**Sales Dashboard**

* The Sales Dashboard provides valuable insights into overall sales performance, number of products sold, revenue generated, and customer behavior. One significant observation is that skincare products emerge as the top-selling category, leading in both the number of products sold and price point. This suggests that skincare products are a key revenue driver.
* The Top 10 Products by Revenue are predominantly high-performing SKUs across skincare, haircare, and cosmetics categories. Skincare products dominate this list, solidifying their position as the leading revenue driver for the business.
* In terms of customer demographics, females generate €161,514, accounting for approximately 28% of total revenue, while males contribute €126,634, which is about 22%. These figures highlight the importance of targeting female consumers, although males also represent a significant portion of sales.
* When examining product preferences, females show the highest total order quantity for skincare products, reaffirming their strong demand in this category. For males, haircare products lead in total order quantity, indicating a clear preference within this demographic.

**Supply Chain Dashboard**

* The Supply Chain Dashboard provides key insights into production volume, defect rates, supplier costs, and shipping costs across product categories. A significant observation is that haircare products exhibit the highest defect rate, while cosmetics have the lowest. This suggests that haircare manufacturing processes may require attention to reduce defects and improve product quality.
* Another key insight is that skincare products have the highest production volume compared to other categories. This indicates that skincare is a primary focus area.
* In terms of manufacturing costs, Supplier 1 incurs the highest expenses, while Supplier 3 is the most cost-effective. Optimizing supplier selection or negotiating better terms with Supplier 1 may lead to significant cost savings without sacrificing quality or lead time.
* Shipping costs vary significantly between carriers. Carrier B has the highest shipping costs, whereas Carrier A is the most economical. Promoting the use of Carrier A where feasible can help reduce overall logistics expenses, improving the supply chain's profitability.
* Additionally, Supplier 1 stands out with the shortest average lead time. While this is beneficial for time-sensitive operations, the higher associated costs warrant a closer examination to ensure that the trade-off between cost and lead time is justified.

**Shipping Dashboard**

* The Shipping Dashboard offers comprehensive insights into transportation modes, inspection results, and manufacturing efficiency. One key finding is that Route C consistently proves to be the most cost-effective across all transportation modes. This suggests that optimizing shipments along this route can result in significant cost savings for the company.
* Road transportation, however, incurs the highest costs among all transportation modes. While road might offer flexibility, its high cost warrants a review of other modes or the possibility of cost-saving strategies when using this option.
* Inspection results show that skincare products account for the highest pending and passing rates, while both skincare and haircare products equally contribute to the highest failure rates. These findings indicate that skincare is both a strong performer and a potential concern, requiring a deeper look into its inspection processes to address quality issues.
* Regarding manufacturing efficiency, Supplier 2 demonstrates the highest production volume but also suffers from the longest manufacturing lead time. This trade-off between production output and lead time may require balancing efficiency with the need for timely delivery.
* Lastly, road transportation is linked to the highest defect rate, further reinforcing the need to assess alternative transportation modes to improve product quality and reduce overall defect rates.