Notes

Dashboard 1

Sales	Profit Margin	Delivery Risk
36.78M	3.97M	98.98k

Customer Id | Customer City

order date (DateOrders)

Order Region

Product Category Id

Product Price

Total Items placed by customer in country

Puerto Rico

EE. UU.

Global Profit Ratios

Others

Francia
México
Alemania

Total items placed by a state

Sum(Order Ite...)
1.4M
700k
0

Inglat... Isla de... Califor... Reman... San S... Nueva... Distrit... Texas... Nueva... Queen... Santo... Guste... São P... Prove... Capita... Franci... Mana... Panamá... Victoria... Pensil... Washi... Jalisco... Illinois... Langu... Cortés... Madrid... Ohio... Berlin... Viena... Auver... Yakarta... Bavaria... Aquita... Norte... Estam... Bueno... Mahar... Alsaci... Florida... Bangkok... Lacio... Lagos... Austra... Guang... Baden... Java... Santa... Guana...

▲

Main Dashboard of Project

Dashboard 2

Analysis on Customer segment

Count(Type)
100k
50k
0

Consumer Corporate Home Off...

Customer Segment

Customer Segment
- Consumer
- Corporate
- Home Office

Mode of Payment

Count(Type)
70k
35k
0

CASH DEBIT PAYMENT TRANSFER
19.62k 69.3k 41.73k 49.88k

Type

Type
- CASH
- DEBIT
- PAYMENT
- TRANSFER

Customer purchase by city

Customer Country

EE. UU. 111.15k

Puerto Rico 68.37k

Count(Type)
0 20k 40k 60k 80k 100k 120k

Customer Country
- EE. UU.
- Puerto Rico

Delivery status of orders

Count(Type)
100k
50k
0

Advance s... Late deliv... Shipping... Shipping...

Delivery Status

Delivery Status
- Advance shipping
- Late delivery
- Shipping canceled
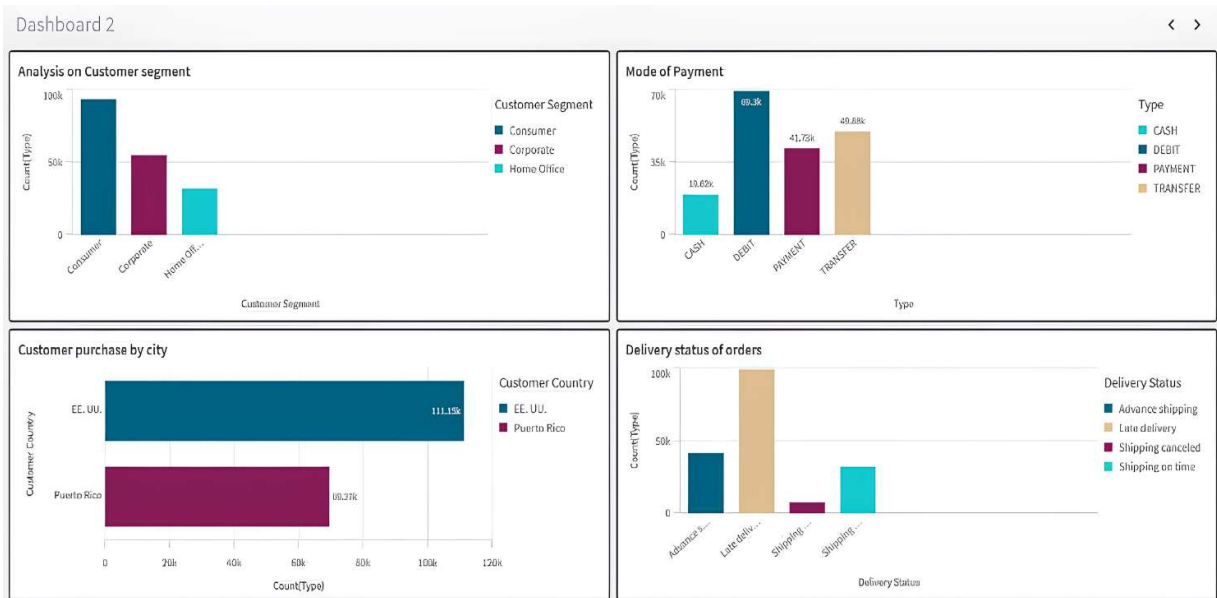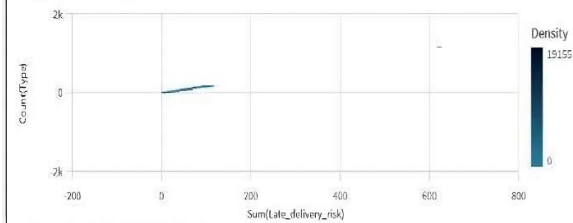- Shipping on time

