SUPPLY CHAIN DASHBOARD

INTRODUCTION

As a Data Analyst, I've gathered and analyzed key data from various sources to provide actionable insights into **Sales** and **Supply Chain** performance. This report uses columns such as **product type**, **SKU**, **price**, **revenue generated**, **number of products sold**, **customer demographics**, **stock levels**, and **lead times** to uncover trends, identify opportunities, and optimize processes. By examining these metrics, we can track sales growth, understand customer behavior, monitor inventory, and assess supply chain efficiency, enabling data-driven decisions that improve both business outcomes and operational strategies.

KPI CARD

578K	461	4	17.08
Total Revenue	**Avg. Products Sold**	**Cust Profile Count**	**Avg. Lead Time**

46.78	1.8
Avg.Production Cost	**Avg. Defect Rate**

RECOMMENDATION

To drive growth and efficiency, focus on high-performing product lines like skincare, reduce lead times for haircare, and optimize shipping costs. Addressing manufacturing costs and improving supplier quality control will enhance operational efficiency. Additionally, leveraging the strong sales from the female demographic can further boost revenue. These steps will help improve profitability and customer satisfaction.

1 Prioritize Skincare: With **$242K** in revenue, skincare should remain a focus for marketing and inventory to sustain growth.

2 Reduce Lead Times: Haircare's lead time is slightly higher **(18.71 vs. 18.00)**. Streamlining processes for haircare could improve efficiency.

3 Optimize Shipping Costs: **Carrier B** has the highest shipping costs. Negotiating with carriers could reduce expenses.

4 Cut Manufacturing Costs: **Skincare's** production cost is highest **($1942)**. Identifying cost-saving opportunities could improve margins.

5 Address Defects: **Supplier 5** has the highest **defect rate (2.06).** Working on quality control with this supplier could improve product consistency.

6 Leverage Female Demographics: Female customers generate significant sales. Targeting this segment further could boost revenue.

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KPI CARD

578K — Total Revenue

461 — Avg. Products Sold

4 — Cust Profile Count

FILTER PANEL

Product type: All

Customer demograp...: All

"A satisfied customer is the best business strategy of all."
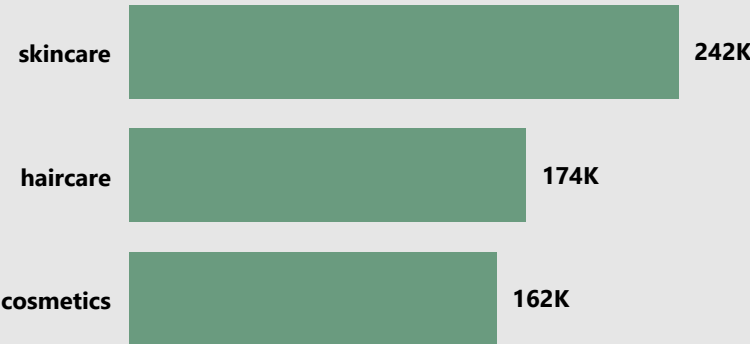
Total Revenue per SKU

10K
9K

SKU51 SKU38 SKU31 SKU90 SKU2 SKU32 SKU67 SKU88 SKU52 SKU18 SKU99 SKU34 SKU24 SKU60 SKU23 SKU85 SKU0 SKU14 SKU80 SKU98
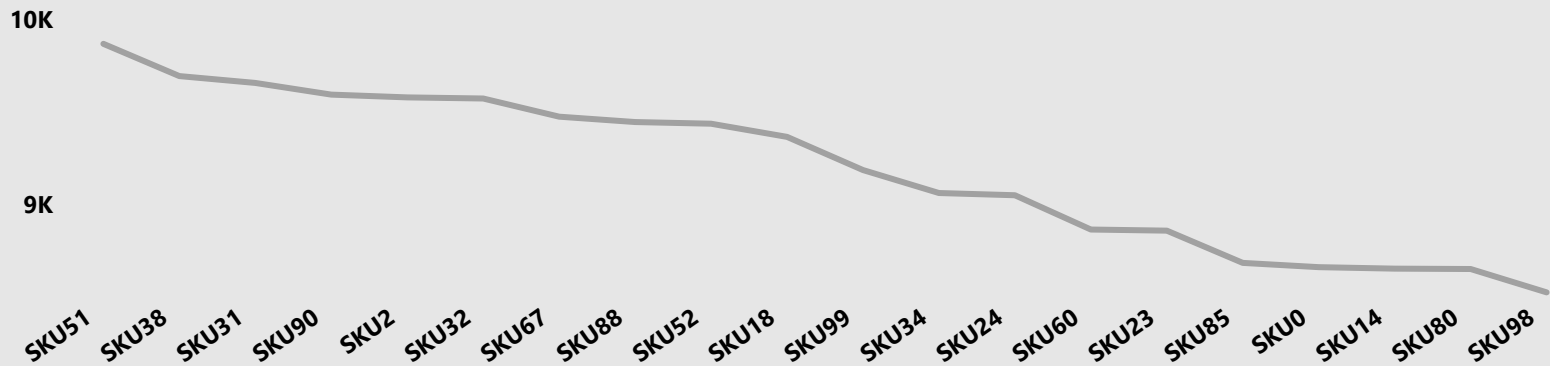
Sales Distribution by Customer Demographics

Non-binary 11K
Unknown 15K
Female 13K

Product Sales by SKU

SKU	Sales
SKU10	996
SKU94	987
SKU9	980
SKU36	963
SKU37	963
SKU11	960
SKU78	946
SKU40	933
SKU44	919
SKU91	916
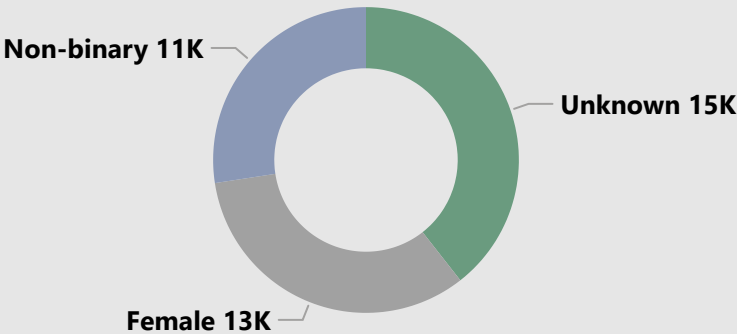
Total Revenue per Product Line

Product Line	Revenue
skincare	242K
haircare	174K
cosmetics	162K

Sales Revenue by Customer Demographics

Male 127K
Unknown 173K
Female 162K