

# DATA CO SUPPLY CHAIN ANALYSIS - OVERVIEW

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Total Orders Instances  
**180519**

Unique Order ID  
**65752**

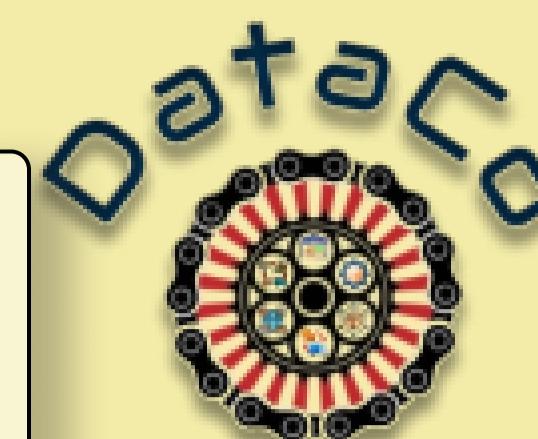
Total Customers  
**20652**

Quantities Sold  
**384079**

Categories  
**51**

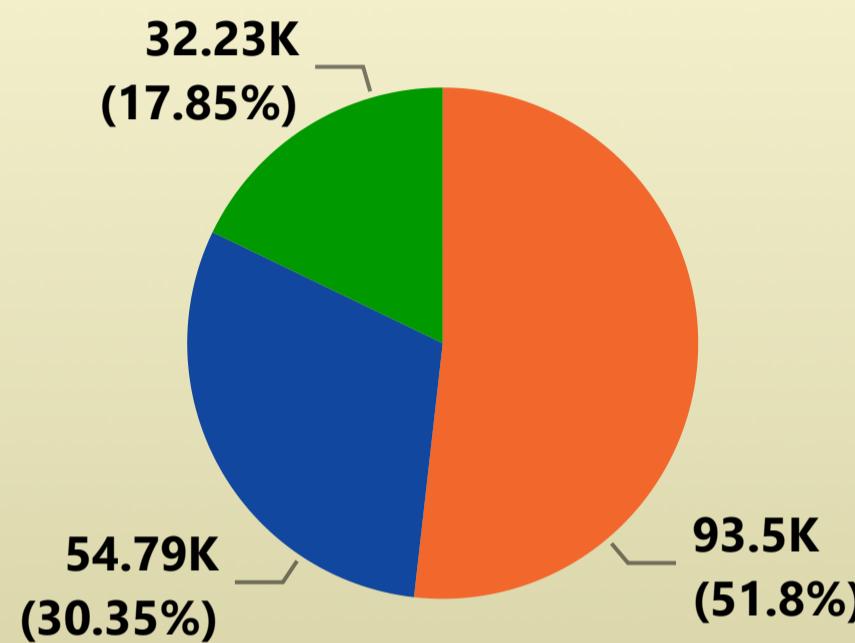
