

SUPPLY CHAIN MANAGEMENT DASHBOARD REPORT

Overview

The Supply Chain Management Dashboard provides a detailed visualization of key performance indicators (KPIs) such as Sales, Profit, Quantity Sold, Number of Orders, and Profit Margin. It enables data-driven decision-making by tracking operational performance and identifying trends across categories, time, and customer segments.

1. Key Performance Indicators (KPIs)

Metric	Value	YOY Growth	Insights
Sales	\$2,53,05,345.41	↓ 79.75%	Significant decrease compared to last year.
Profit	\$22,56,420.66	↓ 79.72%	Profit drop in line with sales decline.
Quantity Sold	55,297 Units	↓ 79.85%	Reduced sales volume affects revenue.
No. of Orders	10,000	↓ 79.34%	Order frequency has fallen.
Profit Margin	8.92%	↑ 10.14%	Improved cost efficiency and margin control.

2. Sales vs Profit Based on Months

The monthly trend chart shows consistent performance with slight variations. Sales and profit peak in May and November, indicating seasonal influences or promotional campaigns. The overall pattern reflects stable demand across the year despite the annual downturn.

3. Category vs Profit

The category-wise profit analysis reveals 'Home & Kitchen' as the leading profit contributor, followed by 'Health & Beauty' and 'Electronics'. 'Automotive' and 'Clothing' categories show lower profitability. The grand total profit reached \$2,256.42K.

4. Top 5 Subcategories by Sales

The top-performing subcategories are Skincare (\$1,356.62K), Decor (\$1,331.39K), Tyres (\$1,324.13K), Cookware (\$1,323.53K), and Fitness Equipment (\$1,317.93K). These contribute significantly to total sales, with Skincare leading the segment.

5. Category-Wise Sales %

Sales are evenly distributed across categories: Automotive (20.24%), Clothing (20.24%), Electronics (19.97%), Health & Beauty (19.28%), and Home & Kitchen (20.15%). This indicates a well-balanced product mix and diversified revenue streams.

6. Filters Section

Interactive filters allow dynamic analysis across multiple dimensions: • Year: 2023, 2024, 2025 for trend analysis. • Region: East, North, South, West to compare regional

performance. • Customer Type: Enterprise, Retail, Wholesale to assess customer segment performance.

7. Key Insights & Interpretation

• Major performance decline (~79%) in key metrics suggests supply chain challenges. • Profit margin improved (+10.14%), indicating stronger cost control. • Home & Kitchen and Health & Beauty show strong profitability. • Skincare subcategory dominates sales contribution. • Balanced sales distribution ensures revenue stability. • Consistent monthly trends show stable operational flow.

8. Conclusion

The dashboard effectively summarizes the company's supply chain performance. Despite the overall decline in sales and orders, the improvement in profit margin highlights operational efficiency. Future focus should aim at expanding sales volume while maintaining optimized cost control for sustained growth.