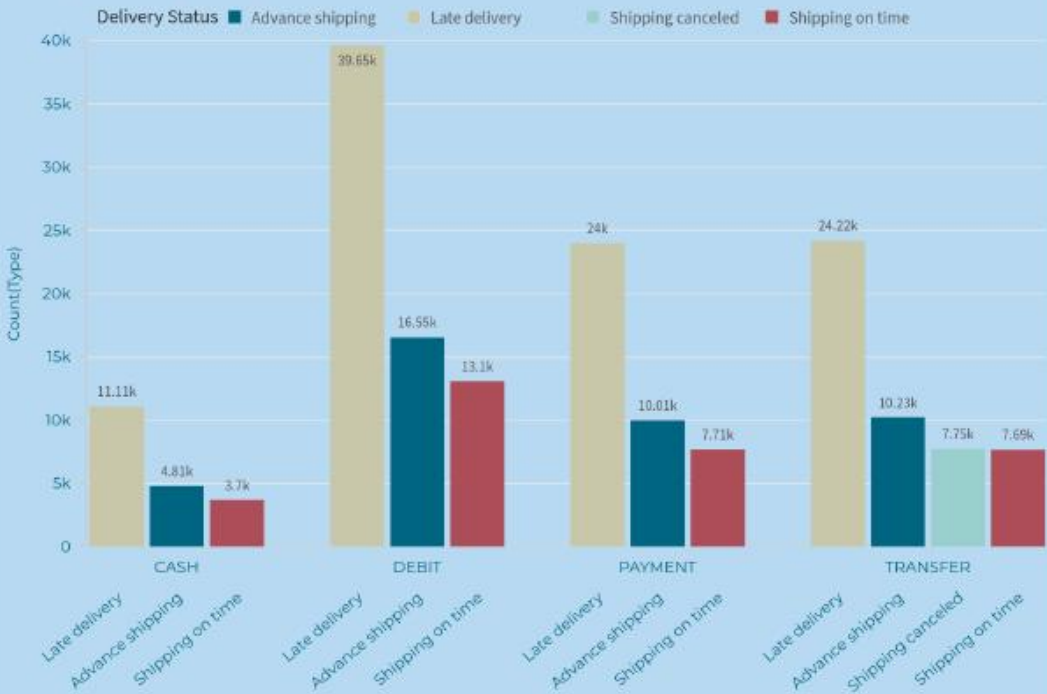
Top 10 regions with late delivery

Dashboard-2

Sales per customer segment

Consumer 17.16M	Corporate 10.03M
Sum Sales	

Home Office
5.86M

Country-wise sales

Order Country
Area layer

Sum Sales
4.88M

120

5000 km

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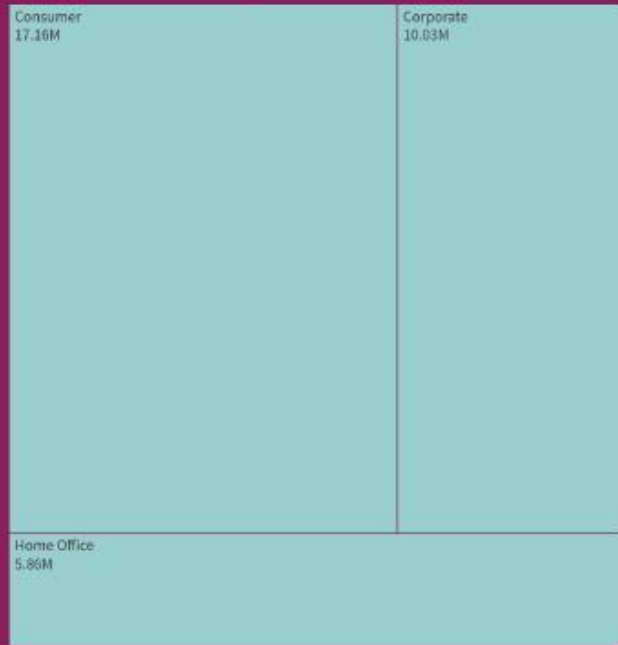
Aggregate sales by category

Sum(Sales)