Total Products  
**118**

Total Profit  
**\$3.97M**



## Customers by Segment

Custo... ● Consumer ● Corporate

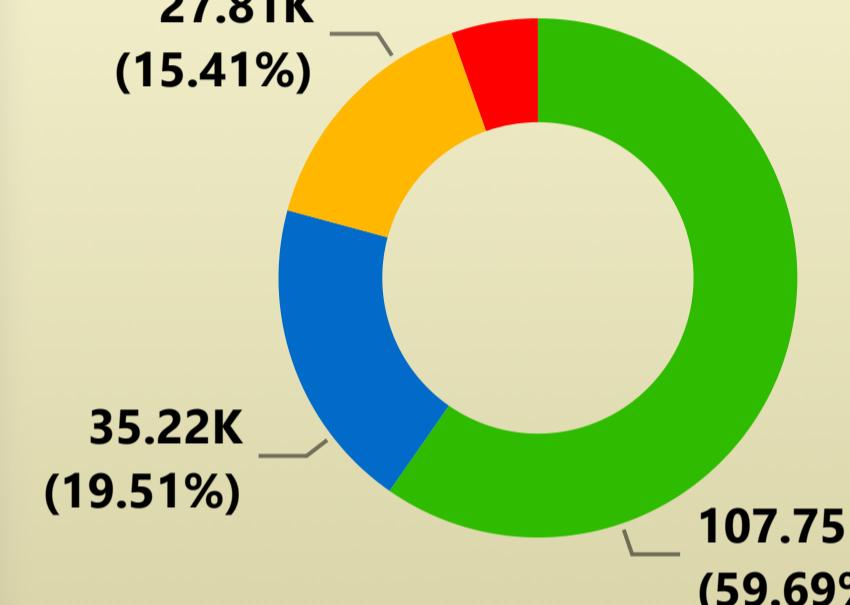


## Customers by Department Name



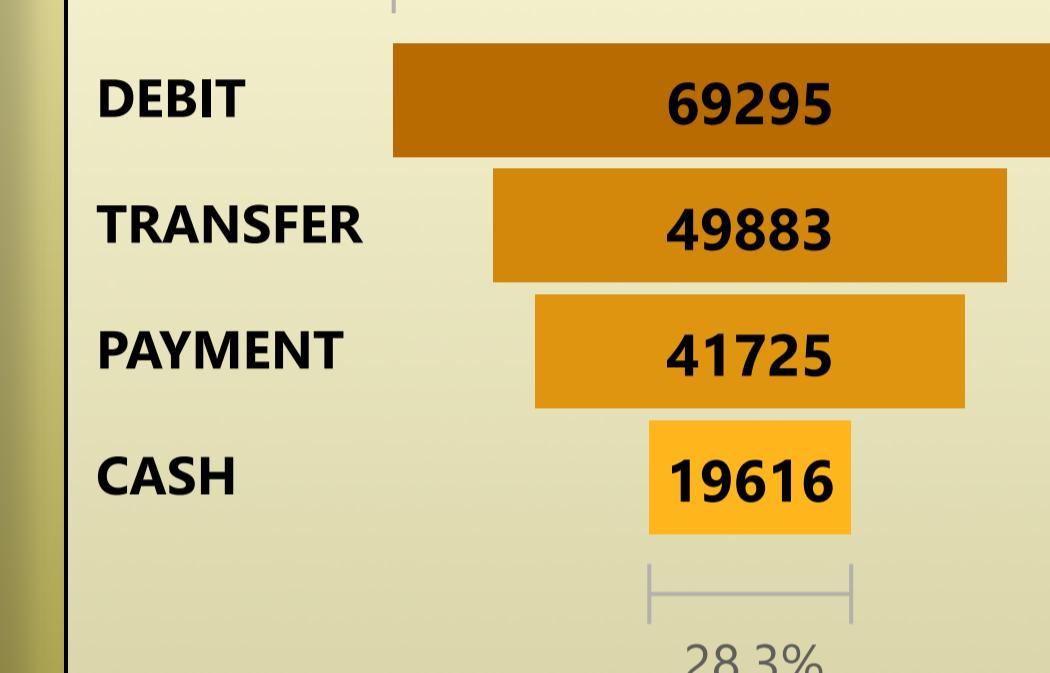
## Customers by Shipping Mode

Shippi... ● Standard Cl... ● Second Cl...