Dashboard 3

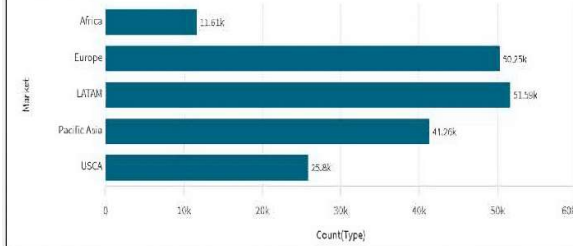### Analysis on benefits per order

* Providing overview of 22k dimension values.
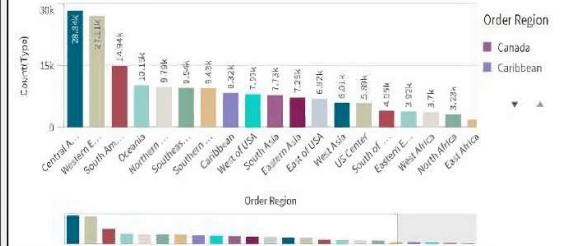
Analysis on profit ratio

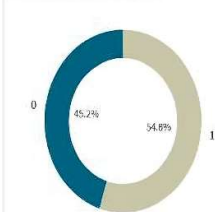### Market Analysis

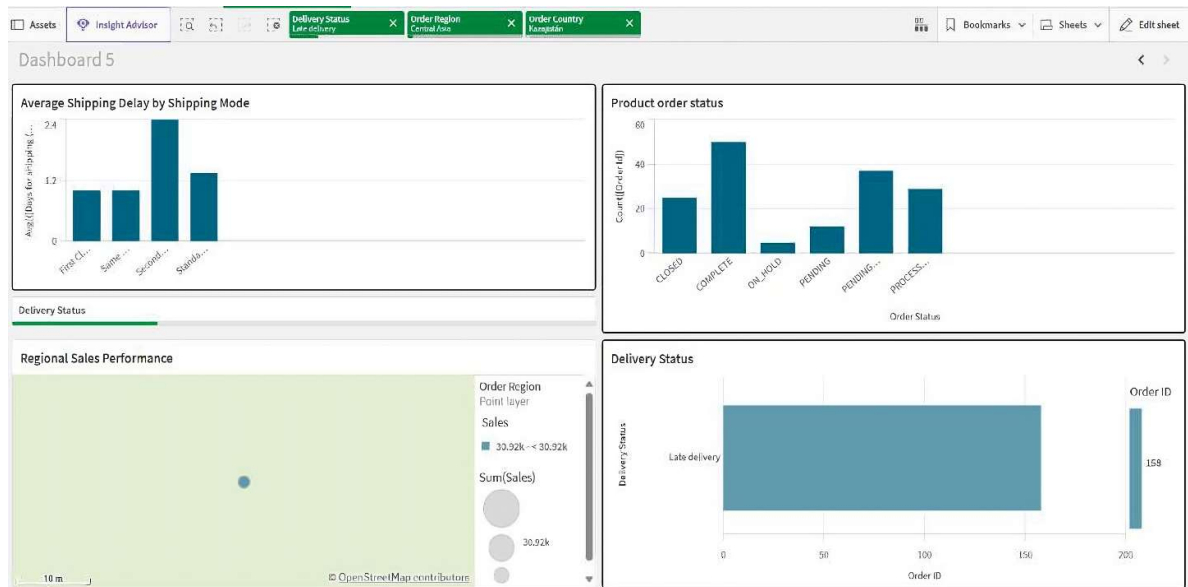### Analysis on Order region

Dashboard 4

Delivery Status

- Advance shipping
- Late delivery
- Shipping canceled
- Shipping on time
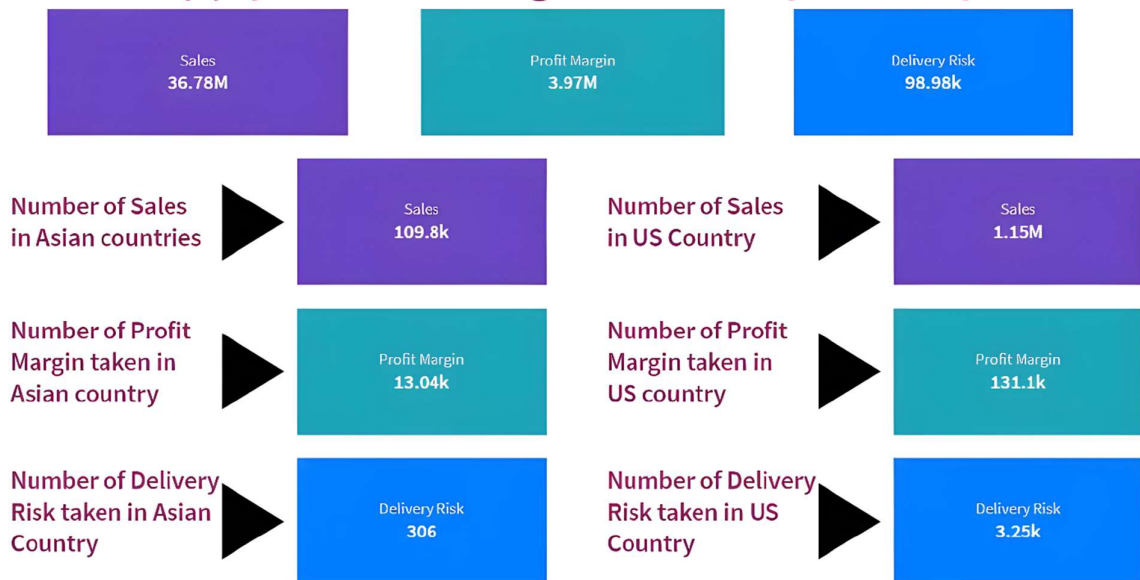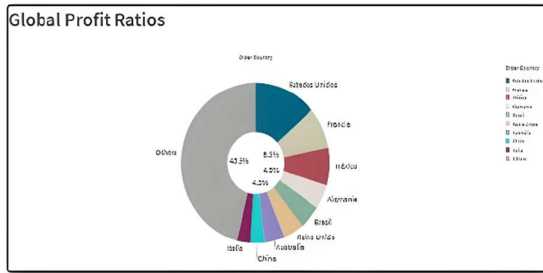
On-time vs. Late Deliveries

Delivery Challenges Map

© OpenStreetMap contributors

Dashboard 5

Average Shipping Delay by Shipping Mode

Avg([Days for shipping (...)

First Cl...   Same ...   Second...   Standa...

Delivery Status

Regional Sales Performance

Order Region
Point layer

Sales
■ 30.92k - < 30.92k

Sum(Sales)

30.92k

10 m   © OpenStreetMap contributors

Product order status

Count([Order Id])

CLOSED   COMPLETE   ON_HOLD   PENDING   PENDING_...   PROCESS...

Order Status

Delivery Status

Delivery Status

Late delivery

0   50   100   150   200

Order ID

Order ID
158

Supply Chain Management Analysis Story

Sales	Profit Margin	Delivery Risk
36.78M	3.97M	98.98k

Number of Sales in Asian countries	Sales 109.8k	Number of Sales in US Country	Sales 1.15M
Number of Profit Margin taken in Asian country	Profit Margin 13.04k	Number of Profit Margin taken in US country	Profit Margin 131.1k
Number of Delivery Risk taken in Asian Country	Delivery Risk 306	Number of Delivery Risk taken in US Country	Delivery Risk 3.25k

Global Profit Ratios

Top 10 countries with highest Profit ratios in supply chain

Total Items placed by customer in country

Puerto Rico

EE. UU.

Total item placed by customers in countries

Analysis on Customer segment

Analyzing customer segments, encompassing consumer, corporate and home categories

