



# LINCOLN'S BEAUTY WORLD

Dashboard

Skincare

Haircare

Cosmetics



Help desk

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@fess Analytics



## DATA ANALYTICS







# SUPPLY CHAIN ANALYSIS

Total Revenue

\$578K

Gross profit margin

99.81%

Products sold

46K

Avg Stock Level

48

Order Qty(s)

4922

Avg Lead Time (hrs)

17

Home

Dashboard

Skincare

Haircare

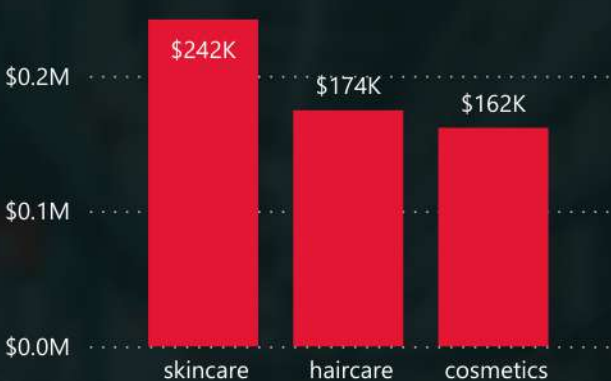
Cosmetics

Findings

## Products sold by Type



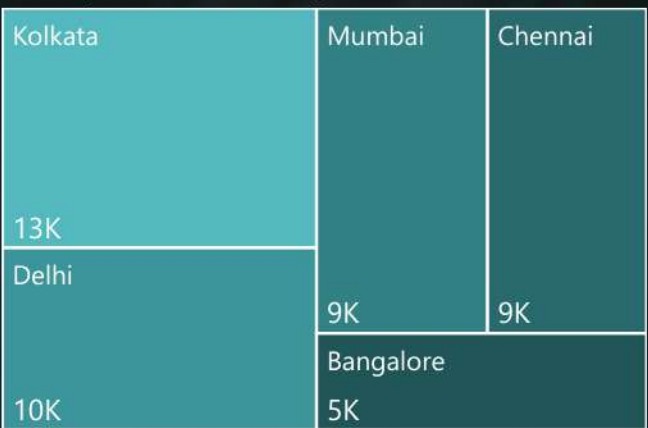
## Total revenue by Product type



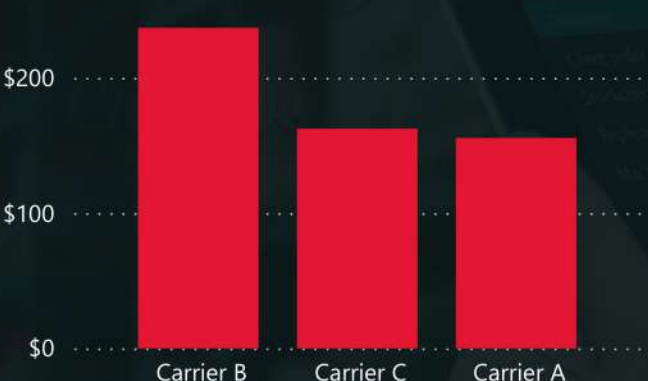
## Top 5 SKUs sold



## Total products sold by Location



## Total Shipping Costs by Carrier



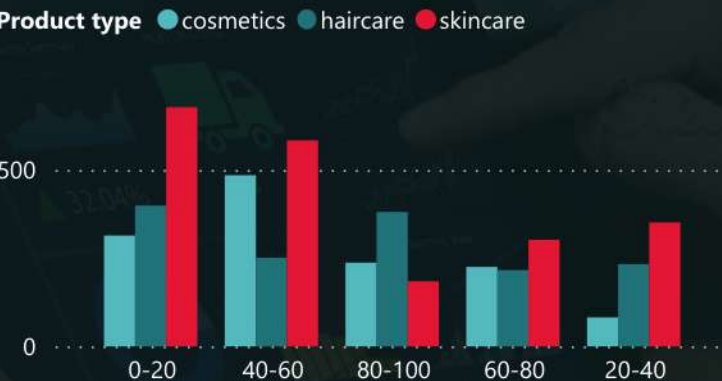
## Revenue Vs Avg Price



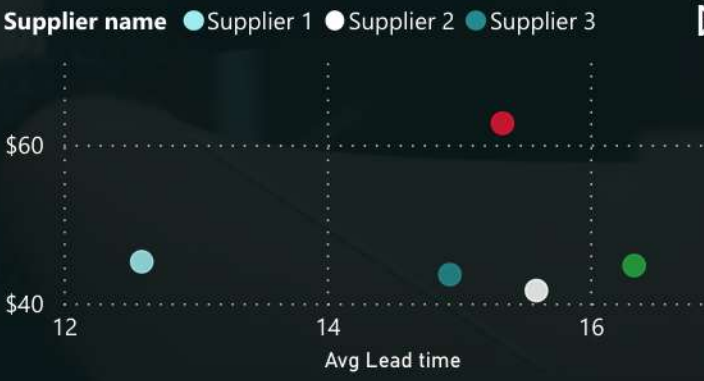
## Shipping Costs by Supplier



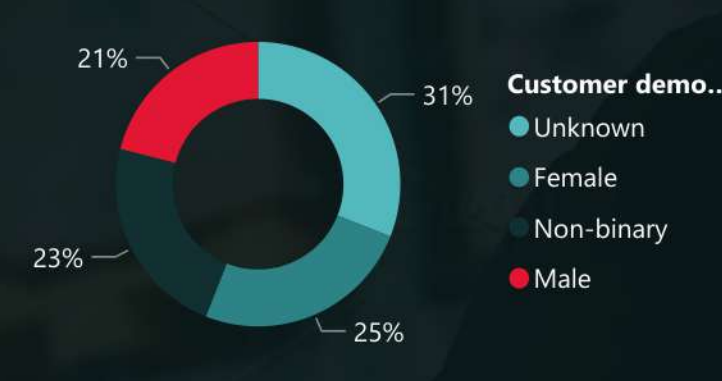
## Ordered Qtys Vs Stock levels



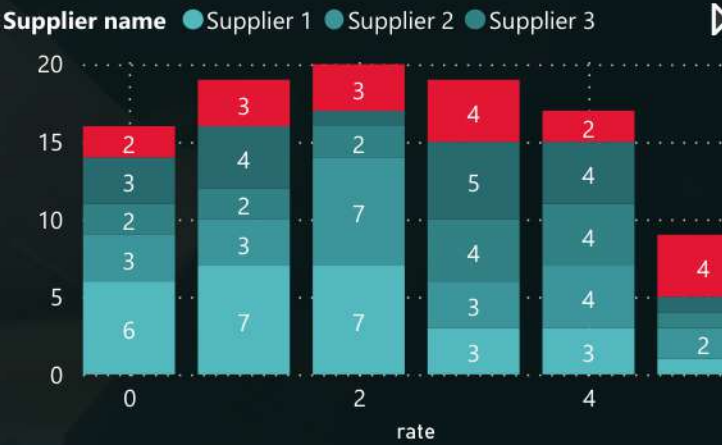
## Avg Manufacturing Cost Vs Average Lead time



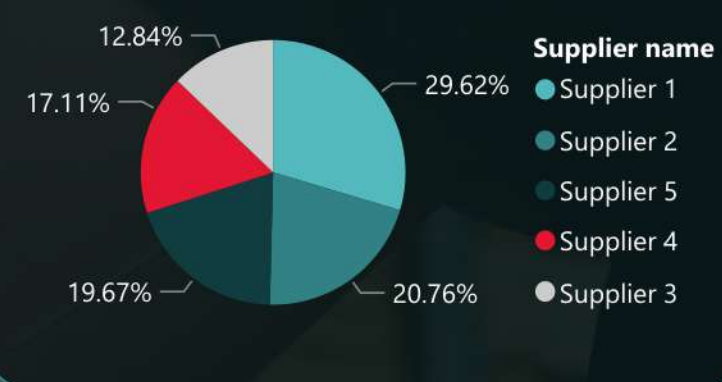
## Customer demography



## Defection rates vs Inspection Results



## Ordered Qty(s)







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## Dataset Overview

SKU	Product type	Price	Stock levels	Avg Defect rates	Order Qty(s)	Total Shipping cost(s)	Supplier	Total Revenue
SKU51	haircare	26.70	100	2.00	52	\$4.783	Supplier 5	\$9.87K
