To explore supplier performance using your dataset, you can conduct several types of analyses:

1. **On-Time Delivery Analysis**: - Nida
   * **Compare Expected vs. Actual Shipping Time**: Calculate the difference between expected and actual shipping times to assess punctuality.
   * **Delay Risk Assessment**: Analyze the "Delay Risk?" column to identify patterns or factors contributing to delays.
2. **Quality Analysis**: done
   * **Return Rate**: Calculate the percentage of pieces returned out of the total number of pieces shipped to evaluate product quality.
   * **Average Batch Rating**: Use the "Avg. Batch Rating" to assess overall product quality and identify trends over time.
3. **Sales Performance**: done, can be shown on Looker Studio
   * **Sales Volume**: Analyze the "No. of pieces sold" to determine the sales performance of different products and suppliers.
   * **Sales Trends**: Identify trends in sales over time to see if certain periods or conditions affect sales performance.
4. **Inventory Management**:
   * **Stock Levels**: Monitor the total number of pieces in relation to sales and returns to manage inventory effectively.
   * **Warehouse Efficiency**: Evaluate the performance of different destination warehouses in terms of handling and processing orders.
5. **Supplier Reliability**:
   * **Order Fulfillment Rate**: Calculate the percentage of orders fulfilled on time and without issues.
   * **Performance by Source Factory**: Compare the performance of different source factories to identify the most reliable suppliers.
6. **Risk Management**:
   * **Delay Risk Analysis**: Use the "Delay Risk?" data to predict and mitigate potential delays in the supply chain.
7. **Cost Analysis**:
   * **Cost of Returns**: Assess the financial impact of returned items on overall costs.
   * **Shipping Efficiency**: Analyze the efficiency of shipping processes to identify cost-saving opportunities.

By conducting these analyses, you can gain valuable insights into your suppliers' performance, identify areas for improvement, and make data-driven decisions to enhance your supply chain efficiency