

Project Title



**Data Driven Innovations In Supply
Chain Management With
Qlik Insights**

Project Overview

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INTRODUCTION

Purpose of This Project:

This project aims to optimizing some of the process in supply chain management which costs firms in no of terms for example investment of resources like time, money, human efforts and a lot towards some of the process in supply chain management. It aims to optimizing the process like

- Delivery and Logistics
- Forecasting
- Inventory Management
- Enhancing efficiency and responsiveness
- Effective Decision Making
- Sending Alerts to the department within the organization and **More**

The above process has to be clearly examined and developing a solution to problems faced in the supply chain management is the main agenda of this project.

Technical Architecture:

As the project deals with the Data. Demanded the following services with the following reasons to make the use of the data to gain insights so that optimizing the Supply Chain will become possible

- **Data Integration Services:** The data related to supply chain comes from multiple resources which includes Structured Data and Unstructured Data. Integration of this data is necessary to make the best use of them for business requirements.
- **Data Foundational Services:** The data received isn't sufficient if we don't know where it came from and why it was made? For this purpose, we need Data Foundational Services

- **Analytical Services:** To make the best use of data we need to made some visualizations with the data available with us. Seeing the tables alone isn't sufficient as they are large in size.

Knowing the following helps to solve the problems within the supply chain and helps us to make quick decisions with some summary of the data (result of Visualizations).

- **What has Happened?**
- **What could happen?**
- **What should we do?**

Answering this questions helps business to gain insights and make quick decisions, helps to optimizing the process.

To satisfy the above requirements the business decided to use **Qlik Sense Software as a Service Solution.**



Define Problem / Problem Understanding

Specifying the Business Problem

This project aims to revolutionize supply chain management of Data Co Global with the help of Qlik Sense SAAS. **Data Co Global**, looking to improve their supply chain management by optimizing the following things

- Logistics
- Forecasting
- Inventory Management
- Enhancing Efficiency and Responsiveness

By optimizing the supply chain in above terms they can able to solve the problems related to the supply chain for example, to satisfy the customer needs & demands. Reducing wastage, improving quality and quantity at low cost and at less time. Decision Making is crucial in Supply chain.

Taking **Wrong Decisions** in **Right Time**

Or

Taking **Right Decisions** in **Wrong Time**.

Will lead to dangerous consequences in the organization. Leads to Risk, Failure, Fall in all terms.

For the above problems we can have some software as solution. Choosing one of the best to deal this is also important. The company decided to choose “Qlik” for the Analysis of Data, as its includes Active Intelligence which enhances and simplifies the whole process in less time with more advancements. We can get Insights from Qlik in a span of seconds with the help of Embedded Analytics.

Business Requirements

- The company is looking for a platform where they can integrate the data from diverse supply chain sources.
- Asking to Utilize the Qlik advanced visualization capabilities to create intuitive and dynamic dashboards, requesting to provide stakeholders with clear insights into the entire supply chain ecosystem for their action plan, decision making process.
- Optimization of Logistics, Transportation routes through identifying patterns in the supply chain data.
- Needed to implement real time tracking and monitoring solutions to enhance visibility into the movement of goods. So that we can
 - Reduce ↓ Lead Times
 - Minimizing ↑ Transportation costs
- Asking to implement Real Time Analytics for quick Decision – Making in response to unforeseen events or changes
 - E.g. Traffic Issues, Truck Failures, Irresponsible Employee Performance, Wrong Guidance etc.
 - Errors may have occurred at any part (or) point of the organisation. We can't forecast but we can identify at right time at right instance it occurring.
- Finally asking for a pro-active and responsive supply chain.

A Talk about Qlik Sense

Qlik sense aims to simplify the business problems in organisation. They introduced Active Analytics which enable us to do the following

1. Real Time Decision Making
2. Share and Collaborate
3. Use of Embedded Analytics to simplify the process
4. Trigger's Action through insights (Maintaining a Alert system)

Qlik Sense Cloud Active Intelligence Platform provides the following services to us.

