Supply chain analytics is a valuable part of data-driven decision-making in various industries such as manufacturing, retail, healthcare, and logistics. It is the process of collecting, analyzing and interpreting data related to the movement of products and services from suppliers to customers.

Here is a dataset we collected from a Fashion and Beauty startup. The dataset is based on the supply chain of Makeup products. Below are all the features in the dataset:

1. Product Type
2. SKU
3. Price
4. Availability
5. Number of products sold
6. Revenue generated
7. Customer demographics
8. Stock levels
9. Lead times
10. Order quantities
11. Shipping times
12. Shipping carriers
13. Shipping costs
14. Supplier name
15. Location
16. Lead time
17. Production volumes
18. Manufacturing lead time
19. Manufacturing costs
20. Inspection results
21. Defect rates
22. Transportation modes
23. Routes
24. Costs

You are required to perform Supply Chain Analysis to find data-driven approaches to optimize the supply chain performance and improve customer satisfaction while reducing costs and maximizing profits for all stakeholders involved.