



# 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**.

# 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 Market



Profit by Country (Top 10)

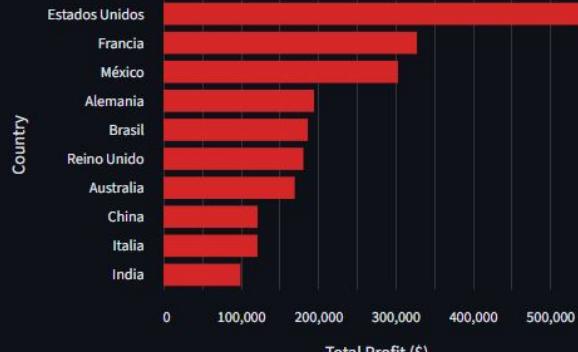


Figure 2: Sales by Market & Profit by Country.

## 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.

# 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 Customer Segment



Avg Profit by Customer Segment



Figure 3: Sales & Average Profit by Customer Segment.

## 2. Delivery Performance & Risk Factors

### 2.1 Geographical Risk

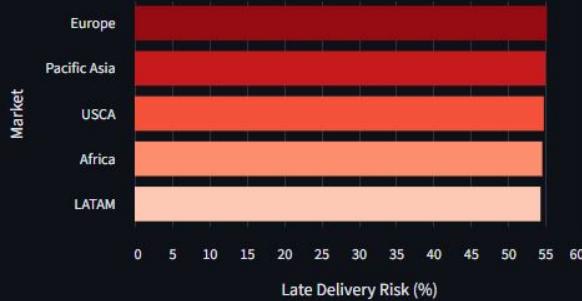
Markets such as **Europe** and **Pacific Asia** show higher late delivery risk. Certain countries have extremely high levels of delay, suggesting operational or logistics challenges in these regions.

# Delivery Performance & Risk Factors

What factors most influence late deliveries and shipment risk?

By Shipping Mode   By Geography   Shipping Delays

Late Delivery Risk by Market



Late Delivery Risk by Country (Top 10)

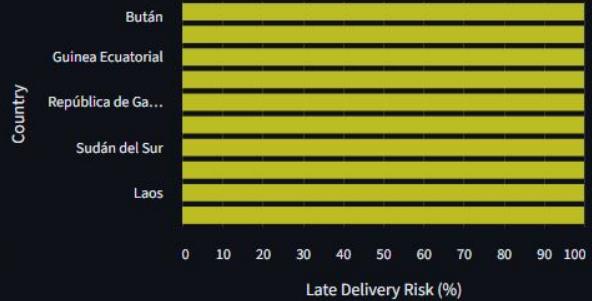


Figure 4: Late Delivery Risk by Market and Country.

## 2.2 Shipping Mode Impact

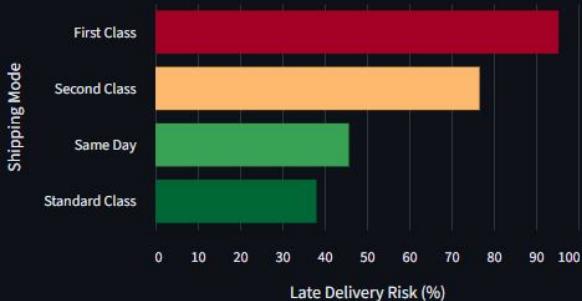
**First Class** and **Second Class** shipments experience significantly higher late-delivery percentages, while **Standard Class** and **Same Day** shipments are comparatively more reliable. Average shipping days increase with lower-priority modes, indicating customer satisfaction can be influenced by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

# Delivery Performance & Risk Factors

What factors most influence late deliveries and shipment risk?

By Shipping Mode   By Geography   Shipping Delays

Late Delivery Risk by Shipping Mode



Average Shipping Days by Mode



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.

## Delivery Performance & Risk Factors

What factors most influence late deliveries and shipment risk?