- Data Integration Services
 - ❖ Data Movement
 - ❖ Data Transformation
- Foundational Services
 - ❖ Catalog & Lineage
 - ❖ Artificial Intelligence
 - ❖ Analytics Engine
- Analytical Services
 - ❖ Visualizations & Dashboards
 - ❖ Augmented Analytics
 - ❖ Embedded
 - ❖ Alerting & Action

Literature Survey

A Literature survey on the project theme of “[Revolutionizing Supply Chain Management through Data Driven Insights and Advance Analytics](#)” reveals that there is a increasing recognition of the pivotal role that data analytics plays in Transforming Traditional Supply Chain Process.

Research highlights the effectiveness of super growing advance analytical tools and technologies such as [Qlik](#), which has positive impact on the optimization of supply chain process in various functions / dimensions.

Findings has showcase the vast change in operational efficiency and responsiveness across various industrial sectors. In addition, it also observes the challenges / opportunities associated with the adoption of data-driven insights in supply chain contexts.

This Literature Survey highlights that there is a need for organisation to develop robust data governance frameworks and cultivate a data-driven culture to fully unlock the potential benefits.

Social Impact Analysis / Business Impact:

With the help of this project we can find How this analysis have an impact on Social & Business point of views.

Social Impact analysis can be done by doing the following things:

- ✓ We create visualizations to showcase the demographic distribution of supply chain management.
- ✓ Analyse how data driven decisions in Supply Chain Management have impacted social welfare programs, financial inclusion and other key areas.
- ✓ Explore any correlation between usage and improvement.

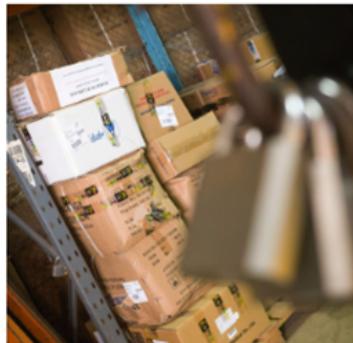
Business Impact Analysis can be done by doing the following things:

- ✓ Analyse how Data-Driven Innovations in Supply Chain Management have affected businesses, especially in sectors like banking, telecommunications, and e-commerce.
- ✓ Evaluate the impact of Data-Driven Innovations in Supply Chain Management on sales, customer on boarding, and operational efficiency.

Data Collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, evaluate outcomes and generate insights from the data.

Downloading the Dataset:



DataCo SMART SUPPLY CHAIN FOR BIG DATA ANALYSIS | Kaggle..

SUPPLY CHAIN FOR BIG DATA ANALYSIS..

<https://www.kaggle.com/datasets/shashwatwork/dataco-smart-supply-chain-for-big-data-analysis/data>

The Dataset has been downloaded from the above link. Without Data we can't do anything.

I have checked that the downloaded data is reliable in terms of information, some files are structured and some are unstructured.

You can access the dataset which I have accessed with the below link.

https://drive.google.com/drive/folders/10KzZnY777PnOoZIopXYYW_z9h3Emf2H1?usp=drive_link

Understanding the Dataset:

Going further in this project doesn't make sense if we didn't understand the dataset clearly. By understanding the data, we can know what to do, how to use data clearly.

Additionally, the Dataset is tagged with the description to understand the meaning of each column. Data contains all the meta information regarding the columns described in the CSV files

Column Description of the Dataset:

1. Type: Type Count
2. Days for shipping (real): Product shipment days
3. Days for shipment (scheduled): product getting prepared for shipment
4. Benefit per item: profit earned per product
5. Sales per customer: No of products purchased by the customer
6. Delivery: Products delivery date.
7. Late_delivery_risk: percentage of late delivery risk
8. Category Id: product category ID
9. Category: product category
10. Customer City: Customer purchase city
11. Customer Country: Customer purchase country
12. Customer Email: Customer purchase Email
13. Customer Fname: Customer First name.
14. Customer ID: Customer order ID
15. Customer Lname: Customer's last name
16. Customer Segment: Types of Customer