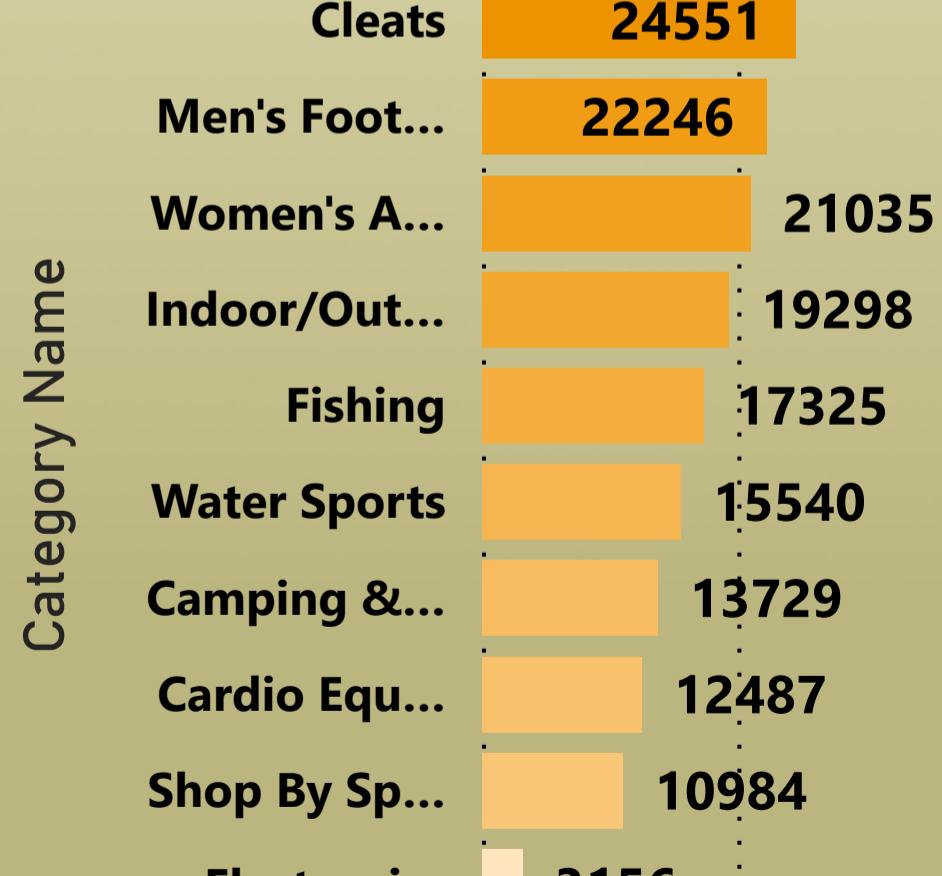


## Customers by payment mode

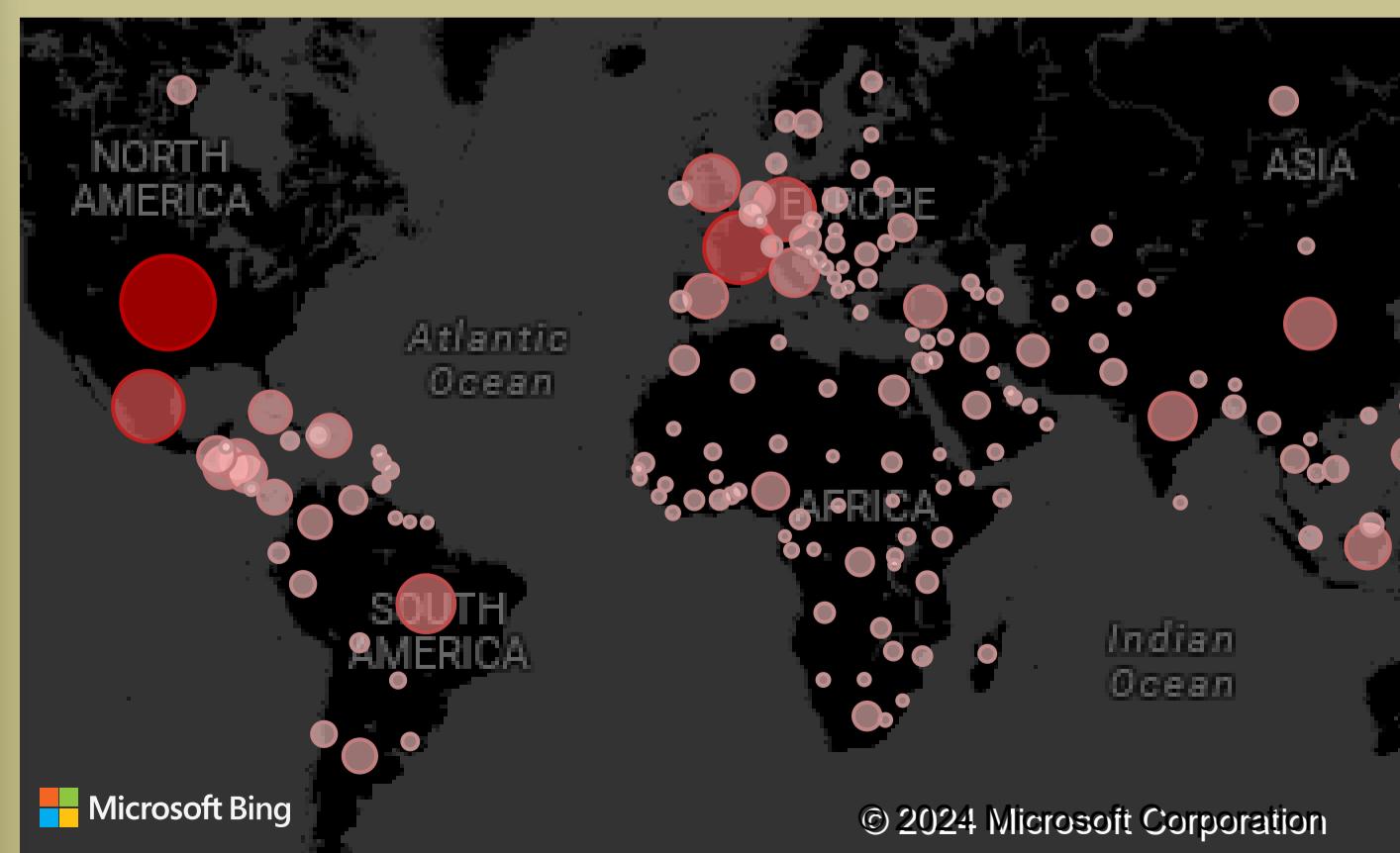
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## Top10 Category Name by Orders

