2020

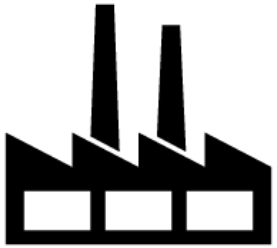
CARLOS MONTENEGRO

1. NIKE

2. DASHBOARD

Nike's Supply Chain

NIKE



Third party manufacturer

591 in the world.
Most of the production relies in Asia Pacific (52% of the footwear and 92% of the apparel).

Nike distribution center

67 around the world.
2/3 of the revenues come from EMEA and North America.

Wholesale partner

20 000 in the world.

Retail

110 000 in the world.

* Products need to first be designed, approved, tested & prototyped

Data Science Applications

NIKE

Recommendation systems
("Frequently bough together")

Forecasting
(Inventory)

Optimization
(Stocking, workload)

Supplier selection
(performance)

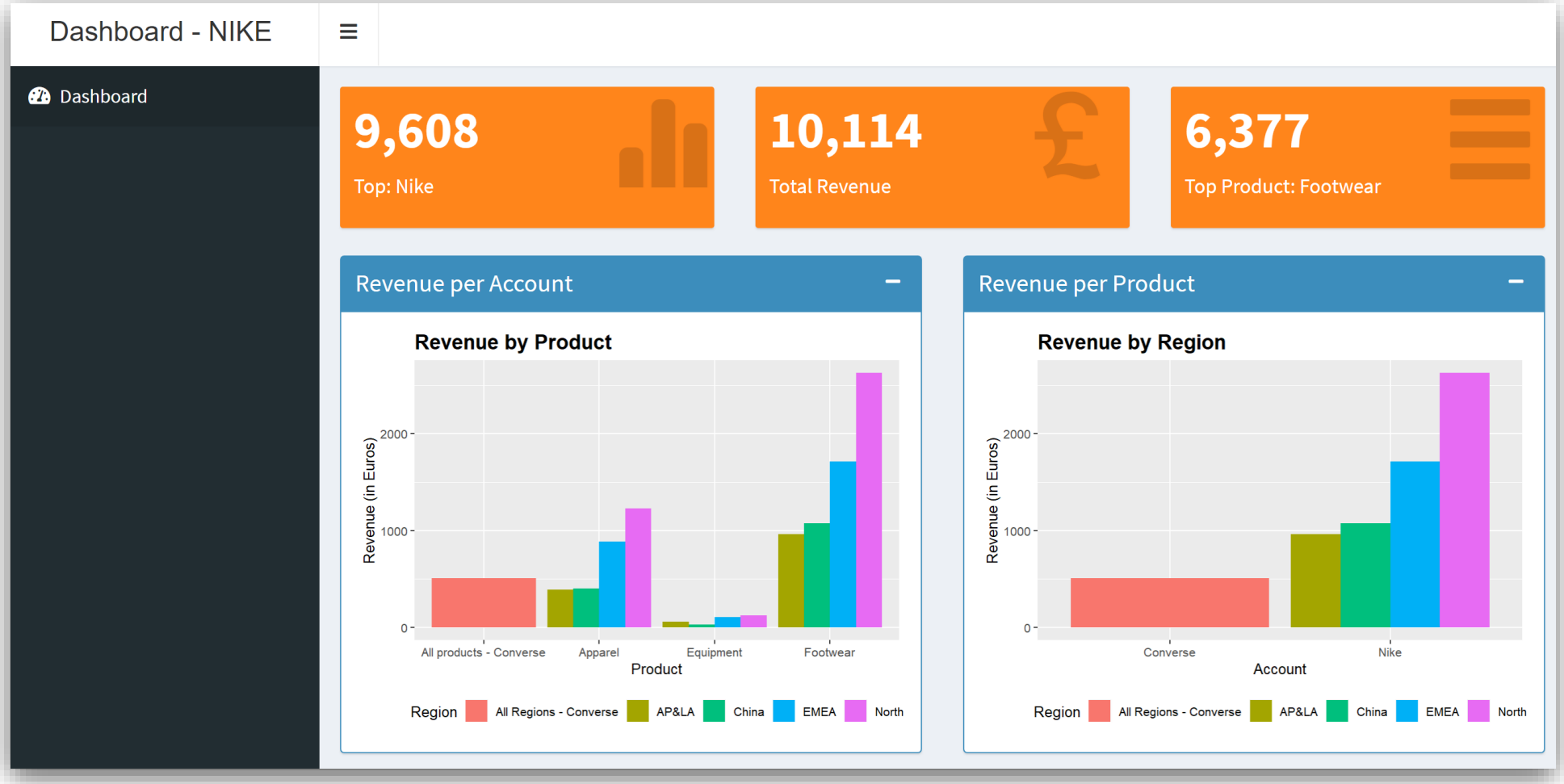
Dynamic pricing
(real-time adjustments)

IoT
(customer insight)

Real-time analytics
(sales, inventory)

* 2017 objectives: Quickly restocking, customer insights (on materials) from concept stores, new products in half a time.

Basic Real-Time Dashboard



Additional Features To Be Included

Perfect Order Measurement

Cash to Cash Cycle Time

Customer Order Cycle Time

Fill Rate

Supply Chain Cycle Time

Inventory Days of Supply

Freight bill accuracy

Freight cost per unit

Inventory Turnover

Days Sales Outstanding

Average Payment Period for Production Materials

On Time Shipping Rate

Inventory Turnover Ratio (ITR)

Turn-Earn Index (TEI)

Gross Margin Return on Investment (GMROI)

Days of Supply (DOS)

Inventory Velocity (IV)

Basic Analysis of Proposal

Current Calculation

Analyst's salary: EUR 2 880
Per hour: EUR 16

Time spend: 3 hours weekly
Time per year:
3 hours * 4 weeks * 12 months = 144 hours
Money: 144 hours * EUR 16 = **EUR 2304**

Real-time dashboard

Analyst's salary: EUR 2 880
Per hour: EUR 16

Time spend in development: 15 hours
Time per year: 30 hours
Money: 30 hours * EUR 16 = **EUR 240**

Saving: EUR 2064