By Shipping Mode   By Geography   **Shipping Delays**

### Distribution of Shipping Delays



### On-Time vs Delayed Shipments



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

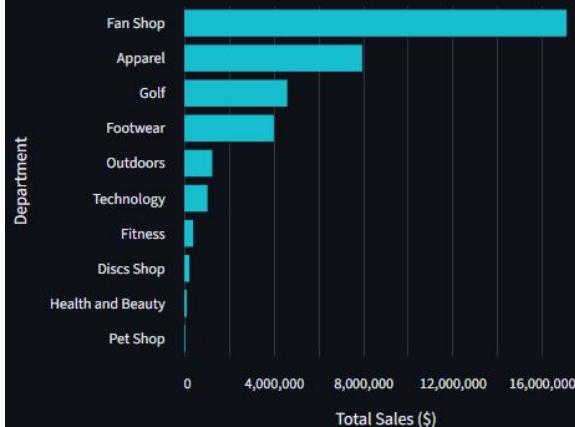
### 3. Product & Departmental Performance

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.

## Product & Departmental Performance

Which departments or products have the highest performance metrics?

### Sales by Department



### Top 10 Products by Profit

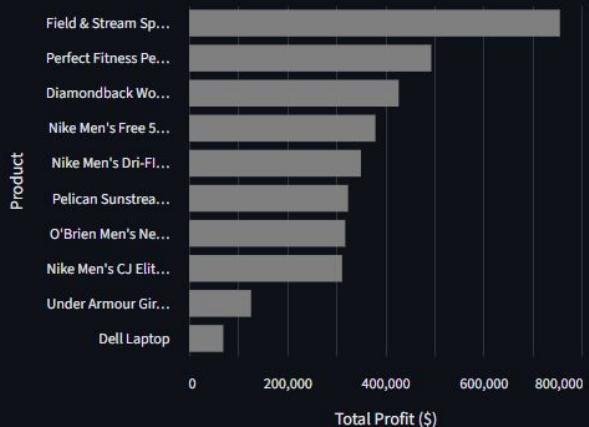


Figure 7: Department Sales & Top Products by Profit.

### 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.

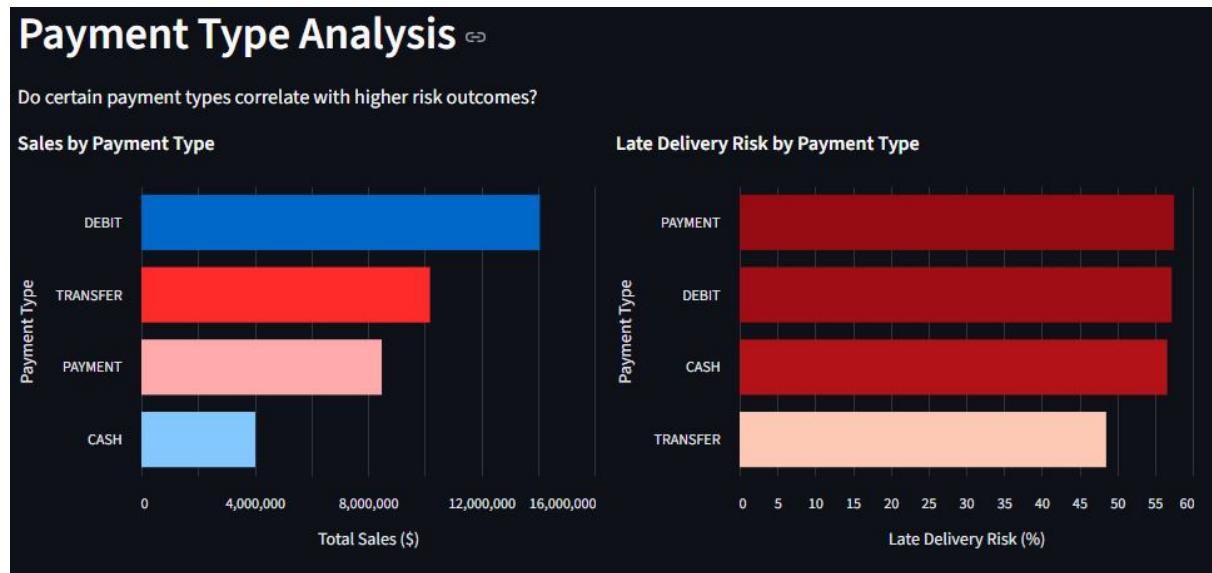


Figure 9: Payment Type Analysis.

## 6. Conclusion

The data highlights clear opportunities for strategic improvement:

Table 1: Opportunities and Recommendations

<b>Opportunity Area</b>	<b>Recommendation</b>
High-Performing Categories & Regions	Expand product lines and promotions in <i>Fishing, Camping &amp; 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.