8M

6M

4M

2M

0

Category Name

Fishing · Cleats · Camping & Hiking · Cardio Equipment · Women's Apparel · Water Sports · Men's Footwear · Indoor/Outdoor Ga... · Shop By Sport · Computers · Electronics · Others
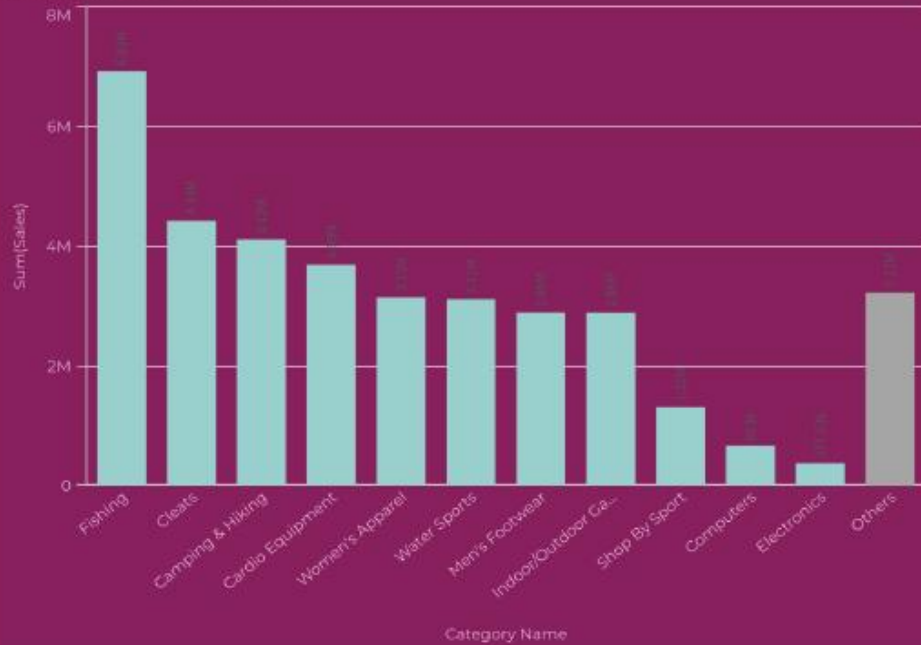
Quarterly avg benefit per order

40

30

20

10

0

2015 · 2016 · 2017 · 2018

Avg([Order Profit Per Order])

21.97

Dashboard - 3

Category Name

Category	Count		Category	Count
Cleats	24551		Baby	207
Men's Footwear	22246		Women's Golf Clubs	181
Women's Apparel	21035		Soccer	138
Indoor/Outdoor Games	19298		Strength Training	111
Fishing	17325		As Seen on TV!	68
Water Sports	15540		Basketball	67
Camping & Hiking	13729		Golf Bags & Carts	61
Cardio Equipment	12487			
Shop By Sport	10984			
Electronics	3156			
Accessories	1780			
Golf Balls	1475			
Girls' Apparel	1201			
Golf Gloves	1070			
Trade-In	974			
Video Games	838			
Children's Clothing	652			
Women's Clothing	650			
Baseball & Softball	632			
Hockey	614			
Cameras	592			
Toys	529			
Golf Shoes	524			
Pet Supplies	492			
Crafts	484			
Garden	484			
DVDs	483			
Computers	442			
Golf Apparel	441			
Hunting & Shooting	440			
Music	434			
Consumer Electronics	431			
Boxing & MMA	423			
Books	405			
Kids' Golf Clubs	384			
Health and Beauty	362			
Sporting Goods	357			
Lacrosse	343			
Tennis & Racquet	328			
Fitness Accessories	309			
Men's Golf Clubs	283			
CDs	271			
Men's Clothing	208			

Product loss over markets

Markets (Market): Africa, USCA, Pacific Asia, LATAM, Europe
Loss axis: -1.5M, -1M, -500k, 0

