



Business Insights Report

Supply Chain Performance & Risk

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Executive Summary

This report analyzes revenue and profitability by category, region, and customer segment; evaluates delivery performance and risk drivers; highlights product and departmental performance; assesses shipping mode impacts on profit and satisfaction; and outlines fraud/return risk considerations informed by payment behavior.

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1. Revenue & Profitability Analysis

This section examines which product categories, regions, and customer segments generate the highest revenue and profit.

1.1 Product Categories

The **Fishing** category is the strongest performer, generating the highest total sales and profit among all categories. Other key contributors include **Camping & Hiking** and **Women's Apparel**, which also show strong profitability. Categories such as **Garden** and **Crafts** contribute significantly less in comparison.

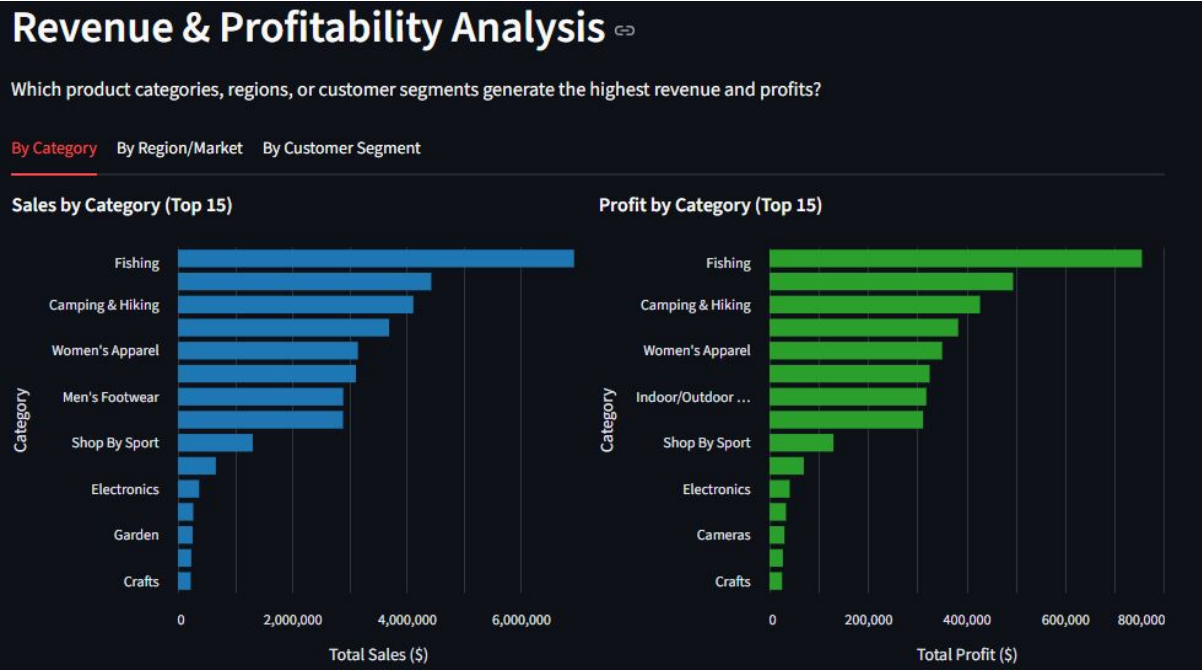


Figure 1: Sales & Profit by Category.

1.2 Regional/Market Performance

Europe and **LATAM** are the highest-revenue markets, followed by **Pacific Asia**. When evaluating profit by country, the **United States** stands out with the largest profit contribution, followed by **France** and **Mexico**.



Figure 2: Sales by Market & Profit by Country.

1.3 Customer Segment Performance

The **Consumer** segment accounts for the majority of total sales, making it the most valuable segment. Average profit per order is also highest for the **Consumer** and **Home Office** segments, indicating a profitable customer base.