17. Customer State: Customer order state
18. Customer Street: Customer address
19. Customer Zipcode: Customer area code.
20. Market: top 10 country Market
21. Order City: Customer purchase city
22. Order Country: Customer purchase country
23. Order Customer ID: Customer
24. order date (DateOrders): Customer order date
25. Order Item Product Price: product price
26. Order Item Profit Ratio: profit ratio
27. Order Item Quantity: No of orders placed
28. Sales: total no of sales
29. Order Item Total: total price of the order placed
30. Order Profit Per: product
31. Order Region: order placed region
32. Order State: order placed State
33. Order Status: order delivery status
34. Order Zipcode: customer area code
35. Product Card ID: product number
36. Product Category Id: a product whose category belongs to
37. Product: what product
38. Product Image: image of the product
39. Product Price: Price of the product.

Data Preparation

The data comes in various sources and formats. Checking the Accuracy and Reliability of the data is needed. After confirming the data is reliable and it suits for our needs. We need go further in this process called Data Preparation/ Data Processing.

Preparing the Data for Visualization

It involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into performance and efficiency.

In this process we create an app in Qlik Sense Deployments and we upload the dataset into that app, check the data with the preview option provided by Qlik and Load the Dataset into the app. With the help of Qlik Integration Services, the data loading and data processing becomes easier. Since the data is already cleaned, we can move to visualization. I have written a script in Data Script Load Editor to make tables according to which they belong. For example, the data related to “Orders” will moves into order table.

Likewise, I have created the following tables with the data presented in the data set called “**DataCoSupplyChainDataset**”

- Categories
- Customers
- Delivery
- Departments
- Market
- Order Items
- Orders
- Product
- Sales Profits
- Stores

The main purpose of creating the table to look into the required table without searching for particular field when we are doing analysis in Analyze mode. I have understand every part of the data in detail to make visualizations that helps business improve their efficiency, to make critical business decisions.