Regions with Suspected Fraud

Order Region
- Western Europe 17.4%
- Central ... 15.5%
- South America 8.9%
- West of USA 5.8%
- Oceania 5.6%
- Southern Europe 5.5%
- Caribbean 4.7%
- Southeast ... 4.6%
- Norther... 4.2%
- Eastern... 3.8%
- East of ... 3.7%
- West Asia
- South Asia
- US Center
- North Africa
- Eastern Europe
- West Africa
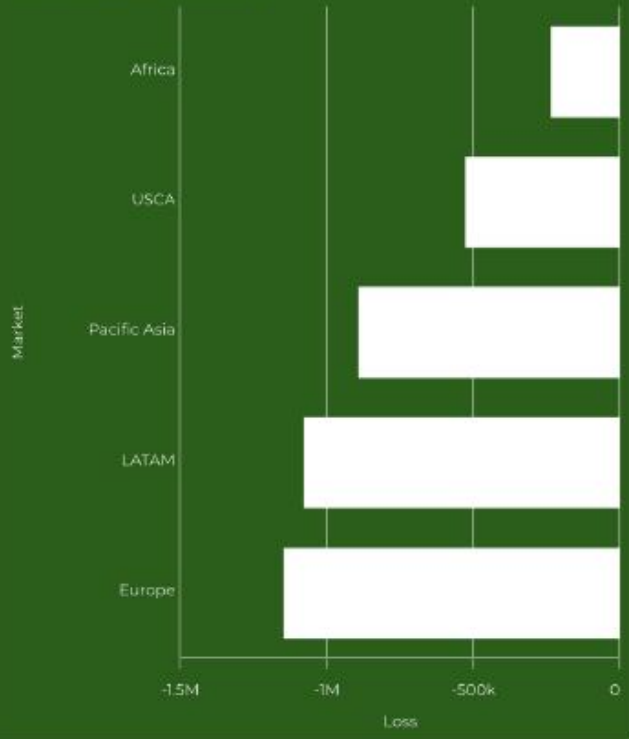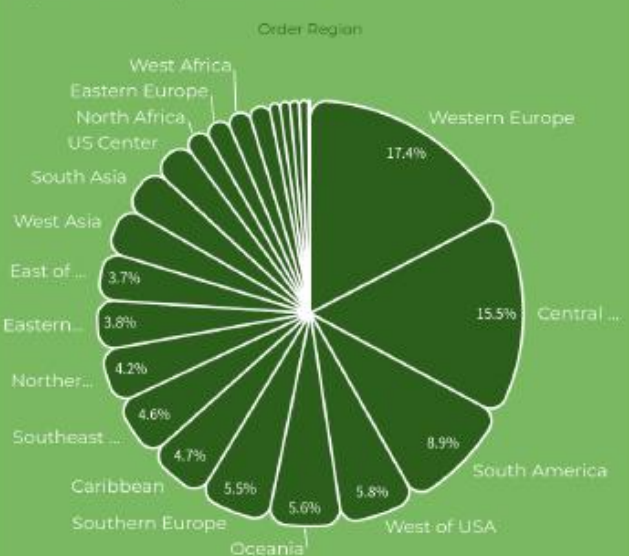
Customers causing Fraud

