Specify The Business Problem

**Introduction**

* Brief overview of supply chain management and its importance.
* Introduction to Qlik and its relevance in data analytics.

**Problem Statement**

* Define the current challenges in supply chain management (SCM):
  + Inefficient logistics and transportation.
  + Inaccurate forecasting leading to stockouts or overstocking.
  + Lack of real-time visibility into inventory and goods movement.
  + Slow response to demand changes and unforeseen events.

**Objectives**

* Explain the goals of the project:
  + To leverage Qlik’s data analytics to address the aforementioned challenges.
  + To optimize logistics, forecasting, and inventory management.
  + To improve overall operational efficiency and responsiveness in the supply chain.

**Expected Outcomes**

* Enhanced visibility into the supply chain.
* Improved decision-making capabilities.
* Reduction in transportation costs and lead times.
* Increased forecasting accuracy and inventory management efficiency.