Data Visualization

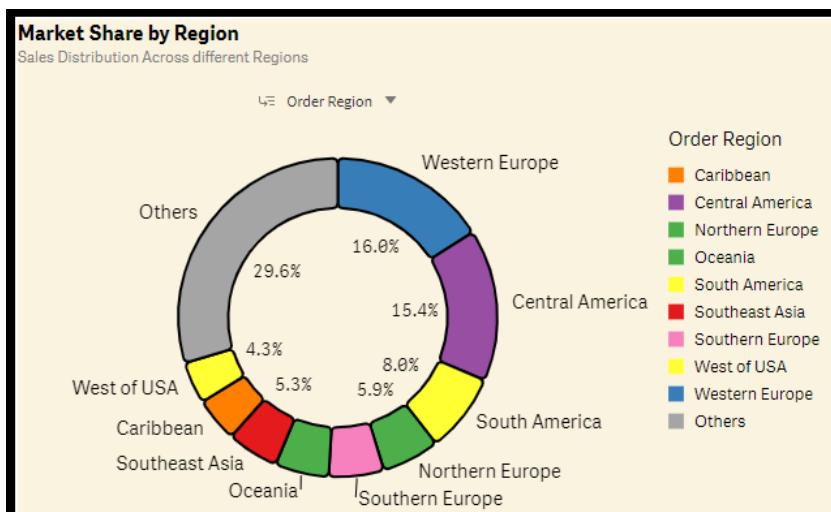
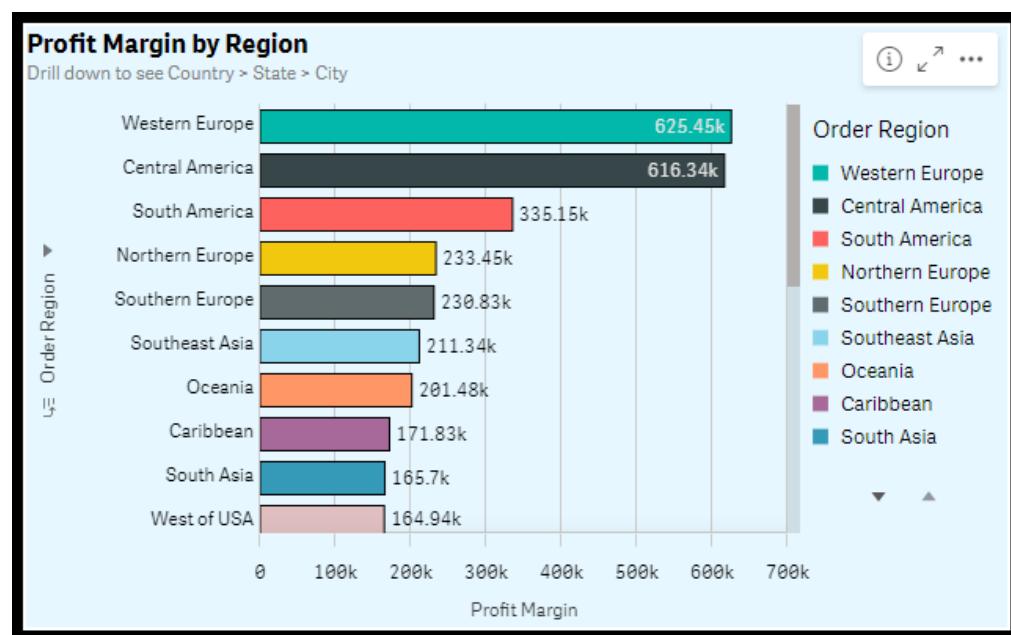
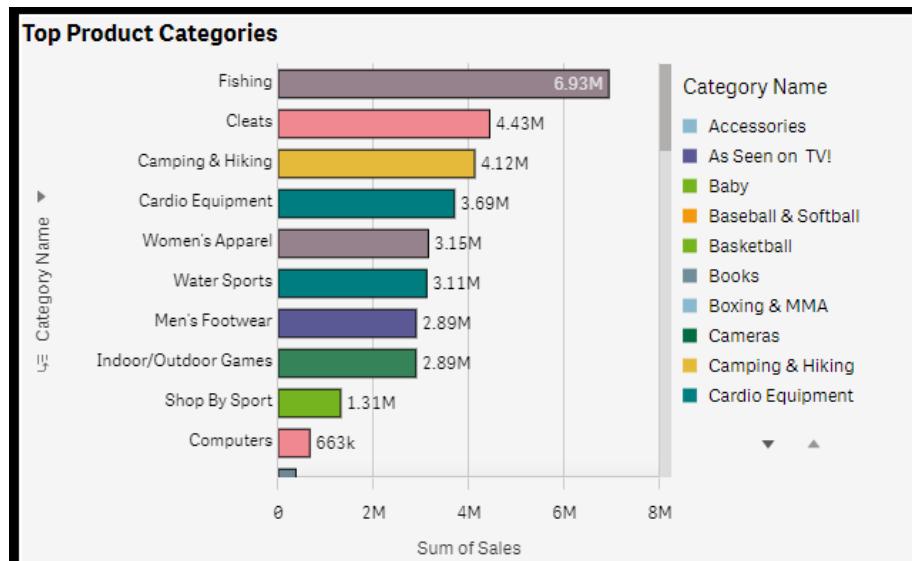
Data visualization is the process of creating **graphical representations of data** to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

