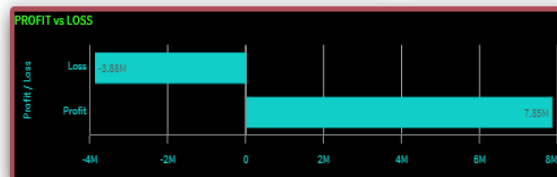


STORY :

Design of story :

Data-Driven Innovations in Supply Chain Management with Qlik Insights

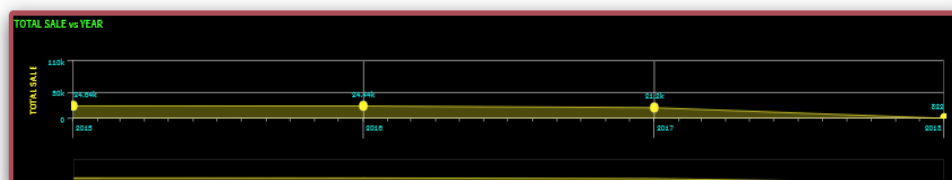


From the chart, it is clear that half of the company's **PROFIT** is equal to **LOSS**. This is the reason for **OVERALL LESS PROFIT** despite **HUGE COST** and **REVENUE** as shown in the KPIs.

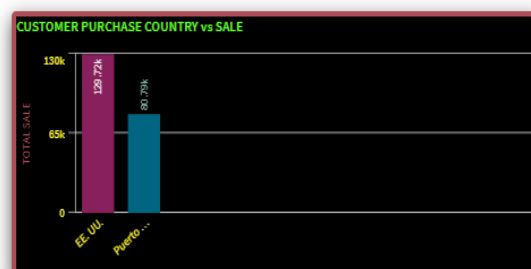
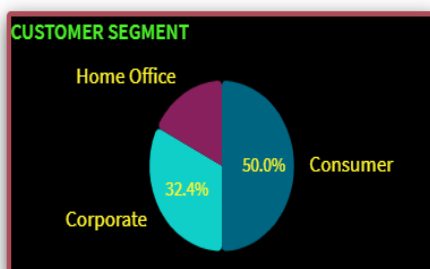
Comparison of **TOTAL COST** vs **TOTAL SELLING PRICE** shows **OVERALL COST PRICE IS HIGHER** than **OVERALL SELLING PRICE**

TOTAL SELLING PRICE

25.5M



The above chart is the comparison of **TOTAL SALE** vs **YEAR**, which shows that there is a **HUGE DECLINE** in **SALE** from (2017 - 2018).

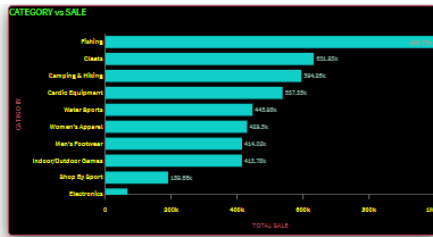


Though there is a **DECLINE** in **SALE** from (2017 - 2018), but there is no change in **customer purchase country** and **customer segment**.

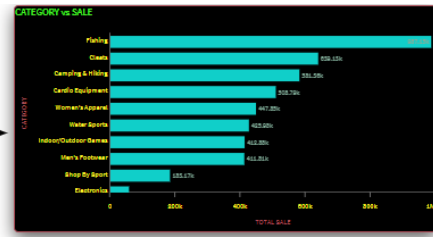


This shows that **customers** from 2017 to 2018 are from the same **countries** as previously with the same **customer segment**, but maybe **preferences** of customers have changed.



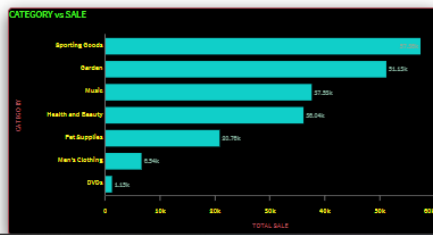


2015-2016

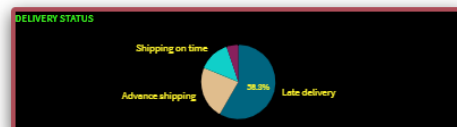
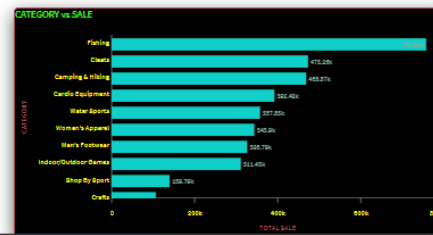


2016-2017

All the charts portray customer preference over time (every year).
IN (2015 -2016 -2017)there is **NO DRASTIC CHANGE** of preference. However, from 2017 to 2018, there was a **DRASTIC CHANGE** IN THE customer's choice, which could be one of the reasons for the drop in sales.



2017-2018



From (2015 to 2017) there were **HIGH SALES** OF the TOP DEMANDED CATEGORY "FISHING" PRODUCT but with **54.6% OF LATE DELIVERY**

From (2017 TO 2018) there was a **DROP IN SALES** of the TOP DEMANDED CATEGORY "SPORTING GOODS" products with **58.3% OF LATE DELIVERY**

THIS INDICATES THAT DESPITE HAVING HIGH OR LOW SALES COMPANY HAD BAD LOGISTICS WHICH RESULTED IN MORE THAN HALF OF IN-DEMAND PRODUCTS TO BE LATE DELIVERED.