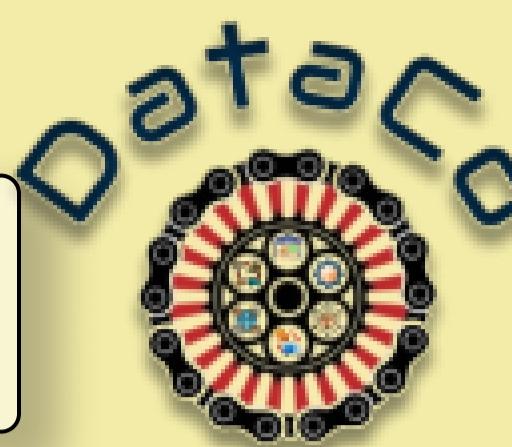


## Orders by Country



Name	CustSegment	Address	Sales	Profit
Mary Smith	Corporate	3867 Bright Zephyr Ledge, Caguas, PR-725	\$11,155.60	\$2,208.78
Mary Smith	Corporate	6950 Honey Line, Canton, MI-48187	\$9,436.61	(\$866.38)
Mary Duncan	Corporate	1011 Iron Pioneer Autoroute, Caguas, PR-725	\$8,400.98	\$1,495.16
Mary Patterson	Consumer	2525 Thunder Loop, Meridian, ID-83642	\$8,222.67	\$1,346.58
Betty Spears	Consumer	6398 Indian Brook Valley, Carrollton, TX-75006	\$8,221.64	\$2,441.97
Mary Butler	Consumer	1411 Little Log Boulevard, Caguas, PR-725	\$8,198.15	\$439.71
<b>Total</b>			<b>\$33,054,402.38</b>	<b>\$3,966,902.9</b>

# DATA CO SUPPLY CHAIN ANALYSIS - TRACKING



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Orders Instances  
**180519**