Mode of Payment

Type
CASH
DEBIT
PAYMENT
TRANSFER
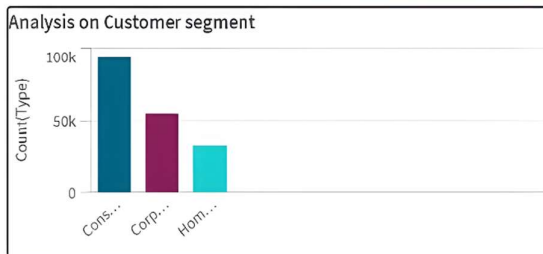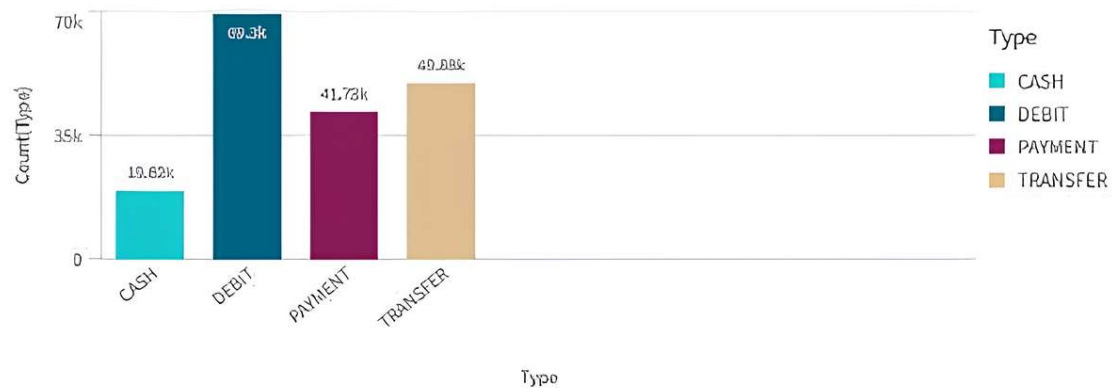
▶ **Debit Card Transactions**: The data analysis reveals that debit card transactions are the most popular method, with 69.3k transactions. This popularity is attributed to the balance of liquidity and convenience that debit payments offer, making them ideal for supply chain transactions.

▶ **Electronic Transfers**: Electronic transfers come next with 49.88k transactions. These are preferred for larger, more secure transactions, ensuring seamless fund movement across the supply chain.

▶ **Payment Transactions**: Payment transactions, totaling 41.73k, are also significant. They strike a balance between convenience and traceability, making them a reliable choice for various purchases.

▶ **Cash Transactions**: Lastly, cash transactions, with 19.62k, are preferred for small, immediate purchases. However, they lack the convenience and traceability of electronic methods, which can be a drawback in modern supply chain management.

## Customer Purchase by City

Customer purchase by city
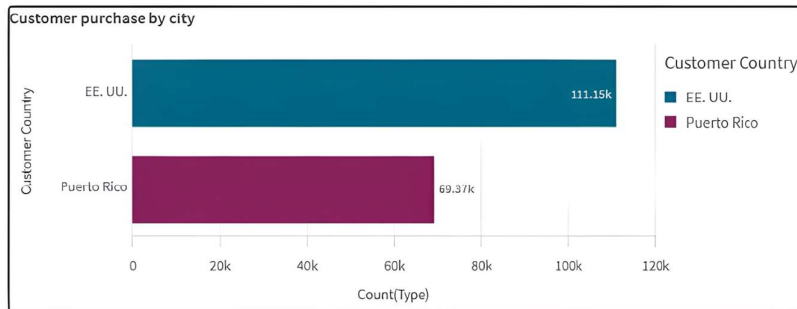
▶ The data indicates a robust and dynamic market with significant consumer activity spread across numerous urban areas.

▶ Despite being smaller in volume, the purchases in Puerto Rico provide valuable insights into the regional market characteristics and consumer trends.

Delivery Status of Orders

Delivery status of orders

▶ Shipping made easy: When orders ship early, it makes customers happy & builds trust.

▶ If a package arrives late, it's a sign that improvements are needed to avoid delays.

▶ Canceling a shipment could mean trouble in managing the supply chain or keeping customers satisfied.

▶ On-time delivery the company can keep its promises, which keeps customers smiling.

Market Analysis
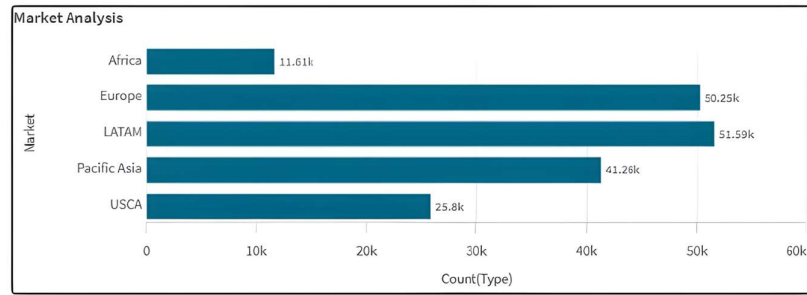
▶ **Analyzing markets across Africa, Europe, LATAM, Pacific Asia, and USCA provides valuable insights into regional economic landscapes, consumer behaviors, and market dynamics.**

▶ **This comprehensive assessment aids in making informed decisions by understanding regional conditions and consumer preferences.**

▶ **Utilize these insights to develop tailored marketing strategies and targeted expansion efforts, capitalizing on opportunities in each market.**

Delivery Challenges Map

▶ **By analyzing late delivery data across different regions, businesses can identify specific areas that experience frequent delays. This can help in targeting interventions and improving overall delivery performance.**