Count(Fraud) axis: 0, 50, 100, 150, 200, 250, 300, 350, 400, 450, 500, 550

Customer Name: Mary Smith, Robert Smith, James Smith, David Smith, Jonathan Smith, Henry Smith, Daniel Smith, Mary Torres, Mary Jones, Others
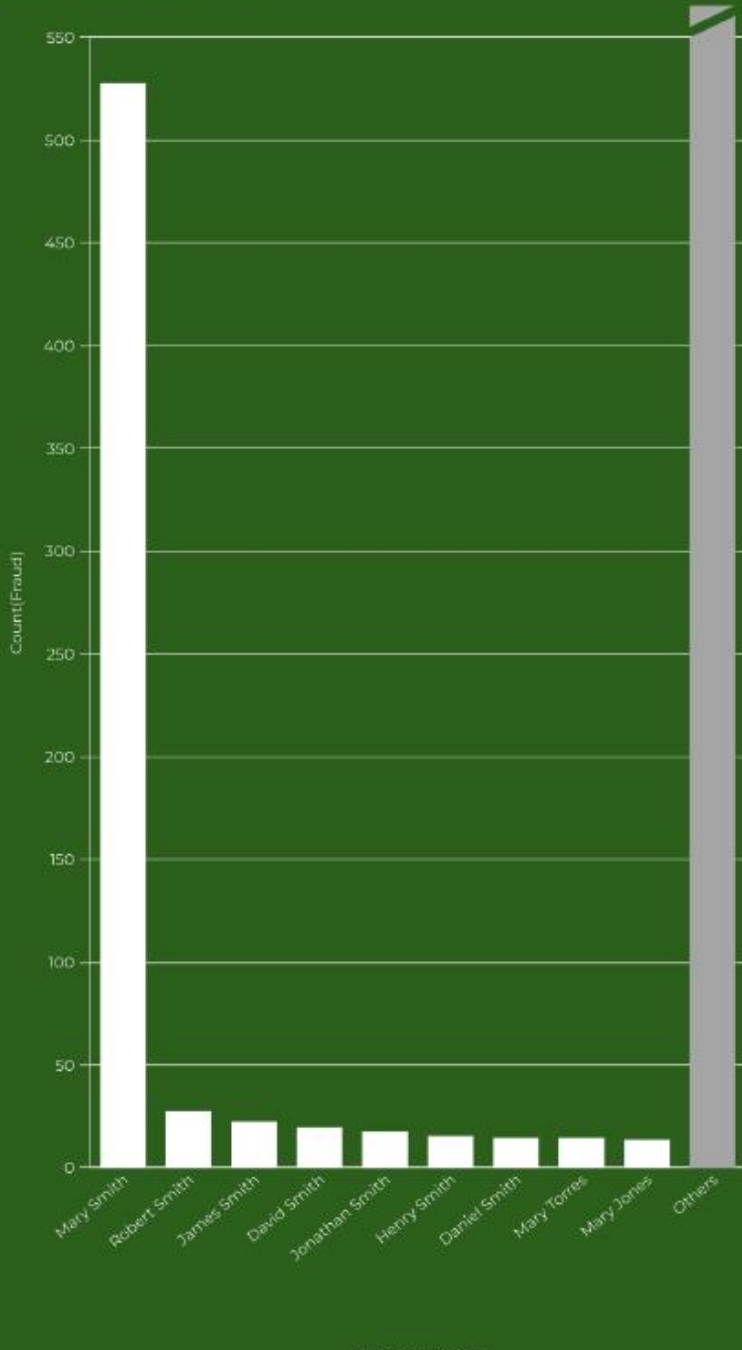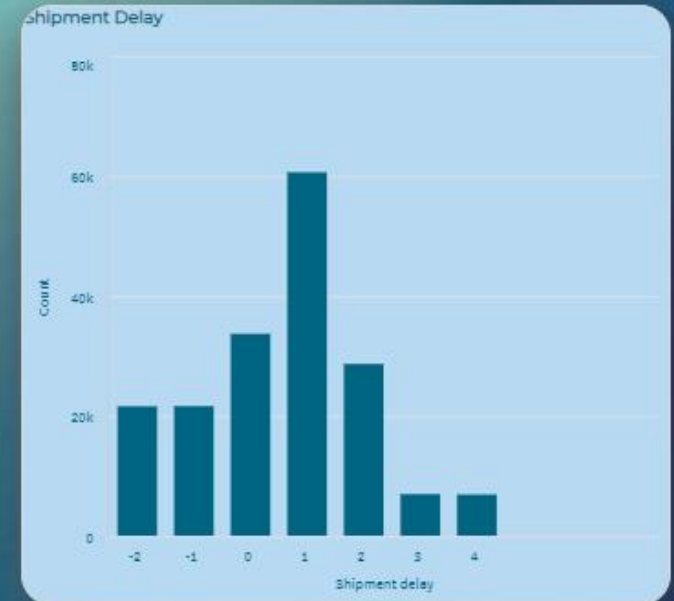
STORYTELLINGS

Supply-chain Management Analysis Narration

There are 4 types of Payment modes visualised here in a donut chart with their respective distinct count