SKU38	cosmetics	52.08	69	1.00	88	\$9.2359	Supplier 5	\$9.69K
SKU31	skincare	50.85	6	3.00	44	\$2.6797	Supplier 3	\$9.66K
SKU90	skincare	13.88	66	1.00	96	\$7.6744	Supplier 3	\$9.59K
SKU2	haircare	11.32	1	5.00	88	\$8.0545	Supplier 1	\$9.58K
SKU32	skincare	79.21	89	2.00	64	\$6.5991	Supplier 3	\$9.57K
SKU67	skincare	87.76	12	0.00	71	\$9.1478	Supplier 1	\$9.47K
SKU88	cosmetics	75.27	60	1.00	85	\$3.8013	Supplier 2	\$9.44K
SKU52	skincare	98.03	64	2.00	11	\$8.6311	Supplier 1	\$9.44K
SKU118	haircare	36.44	10	2.00	46	\$4.3392	Supplier 2	\$9.36K
Total				2.29		\$554.8146		\$577.60K

## Findings

cosmetics

\$161,206

Gross Profit

99.80%

Gross profit margin

haircare

\$174,054

Gross Profit

99.77%

Gross profit margin

skincare

\$241,235

Gross Profit

99.84%

Gross profit margin

Formulae Applied:

Gross profit = Revenue - (shipping costs + manufacturing costs)

Gross profit margin = Gross profit / Revenue

Avg Revenue per Unit = Total Revenue / Total SKUs

## Findings

1. Skincare products sold close to twice (21K) Units compared to cosmetics
2. Skincare products generated highest revenue(\$241K). However Cosmetics posted the highest Average Revenue per Unit



3. Cosmetics generated least revenue, however SKU38 posted the second highest revenue at \$9.69K less 0.18K from Top.
4. On Average Revenue per Unit, products from Supplier 3 posted the highest at \$23.76 on Cosmetics

