Supply Chain Performance & Risk Analysis
Business Insights Report

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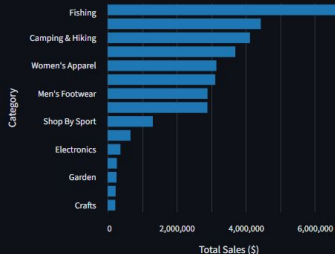
Top Product Categories

- Fishing, Camping & Outdoor Gear are the most profitable.
- Garden and Crafts categories contribute comparatively less.
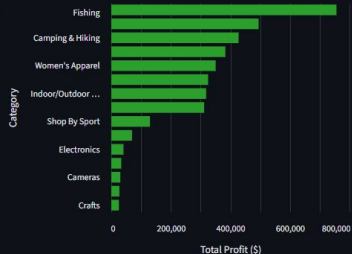

Revenue & Profitability Analysis ⊖

Which product categories, regions, or customer segments generate the highest revenue and profits?

By Category   By Region/Market   By Customer Segment

Sales by Category (Top 15)
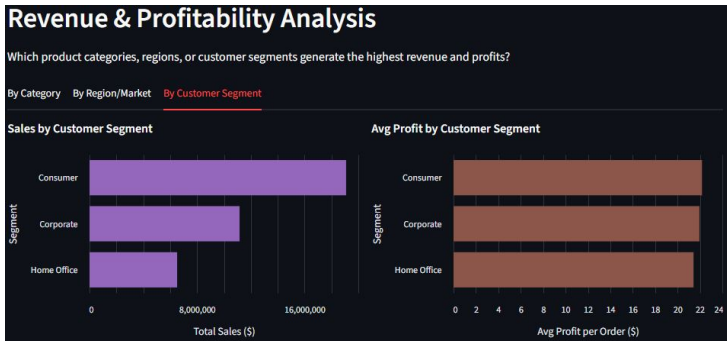
Profit by Category (Top 15)

Regional / Market Performance

- Europe and LATAM are the strongest revenue regions.
- The U.S., France, and Mexico lead in total profit contributions.

Revenue & Profitability Analysis

Which product categories, regions, or customer segments generate the highest revenue and profits?

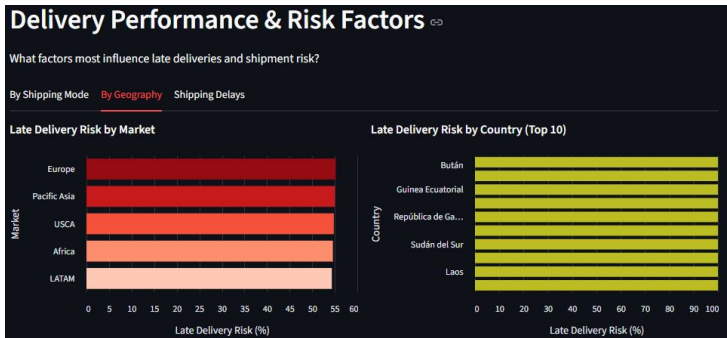By Category   By Region/Market   By Customer Segment

Customer Segment Performance

- Consumer segment drives the highest total sales.
- Consumer and Home Office segments yield high average profit per order.
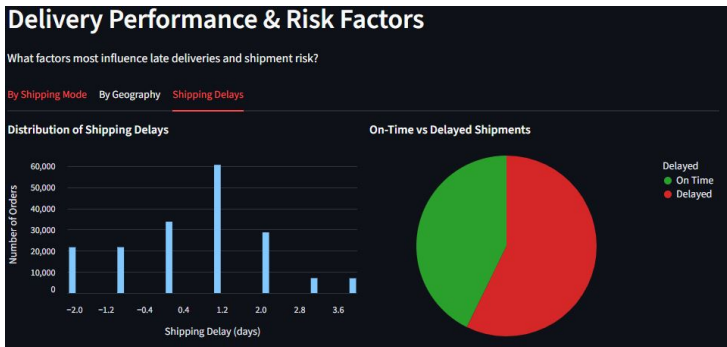
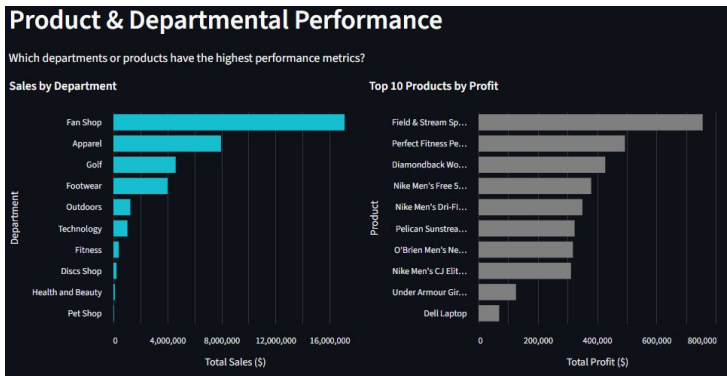- Europe and Pacific Asia show higher late delivery likelihood.

Shipping Mode Analysis

- First Class and Second Class shipments have higher risk of delay.
- Same Day shipping yields best on-time performance.

Product & Department Performance

- Fan Shop and Apparel show strong departmental performance.
- Field & Stream Sports Gear is a top-profit product category.

Product & Departmental Performance

Which departments or products have the highest performance metrics?
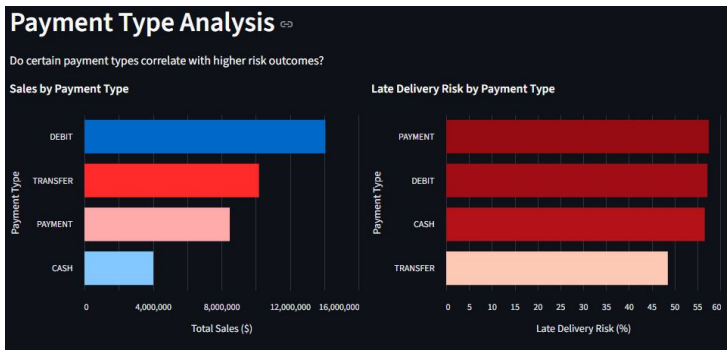
Shipping Mode Impact on Satisfaction

- Longer shipping times correlate with lower satisfaction and returns.
- Optimizing delivery mode selection can improve experience and profitability.

Fraud / Return Risk Indicators

- Orders paid via Payment/Debit have higher late + dispute tendencies.
- Payment method signals can be used to flag high-risk transactions.

Payment Type Analysis ⌐

Do certain payment types correlate with higher risk outcomes?

Sales by Payment Type — Total Sales ($): DEBIT, TRANSFER, PAYMENT, CASH

Late Delivery Risk by Payment Type — Late Delivery Risk (%): PAYMENT, DEBIT, CASH, TRANSFER

Key Takeaways

- Focus growth on high-performing outdoor and apparel product lines.
- Improve logistics performance in Europe and Pacific Asia.
- Target Consumer and Home Office segments for retention strategies.
- Build a predictive model to flag fraud / return risk early.

Thank You!
Questions?