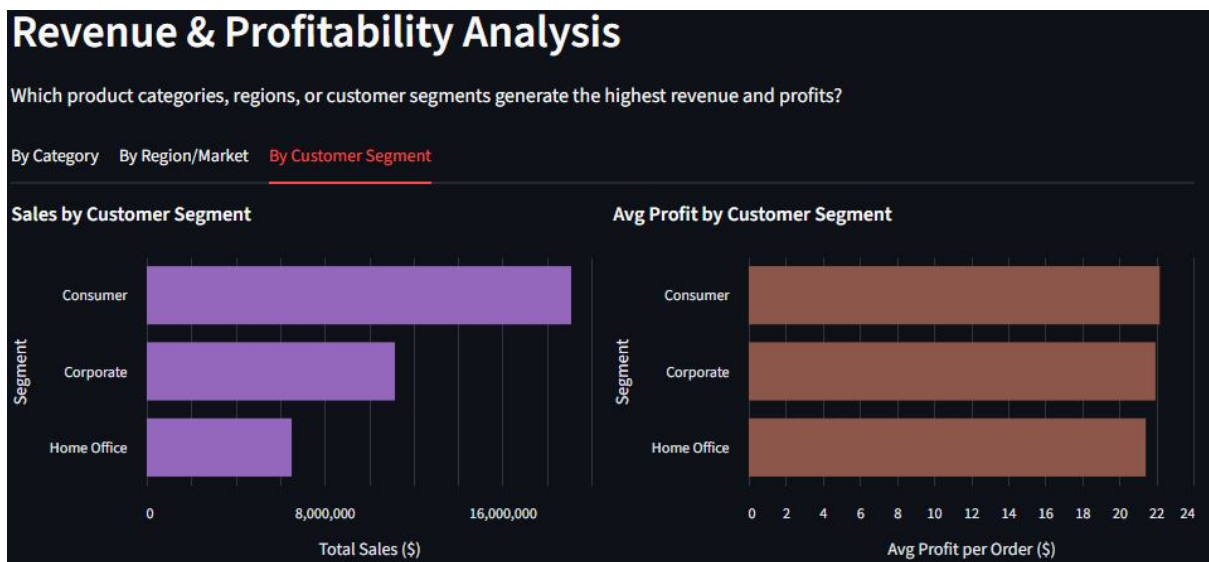


Figure 3: Sales & Average Profit by Customer Segment.

2. Delivery Performance & Risk Factors

2.1 Geographical Risk

Markets such as **Europe** and **Pacific Asia** show higher late delivery risk. Certain countries have extremely high levels of delay, suggesting operational or logistics challenges in these regions.

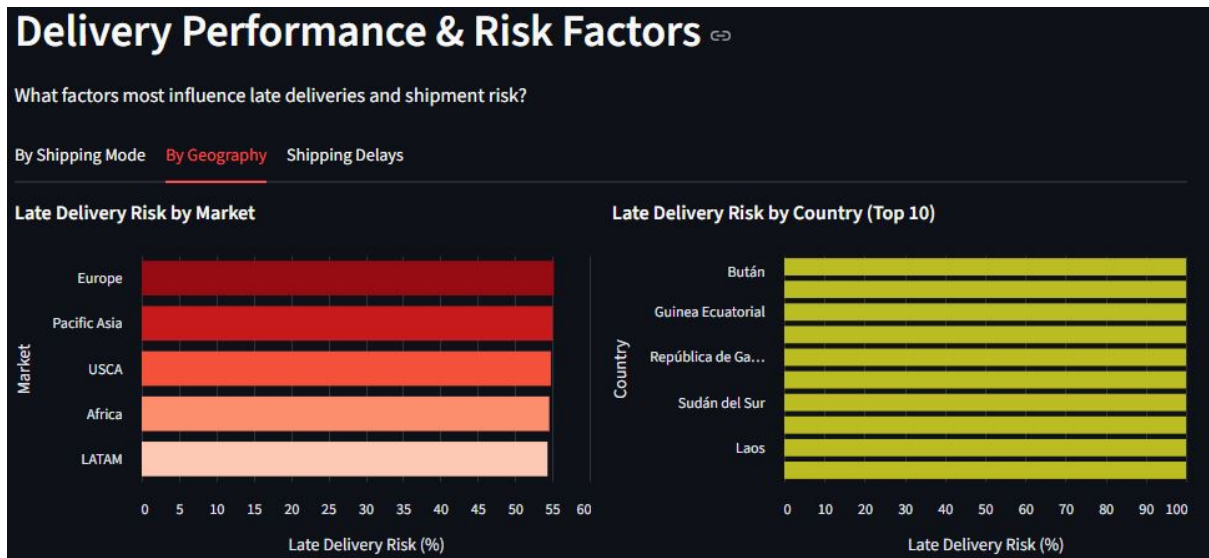


Figure 4: Late Delivery Risk by Market and Country.

2.2 Shipping Mode Impact

First Class and **Second Class** shipments experience significantly higher late-delivery percentages, while **Standard Class** and **Same Day** shipments are comparatively more reliable. Average shipping days increase with lower-priority modes, indicating customer satisfaction can be influenced by mode selection.



Figure 5: Late Delivery Risk & Average Shipping Days by Mode.