Unique OrderID  
**65752**

Customers  
**20652**

Quantities Sold  
**384079**

Categories  
**51**

Products  
**118**

Total Profit  
**\$3,966.90K**

Late Delivery?  
**No**

Order Id  
All

Order ID  
**1**

Customer Id  
All

Customer ID  
**1**

Full Name  
Aaron Berger

Shipping Mode  
First Class

Order Status  
CANCELED

Delivery Status  
Advance shipping

Segment  
Consumer

Dept. Name  
Apparel

Category Name  
Accessories

Transfer Type  
CASH

Sched. Shipping (Days)  
**529254**

Real Shipping (Days)  
**631393**

Market  
Africa

City  
Aguadilla

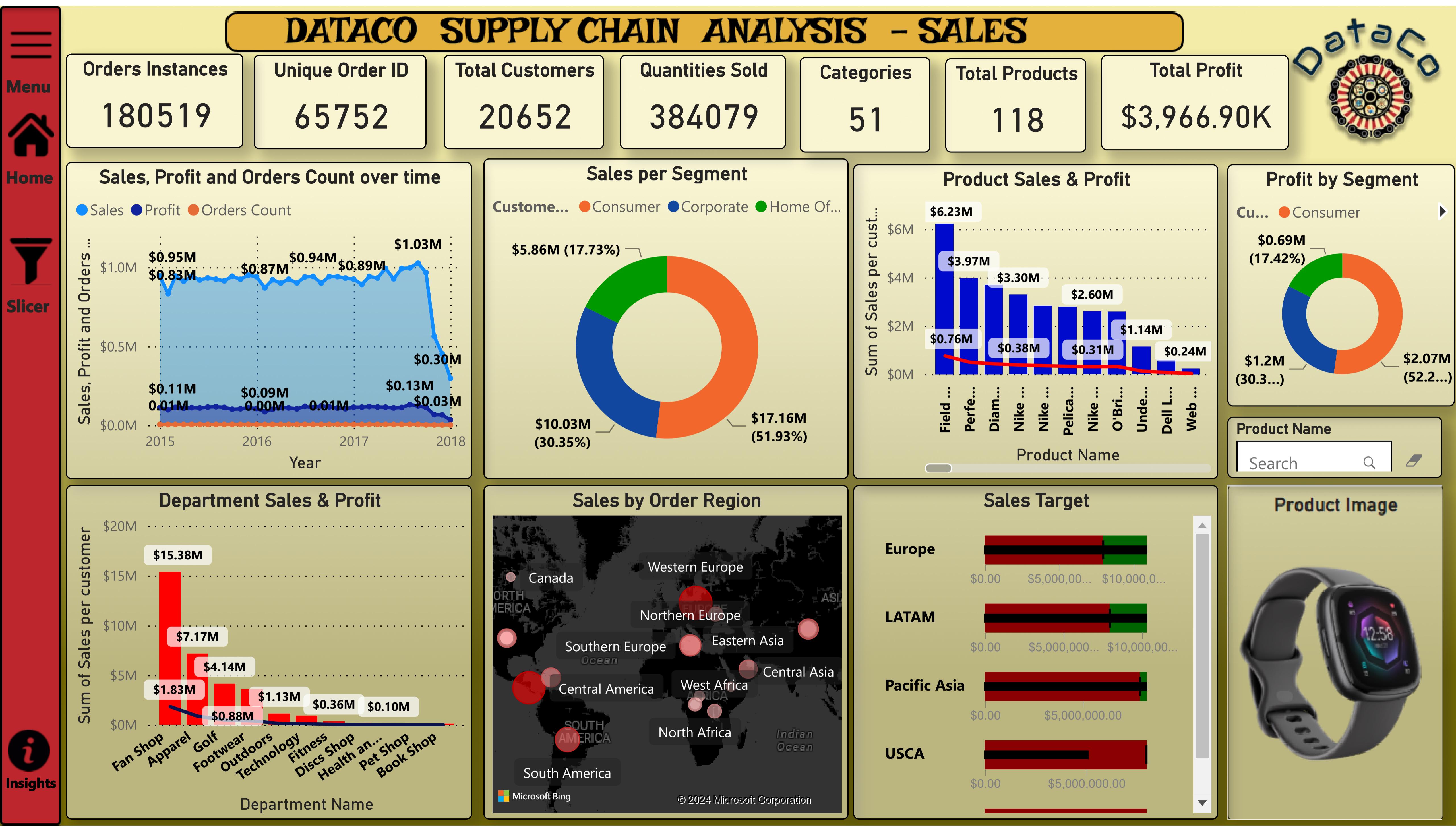
Delivery Status	Dept Name	Count
Late delivery	Fan Shop	<b>36623</b>
Late delivery	Apparel	<b>26825</b>
Late delivery	Golf	<b>18198</b>
Advance shipping	Fan Shop	<b>15403</b>
Shipping on time	Fan Shop	<b>12007</b>
Advance shipping	Apparel	<b>11180</b>
<b>Total</b>		<b>180519</b>



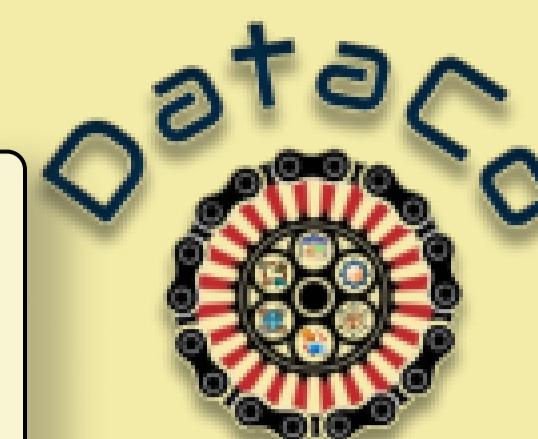
Full Name	TRANSFER	Order Date with time	Ship Date with time	Sales Amt	Profit
Victoria Smith	DEBIT	9/29/2017 21:22	10/3/2017 9:22:00 PM	\$2,768.41	\$402.17
Samantha Smith	DEBIT	10-02-2017 03:40	10/6/2017 3:40:00 AM	\$2,668.11	\$980.28
Daniel Smith	DEBIT	10-01-2017 10:30	10/6/2017 10:30:00 AM	\$2,517.07	\$792.81
Mary Anderson	DEBIT	9/30/2017 4:43	10/5/2017 4:43:00 AM	\$2,428.29	\$951.72
Phillip G...	DEBIT	10-01-2017 14:42	10/3/2017 2:42:00 PM	\$2,389.42	\$780.22



# DATA CO SUPPLY CHAIN ANALYSIS - SALES



# DATA CO SUPPLY CHAIN ANALYSIS - CUSTOMER



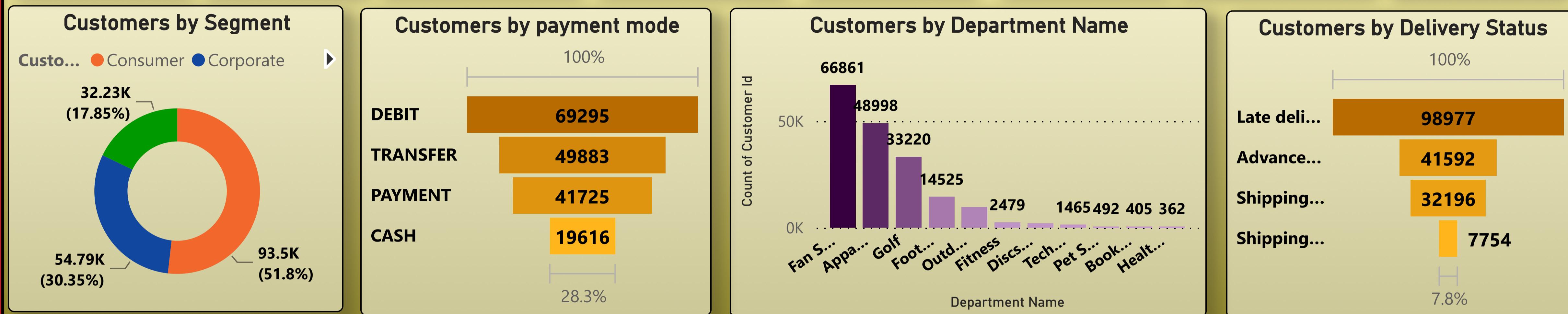
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Insights

Orders Instances	Unique Order ID	Total Customers	Quantities Sold	Categories	Total Products	Total Profit
180519	65752	20652	384079	51	118	\$3,966.90K
Customer Id	Customer ID	Full Name	Shipping Mode	Segment	Dept. Name	Category Name
All	1	Aaron Berger	First Class	Consumer	Apparel	Accessories
Transfer Type						CASH



Name	Payment	CustSegment	Address	Sales	Profit
Mary Smith	DEBIT	Consumer	5687 Lazy Parade, Chicago, IL-60643	\$6,082.45	(\$20.55)
Ashley Smith	DEBIT	Consumer	1564 Gentle Jetty, Springfield, MO-65807	\$6,076.30	\$988.97
Janet Smith	TRANSFER	Consumer	8617 Cinder Mountain Forest, Caguas, PR-725	\$5,743.39	\$871.38
Patrick McGee	TRANSFER	Consumer	2059 Sunny Cape, Caguas, PR-725	\$5,588.88	\$1,444.14
Samantha Total	DEBIT	Consumer	5129 Indian Maze, Palatine,	\$5,497.91	\$1,373.06
				\$33,054,402.38	\$3,966,902.97

# DATACO SUPPLY CHAIN ANALYSIS - INSIGHTS



## INSIGHTS:

1. Total orders: **180,519**; Unique order IDs: **65,752**; Customers: **20,652**; Quantities sold: **384,079**; Categories: **51**; Total products: **118**; Total Profit: **\$3.97 million**.
2. Customer segments: Consumer leads with **51.8%**, Corporate follows with **30.35%**, and Home Office comprises **17.85%**.
3. Top departments by sales: **Fan Shop** (67,000), **Apparel** (49,000), **Golf** (33,000).
4. Shipping modes: **Standard Class** (59.69%), **Second Class** (19.51%), **First Class** (15.41%), **Same Day** (5.39%).
5. Payment modes: **Debit** (70,000 transactions), **Transfer** (50,000), **Payment** (41,000), **Cash** (20,000).
6. Top 10 categories by orders: **Cleats** (25,000), **Men's Footwear** (22,000), **Women's Apparel** (21,000).
7. Top countries by orders: **United States, Mexico, Europe, Asia**.
8. Sales leader: Mary Smith with **\$11,155.60** and profit of **\$2,208.78**; Second: Mary Duncan with sales of **\$9,436.61** but a loss of **\$866.38**.
9. Late deliveries most prevalent in **Fan Shop** (37,000), followed by **Apparel** (27,000) and **Golf** (18,000).
10. Store distribution: Majority in the **US, Mexico, and the Pacific region**.
11. Sales peaked in **September 2017** at **\$1.03 million**, marking the first time it crossed \$1 million; Profit also reached **\$100,000**.
12. High-performing product: "**Field Gun Fire Safe**" with sales of **\$6.23 million** and a profit of **\$0.76 million**; Followed by "**Perfect Rip Deck**" with sales of **3.97 million** and a profit of **\$0.56 million**.
13. Top department by sales: "**Fan Shop**" with **\$15.38 million** in sales and a profit of **\$1.83 million**; Followed by "**Apparel**" with **\$7.17 million** in sales and a profit of **\$0.88 million**.
14. Sales target achieved regions: **Europe, LATAM, and Pacific Asia**.

## RECOMMENDATION:

1. Optimize Inventory and Demand Forecasting: Implement **advanced systems** for accurate inventory management and demand forecasting to minimize costs.
2. Enhance Real-time Supply Chain Visibility: Integrate a robust platform for **real-time monitoring**, improving proactive issue identification.
3. Personalize Marketing Strategies: Leverage **customer data** for targeted promotions and **personalized recommendations** to boost customer loyalty.
4. Streamline Shipping Operations: Optimize **shipping methods** and routes to reduce costs and **enhance delivery efficiency**.
5. Invest in Cost-Efficient Automation: Implement **automation technologies** for warehouse operations and logistics to cut down on operational expenses.