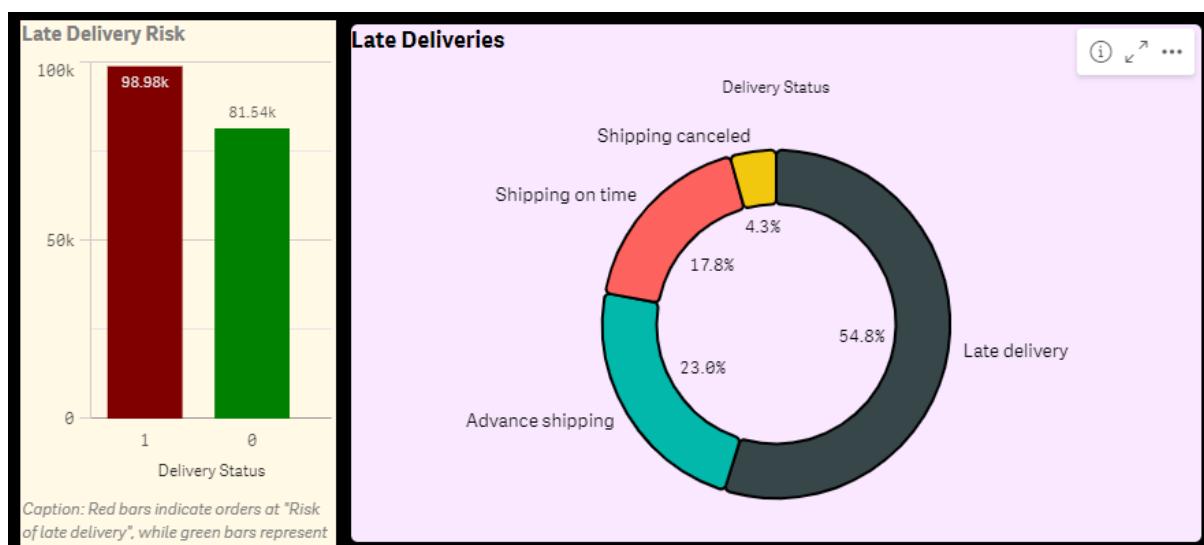
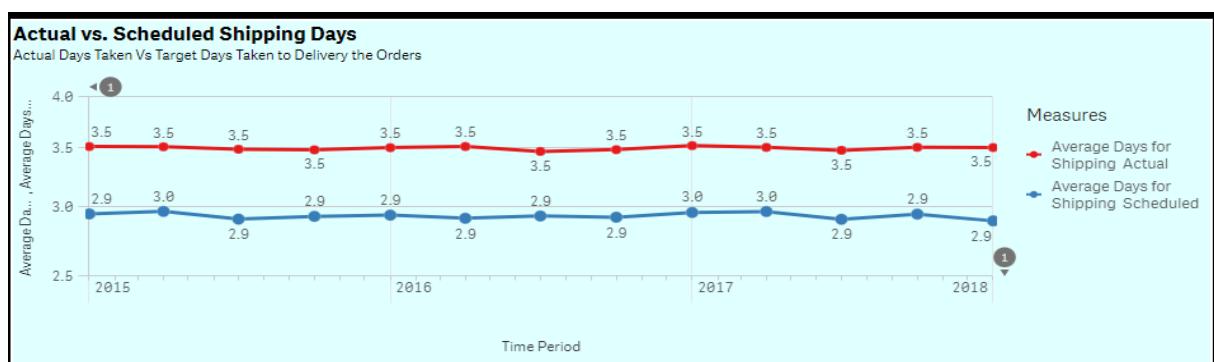
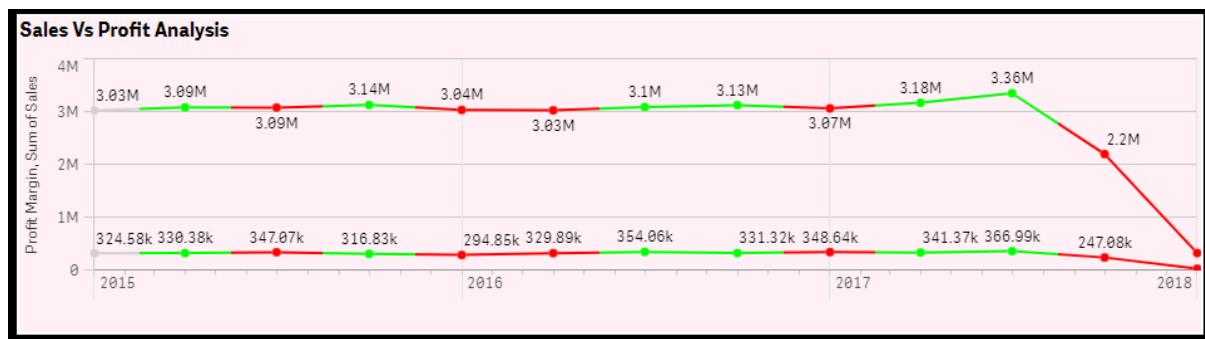
No of Unique Visualisations