2.3 Overall Delay Trends

A substantial proportion of shipments arrive delayed rather than on time, highlighting a system-wide performance issue impacting customer experience.

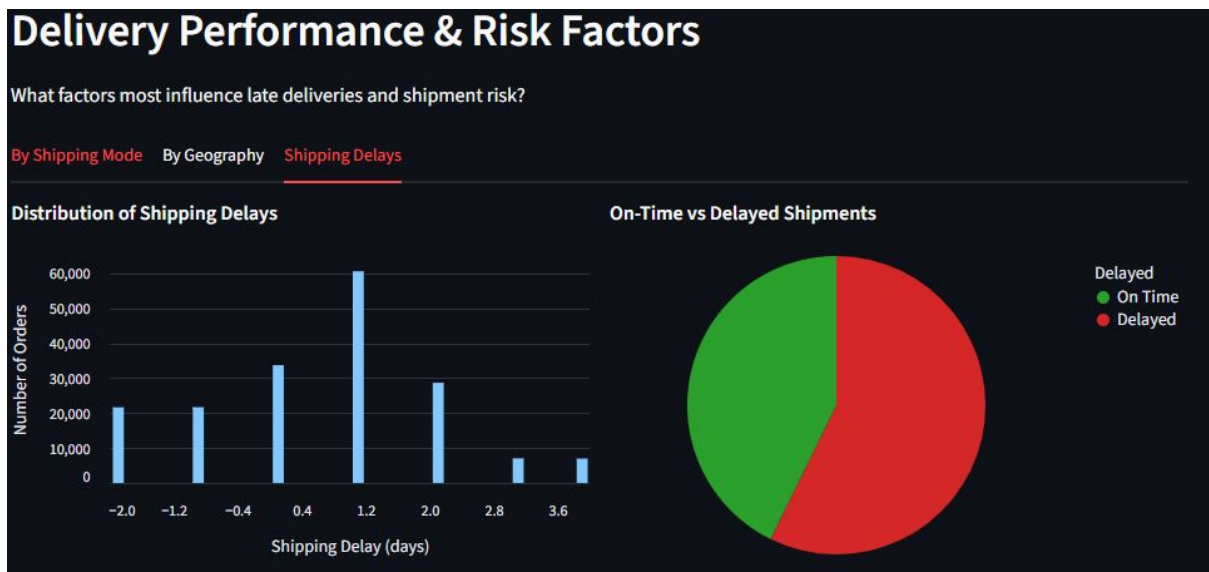


Figure 6: Distribution of Shipping Delays & On-Time vs. Delayed Shipments.

3. Product & Departmental Performance

The **Fan Shop** and **Apparel** departments generate the highest sales, indicating strong customer demand in these categories. Top-profit products include **Field & Stream Sports Gear** and **Perfect Fitness Equipment**, further supporting the strength of the outdoor and athletic categories.

