

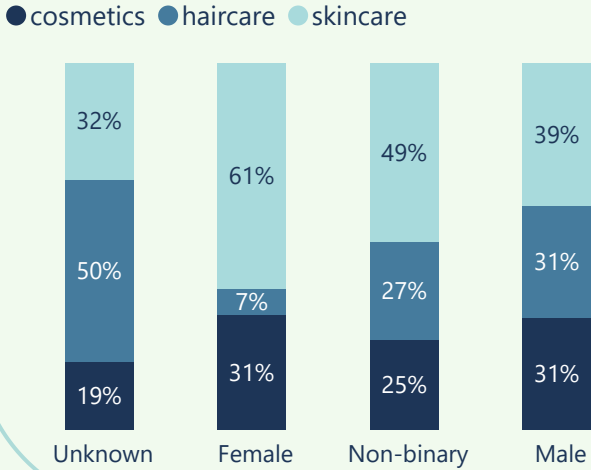
Supply Chain Performance Analysis

Sales

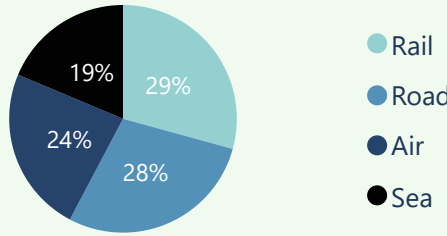
Products sold and revenue by Type



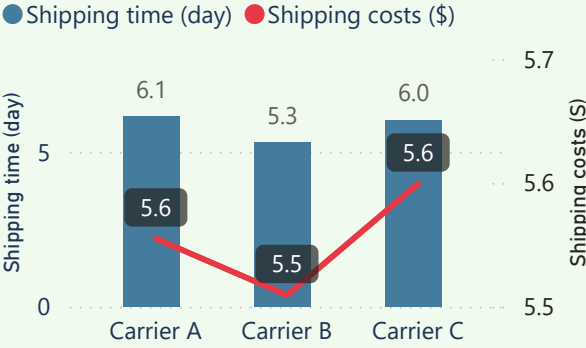
Product type by Customer demographic



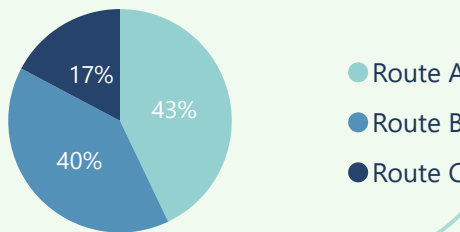
Transportation modes inspection



Average shipping time and cost

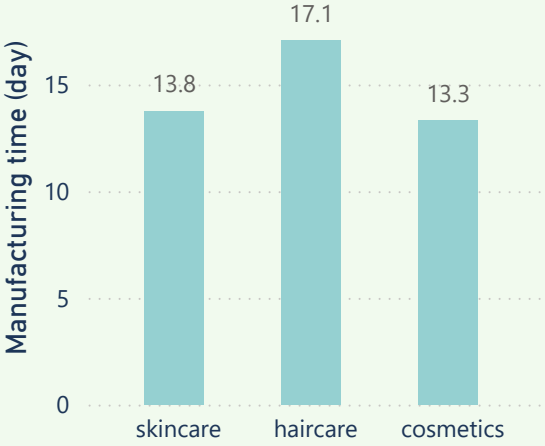


Routes inspection

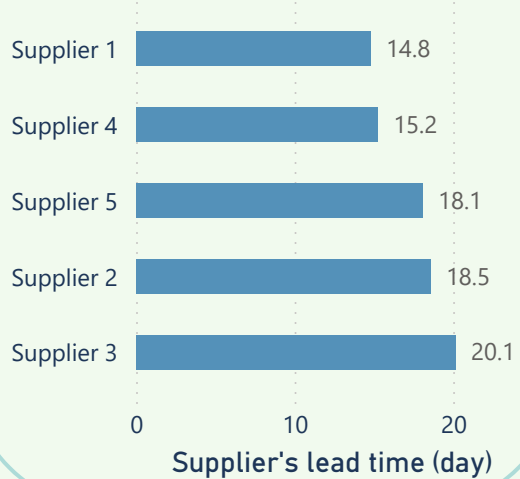


Manufacturing

Average manufacturing lead time

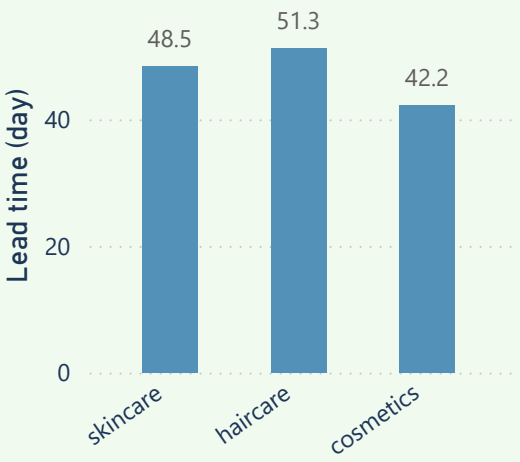


Average supplier's lead time

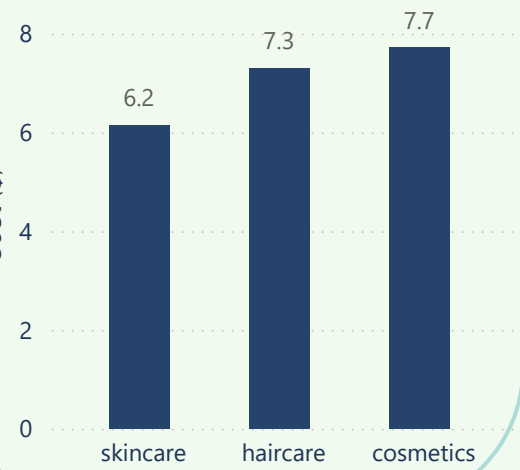


Lead time & Cost

Average lead time



Average cost



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Insights

1. Sales

- **Skincare** leads in both units sold and revenue, significantly **outperforming** haircare and cosmetics.
- Despite **cosmetics** having the **lowest volume** sold, it maintains **competitive revenue**, implying **higher unit prices**.
- Customer Demographics show that **females are the largest buyers**, especially of **skincare**, suggesting targeted marketing can be focused here.

2. Transportation

- **Rail and Road are the most used** transportation modes, while Sea is least used.
- **Carrier B** performs the best with the **shortest average shipping time** and is the **most cost-effective carrier**, while Carrier A is the slowest.
- Route A is the most used, but further performance data would be needed to evaluate its efficiency.

3. Manufacturing

- **Haircare** products face the **longest average manufacturing lead time**.
- **Supplier 3** has the **longest lead time**, indicating a potential bottleneck.
- **Supplier 1** is the **most efficient**, possibly a better option for time-sensitive SKUs.

4. Lead time and Cost

- **Haircare** has the **longest average total lead time** and **moderate cost**.
- **Skincare**, despite high demand, has a slightly lower lead time and the lowest cost, making it the **most efficient product line**.
- **Cosmetics** have the **shortest lead time** but the **highest cost**, indicating a trade-off between speed and expense.

Summary & Recommendations

- **Focus on skincare:** It's the best-performing category across volume, revenue, and efficiency.
- **Review suppliers:** Long lead and manufacturing times suggest need for renegotiation or diversification.
- **Optimize carriers and routes:** Shift volume from Carrier A to B if service level agreements (SLAs) allow.
- **Investigate cosmetics costing:** With shortest lead time but highest unit cost, review production and sourcing strategies for potential savings.