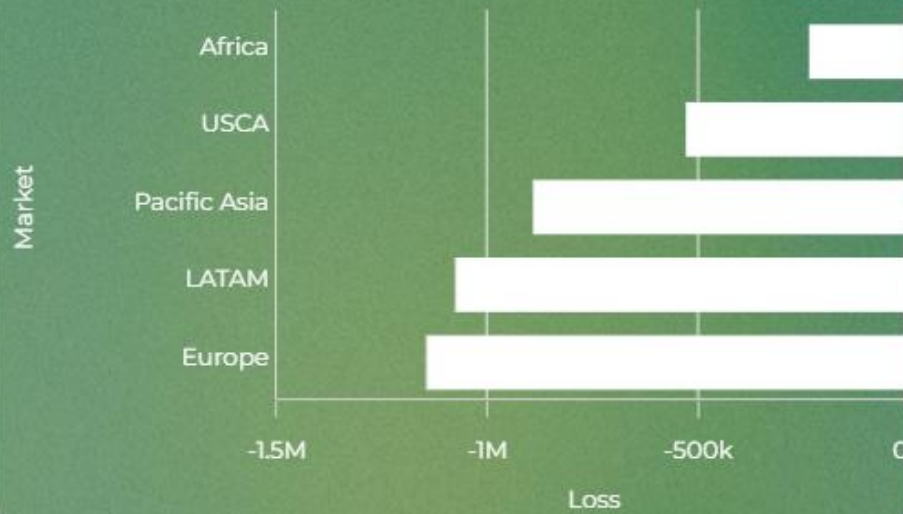DEBIT stands out with the highest number of both late and advanced deliveries.

Shipment delay is the difference between the scheduled and the actual delivery

Click sheet to make selections | **Reset selections** | **Go to sheet**

Sales per custome...

Consumer 2.31M	
Corporate 1.31M	

Country-wise sales

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Order Country
Area layer

Sum Sales
4.88M

Aggregate sales by ca...

1M

999.55k

648.97k
591.86k
510k
460.5k

500k

0

Quarterly avg benefit ...

Avg([Order Profit Per ...

21.76

The following sheet presents an analysis of the United States of America, which has the highest sales, amounting to 4.88M.

Product loss over markets

Market (vertical axis): Africa, USCA, Pacific Asia, LATAM, Europe

Loss (horizontal axis): -1.5M, -1M, -500k, 0

The benefit per order was observed to determine the product loss over the different markets across the world. One of the reasons for product loss in supply chain management could be Fraud.
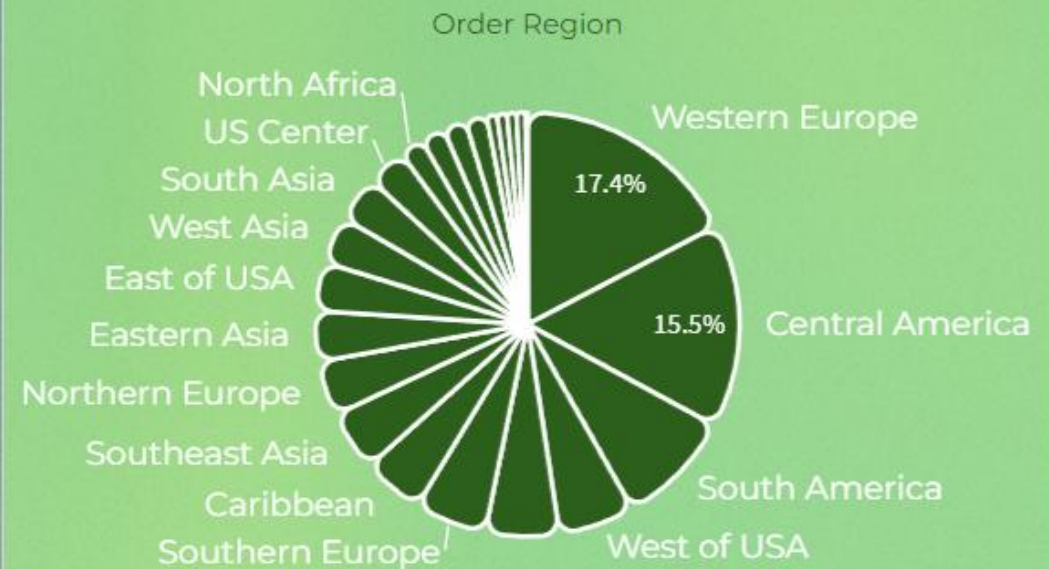
Fraud refers to dishonest conduct aimed at obtaining an unfair advantage, resulting in financial loss or damage to the company. Fraud in the supply chain can manifest in various forms and can be perpetrated by different actors, including suppliers, employees, customers, and third-party service providers.

Regions with Suspected Fraud

Order Region

North Africa, US Center, South Asia, West Asia, East of USA, Eastern Asia, Northern Europe, Southeast Asia, Caribbean, Southern Europe

Western Europe 17.4%

Central America 15.5%

South America

West of USA

PREPROCESSED DATASET: