



DATA-CO SUPPLY CHAIN ANALYSIS



OVERVIEW

TRACKING

SALES

CUSTOMER

**GIRIRAJU B
SRI SWETHA SELVAM**

DATA CO SUPPLY CHAIN ANALYSIS - OVERVIEW

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Insights

Total Orders Instances
180519

Unique Order ID
65752

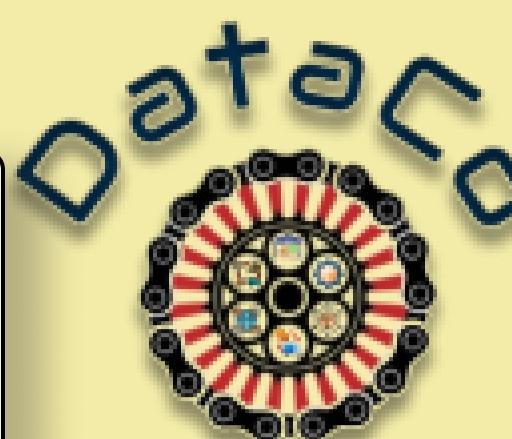
Total Customers
20652

Quantities Sold
384079

Categories
51

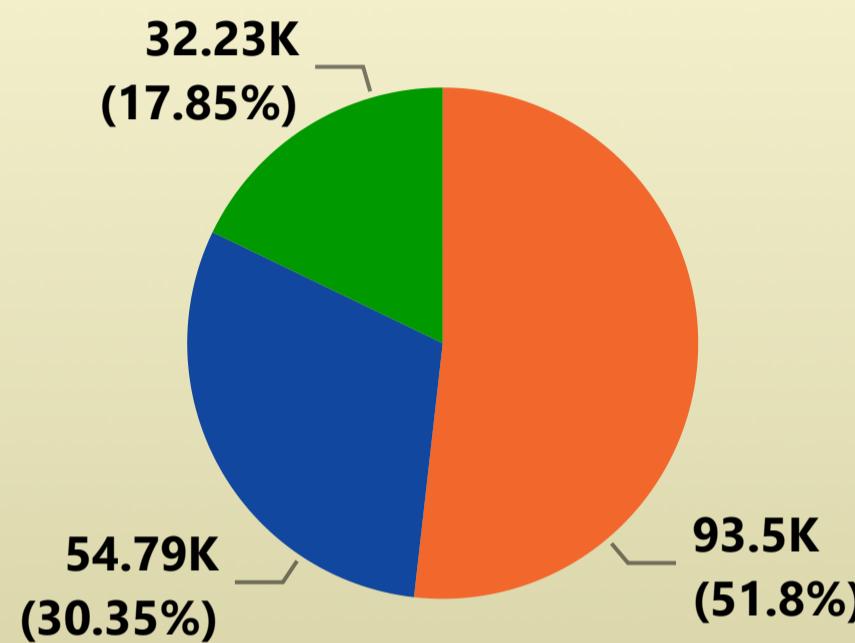
Total Products
118

Total Profit
\$3.97M



Customers by Segment

Custo... ● Consumer ● Corporate

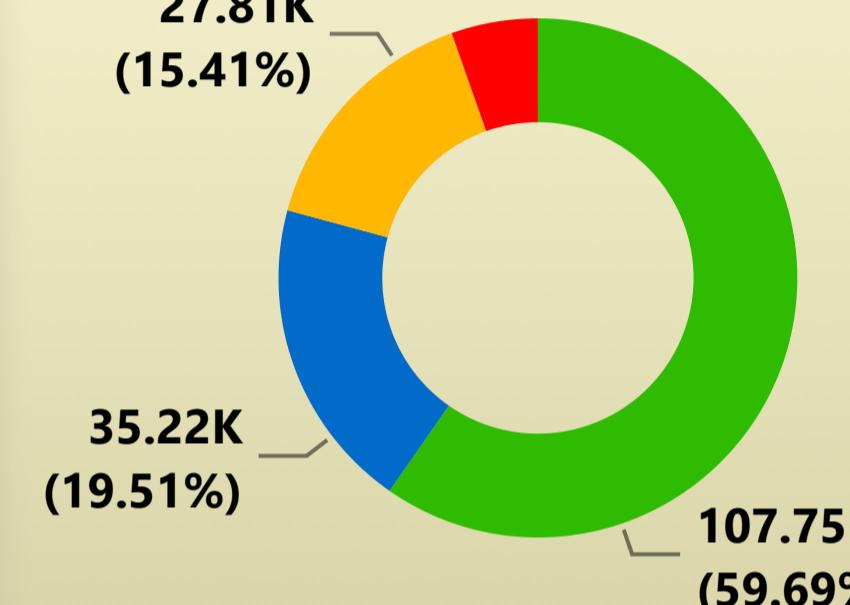


Customers by Department Name



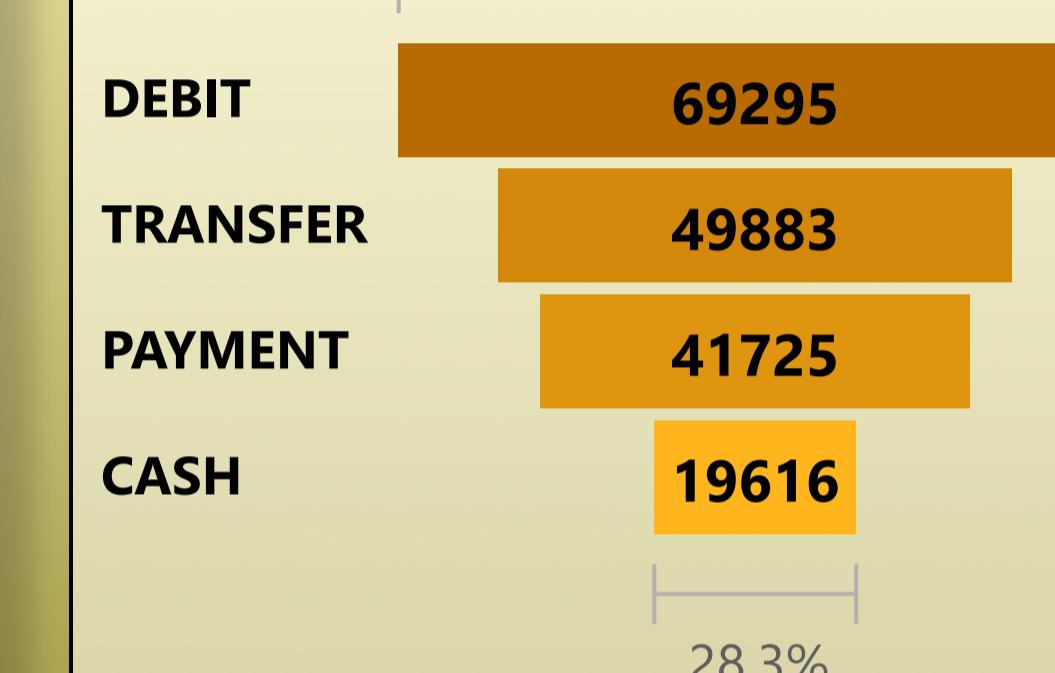
Customers by Shipping Mode

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

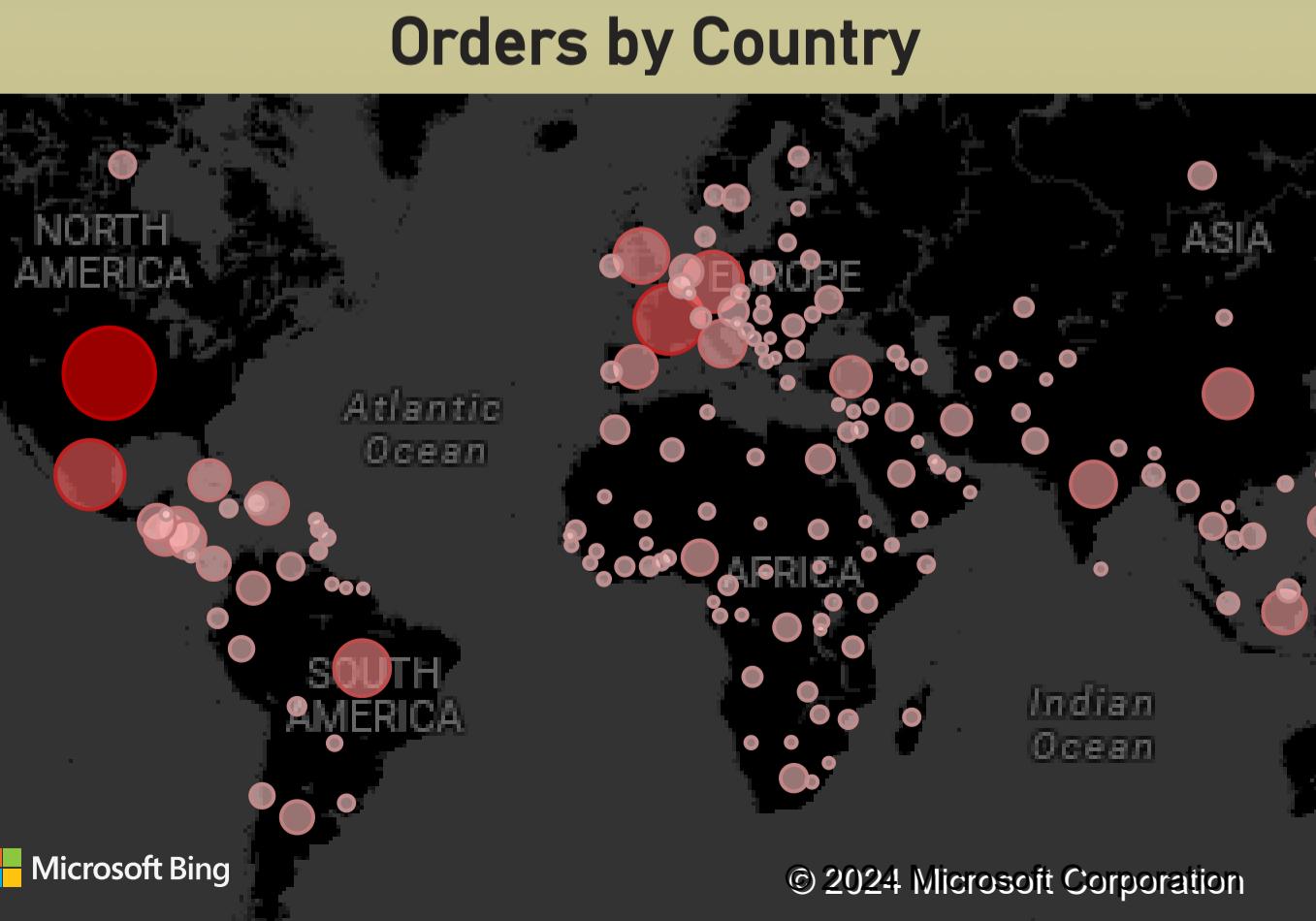
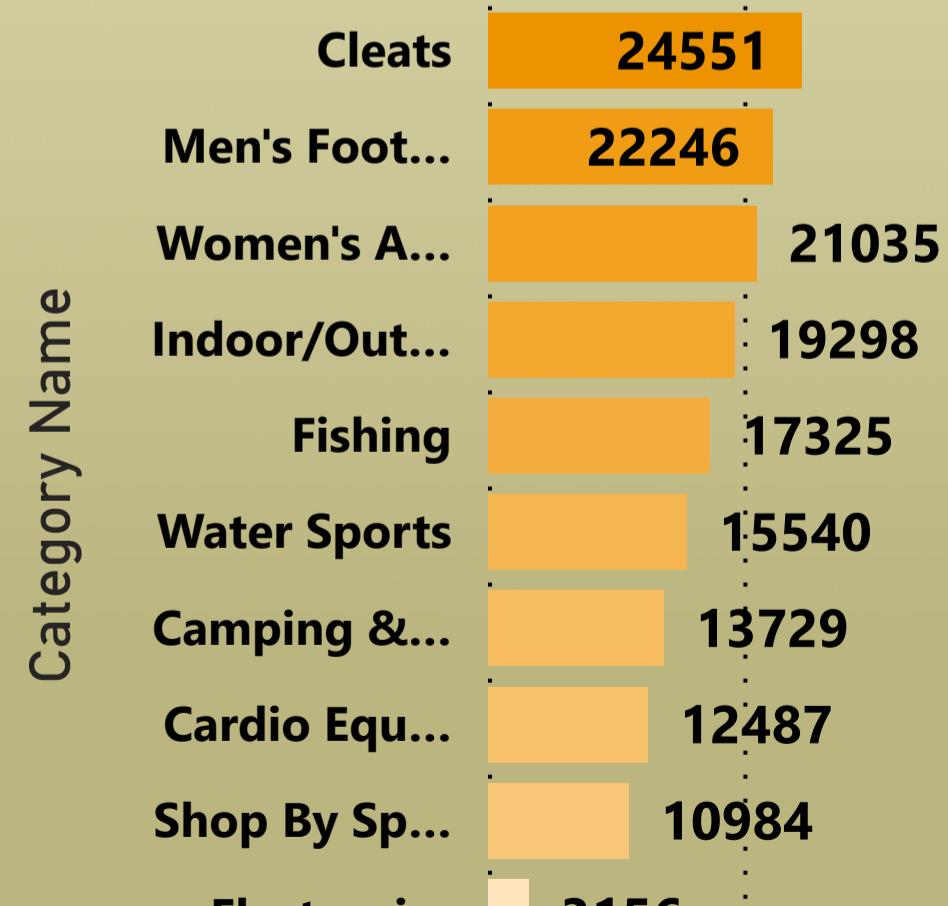


Customers by payment mode

100%

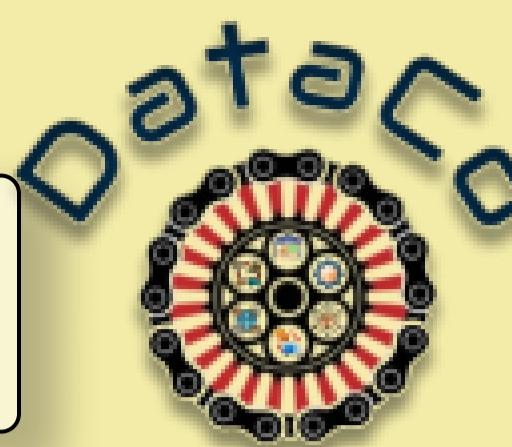


Top10 Category Name by Orders



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
Total			\$33,054,402.38	\$3,966,902.9

DATA CO SUPPLY CHAIN ANALYSIS - TRACKING



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Orders Instances
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Unique OrderID
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Customers
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Quantities Sold
384079

Categories
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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	36623
Late delivery	Apparel	26825
Late delivery	Golf	18198
Advance shipping	Fan Shop	15403
Shipping on time	Fan Shop	12007
Advance shipping	Apparel	11180
Total		180519



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

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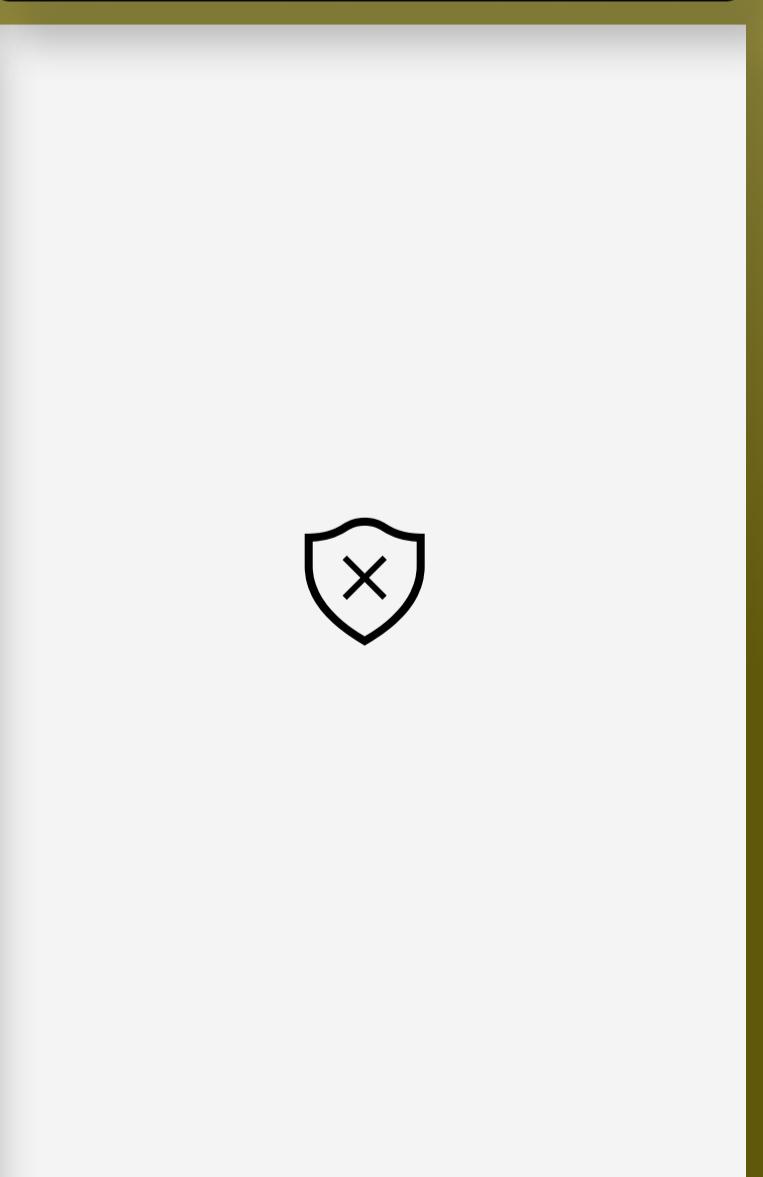
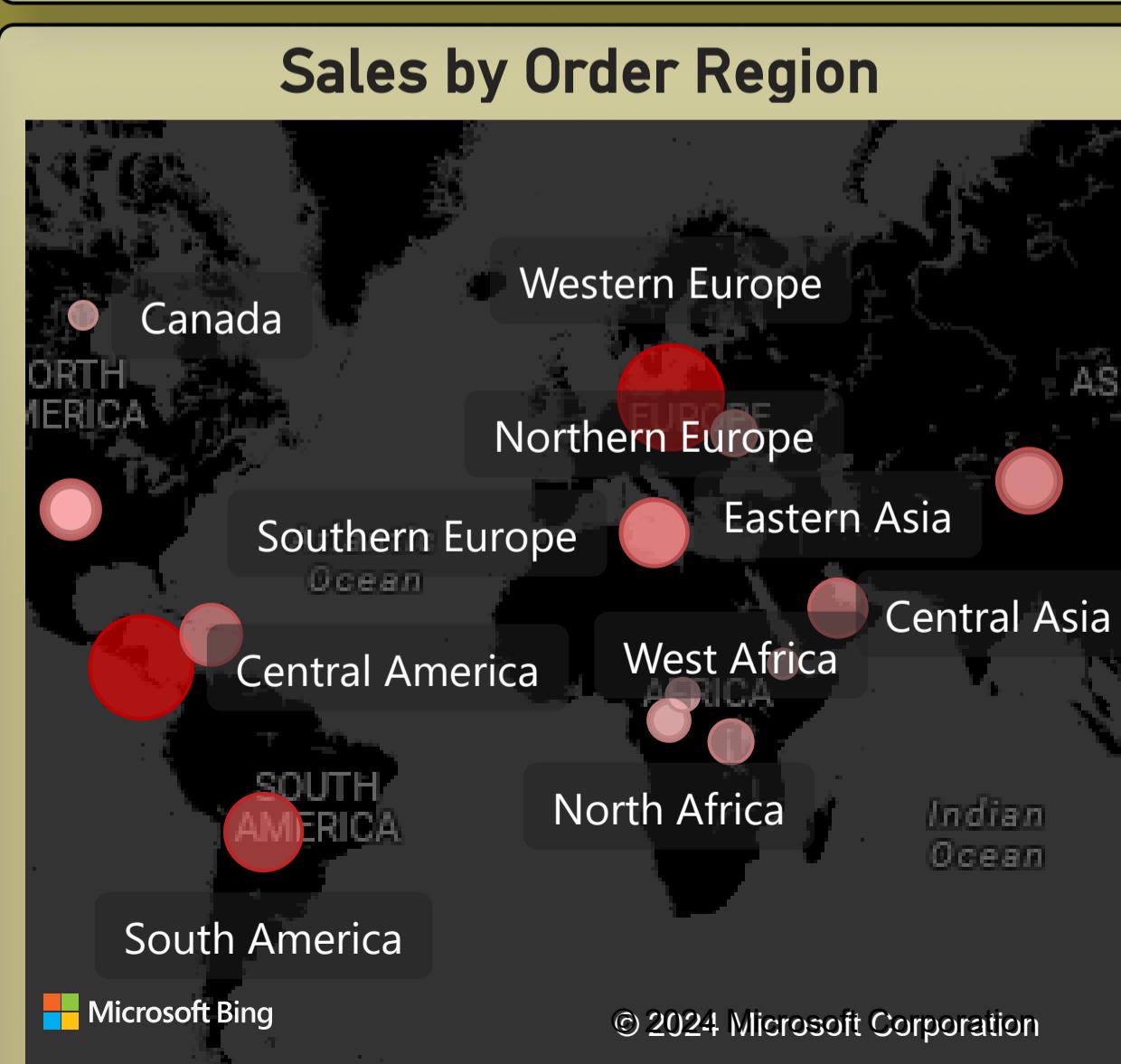
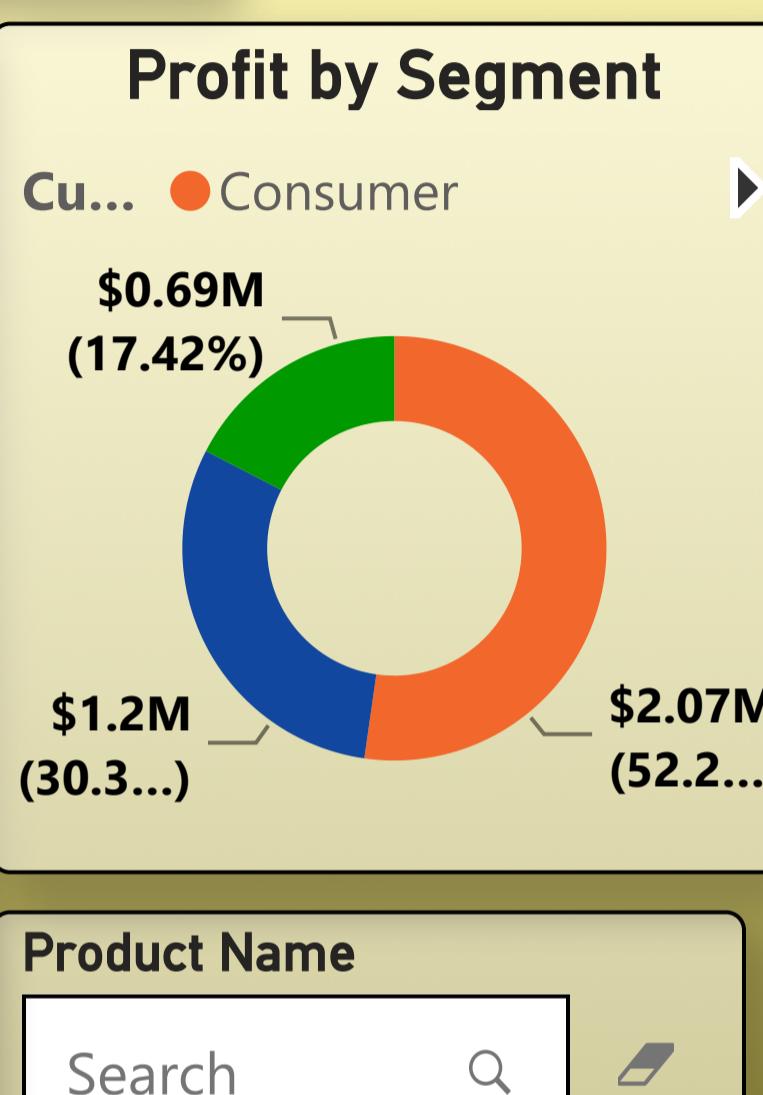
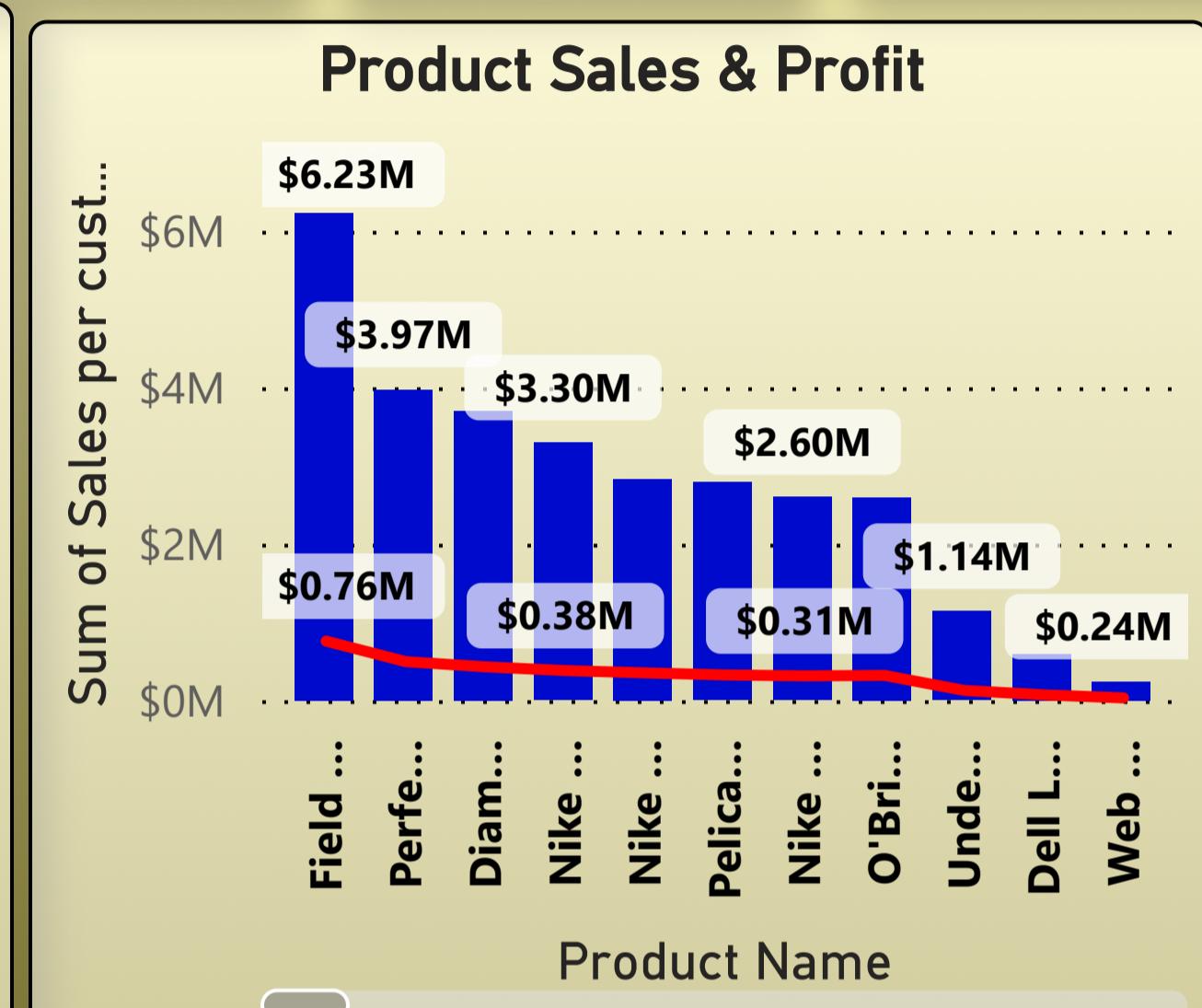
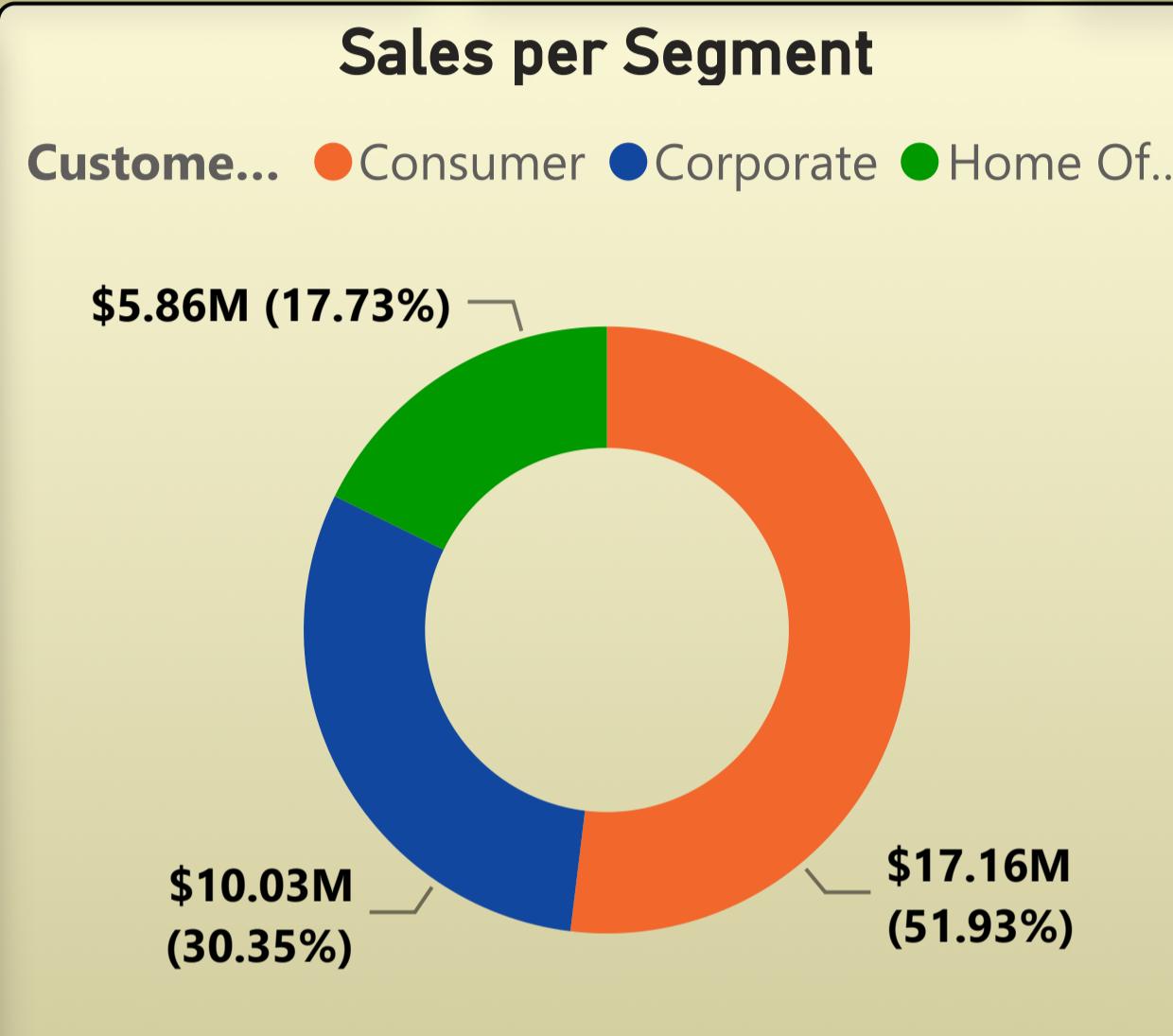
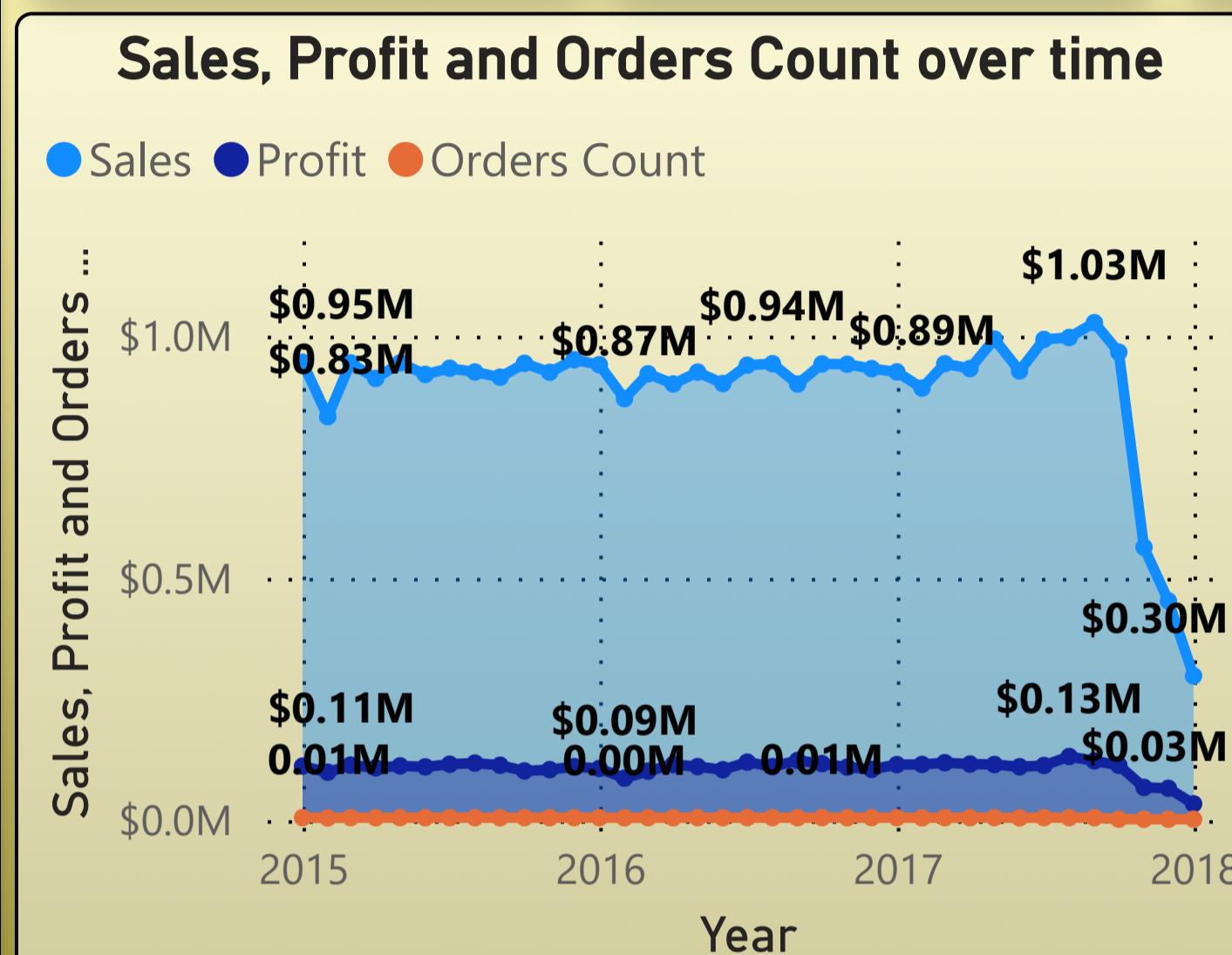
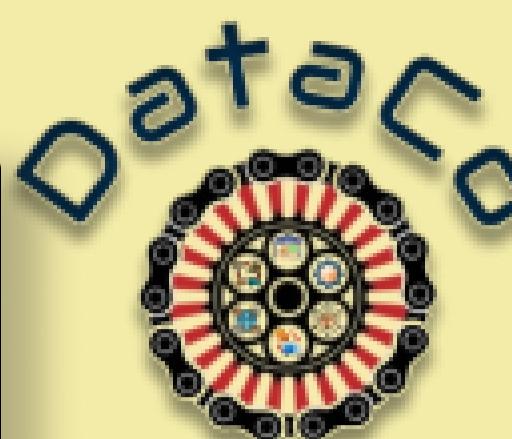
Total Customers
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Quantities Sold
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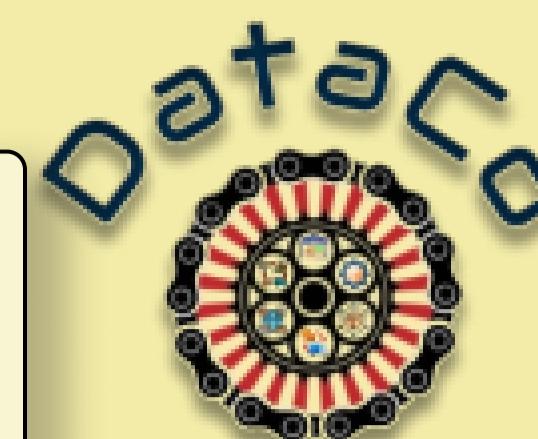
Categories
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Total Products
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Total Profit
\$3,966.90K



DATA CO SUPPLY CHAIN ANALYSIS - CUSTOMER



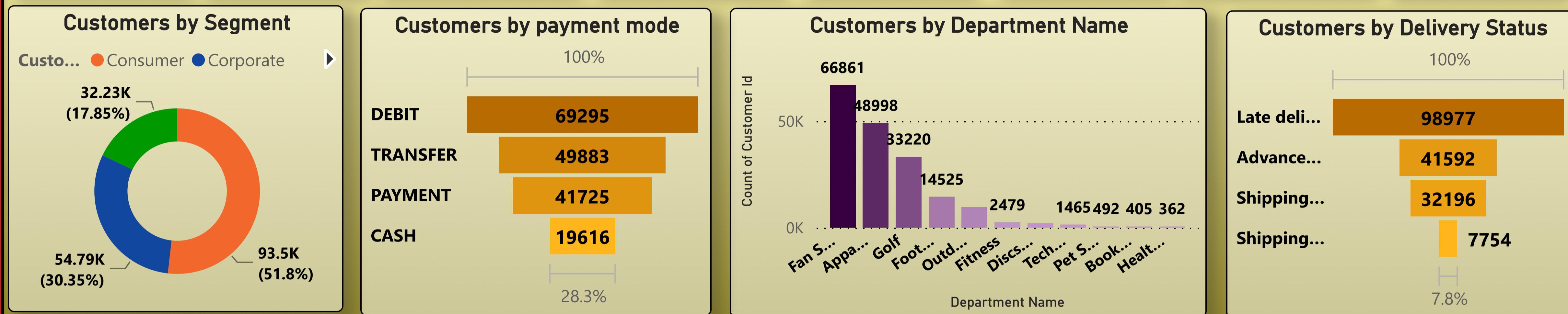
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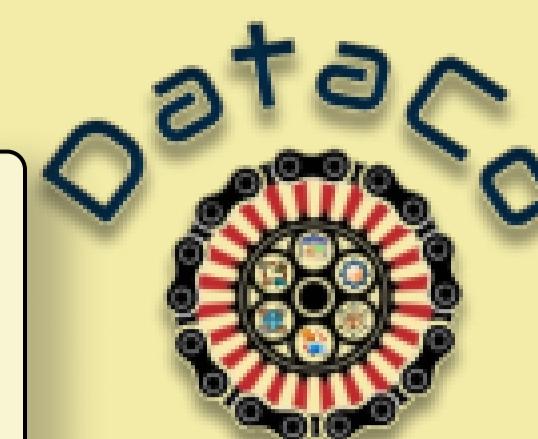
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Insights

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

DATA CO SUPPLY CHAIN ANALYSIS - CUSTOMER



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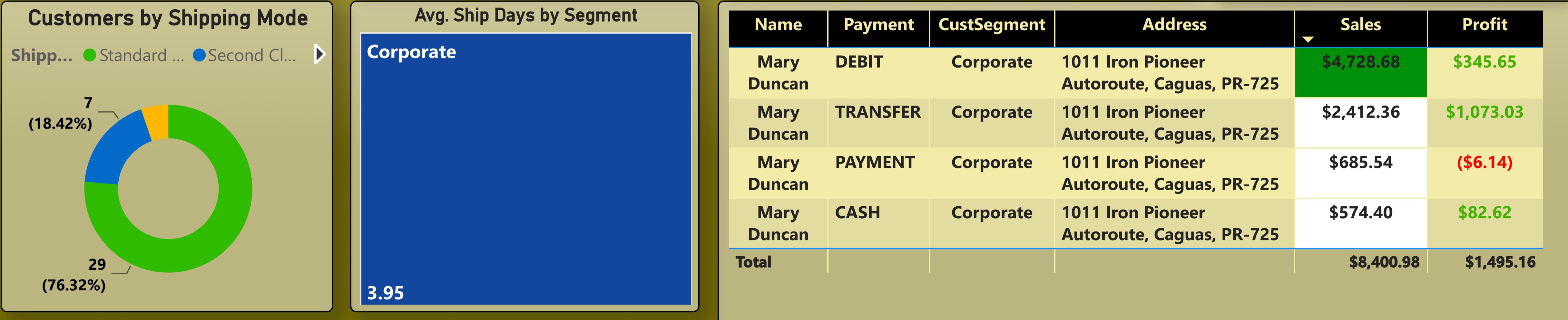
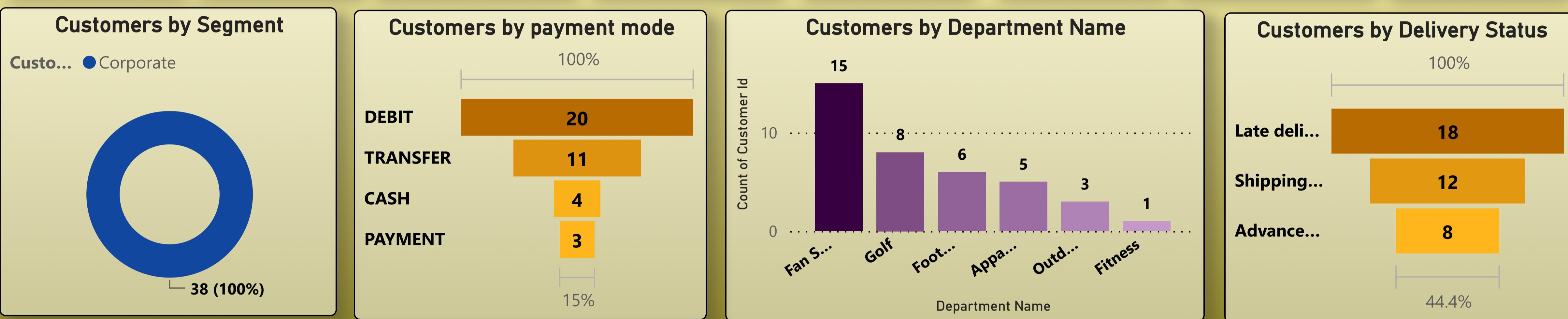
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DATACO SUPPLY CHAIN ANALYSIS - INSIGHTS



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.

Customers

20652

Market

Africa

Transfer Type

CASH

Category Name

Accessories

Quantities

384079

Categories

51

Products

118

Total Profit

\$3.97M

Sales, Profit and Orders Count over time