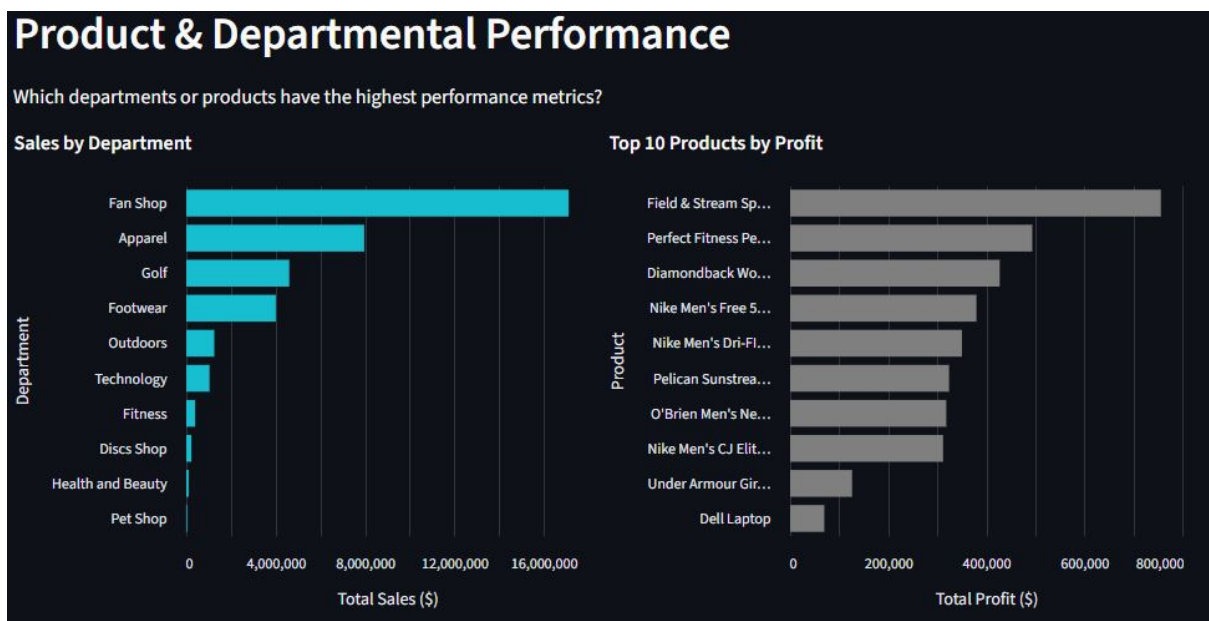


Figure 7: Department Sales & Top Products by Profit.

4. Impact of Shipping Modes on Profit & Customer Satisfaction

Shipping mode choice directly affects delivery timeliness and customer satisfaction. **Same Day** shipping consistently shows the lowest delivery delays, while **Standard Class** and **First Class** show higher delivery risks and longer delivery times. Since delays often correlate with lower

customer satisfaction and post-purchase return likelihood, optimizing shipping mode selection could improve both customer experience and profitability.



Figure 8: Shipping Mode impact revisited: Late Risk & Avg Shipping Days.

5. Fraud & Return Risk Prediction Considerations

Payment behavior can provide insights into order risk profiles. Orders paid via **Payment** and **Debit** methods show higher late-delivery risk, which may correlate to higher return or dispute likelihood. This pattern can be used to train predictive models to flag high-risk orders before fulfillment, reducing losses.

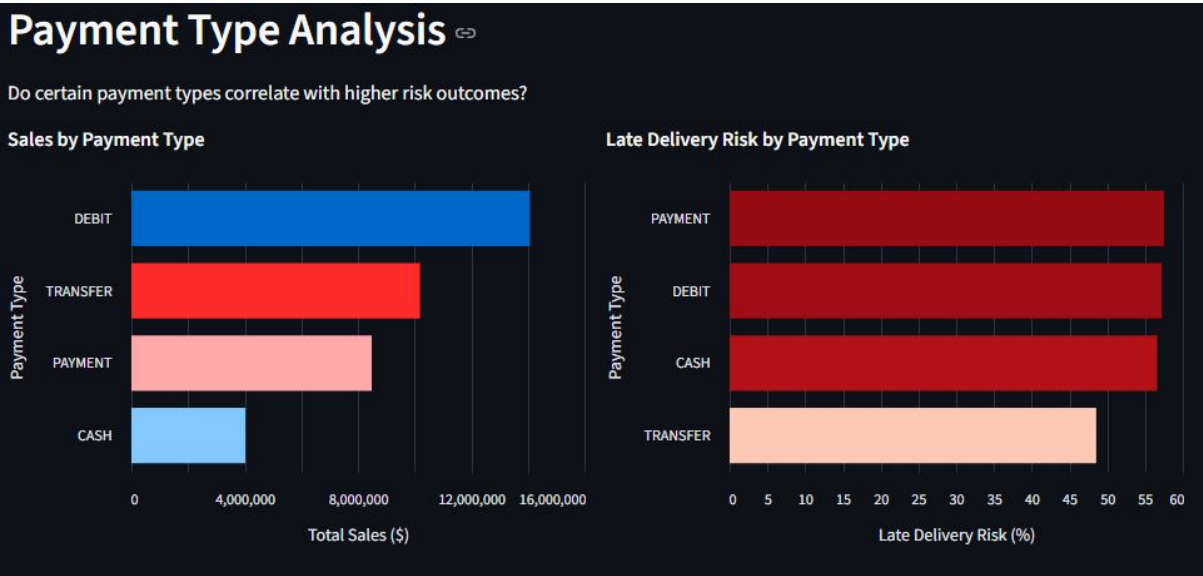


Figure 9: Payment Type Analysis.

6. Conclusion

The data highlights clear opportunities for strategic improvement:

Table 1: Opportunities and Recommendations

Opportunity Area	Recommendation
High-Performing Categories & Regions	Expand product lines and promotions in <i>Fishing, Camping & Hiking</i> , and <i>European/LATAM</i> markets.
Delivery Delays	Prioritize logistics improvements in high-risk markets and optimize shipping mode selection.
Customer Value	Target the <i>Consumer</i> and <i>Home Office</i> segments with retention and upsell strategies.
Operational Risk	Use payment and delivery patterns to build a predictive fraud/return risk model.