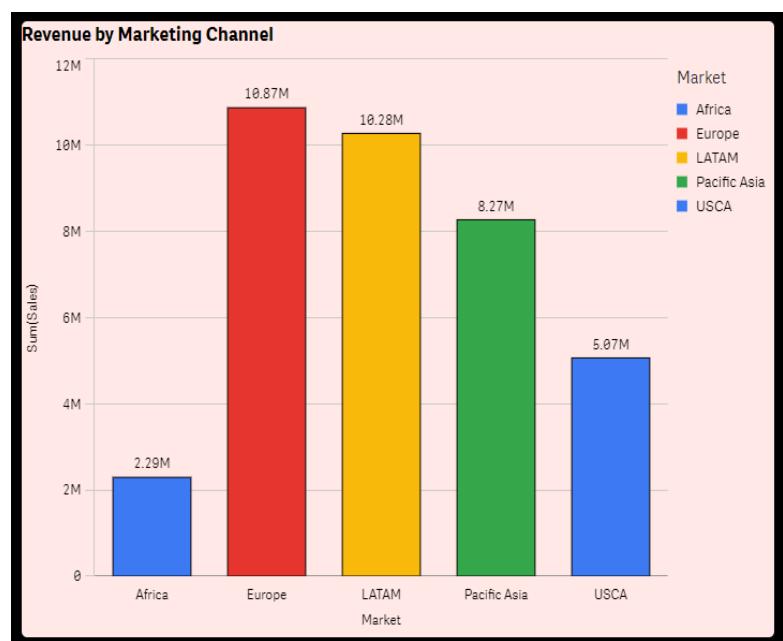
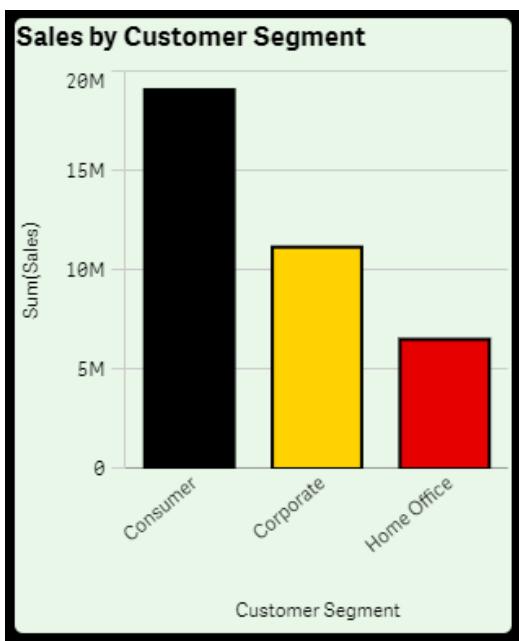
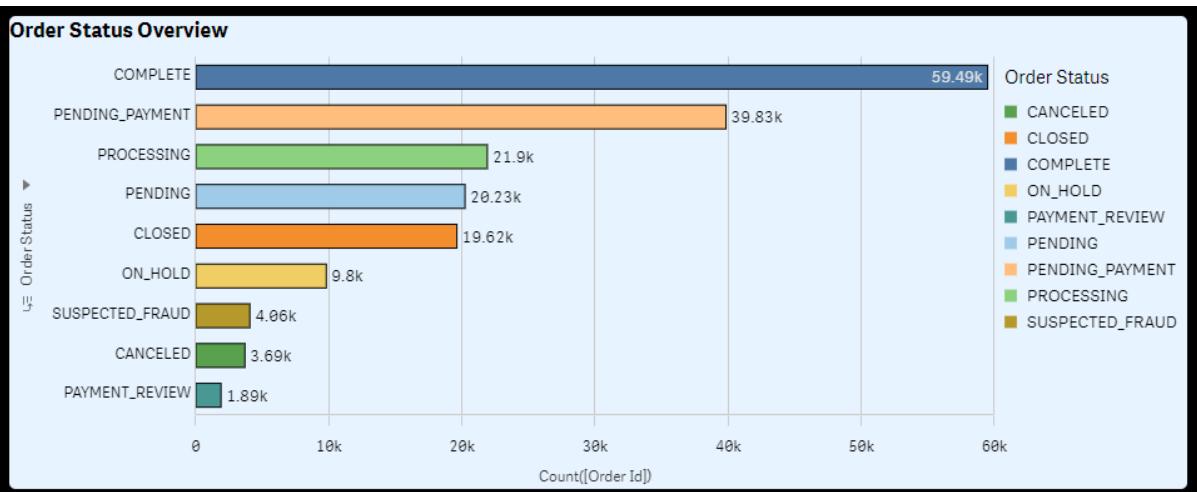
The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyse the performance and efficiency of banks include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables, breakdown of revenue and customer demographics, workload, resource allocation and location of stores.

I have created some unique visualizations that would deliver the hidden insights which would help supply chain management to know more about “What’s going on”. They can find answers to their questions. The visualizations I created helps to breakdown the complex data and allows us to explore the information, helps people to understand their position in the market, industry and more.

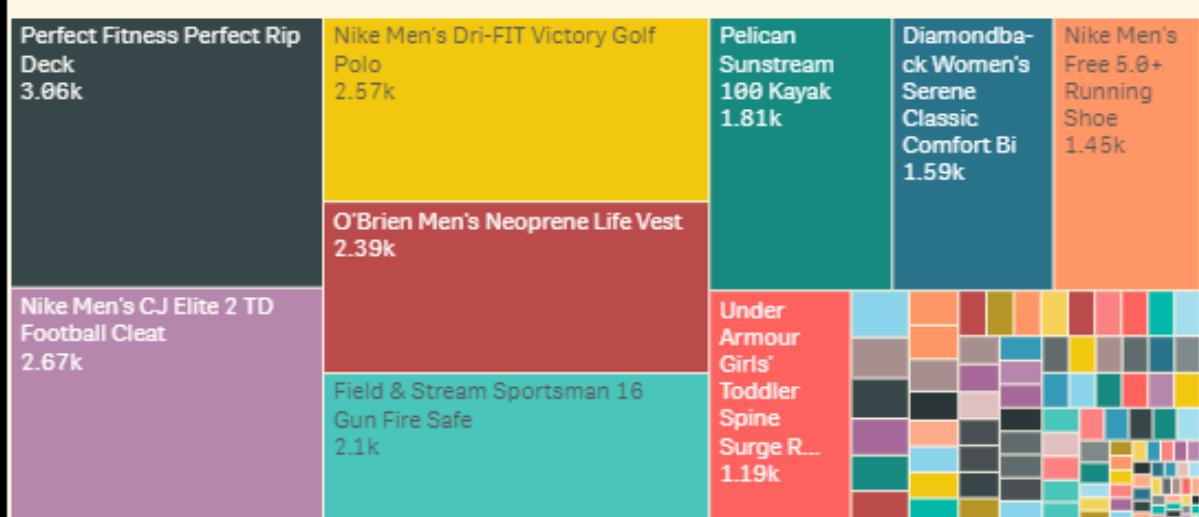
Visualizations





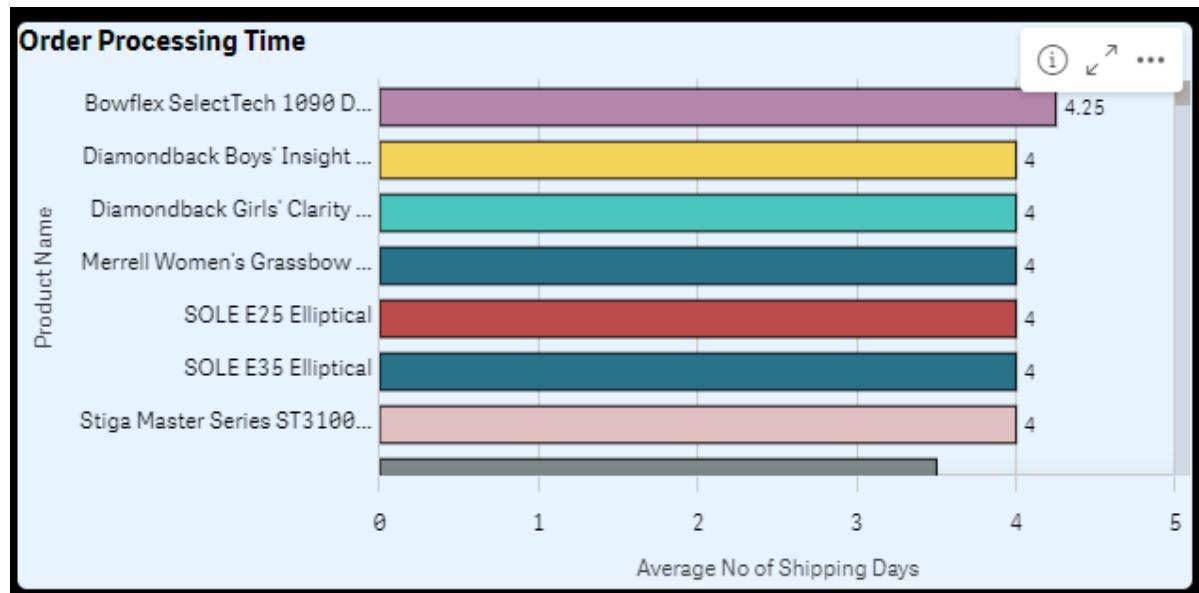


Product Profitability

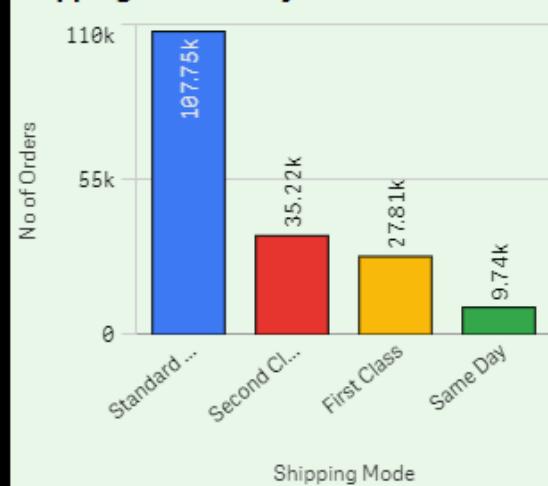


* The data set contains negative or zero values that cannot be shown in this chart.

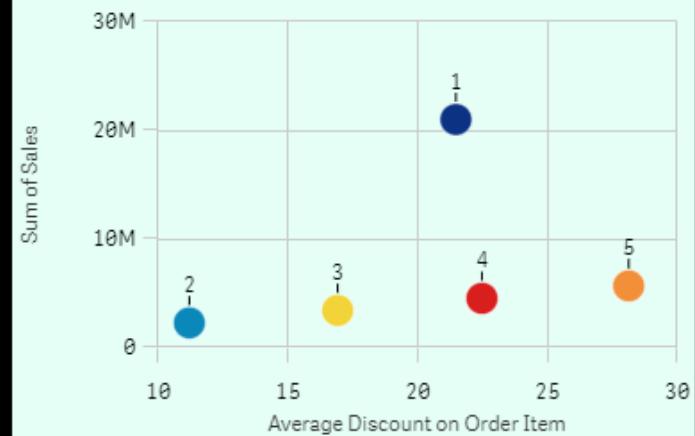
Order Processing Time

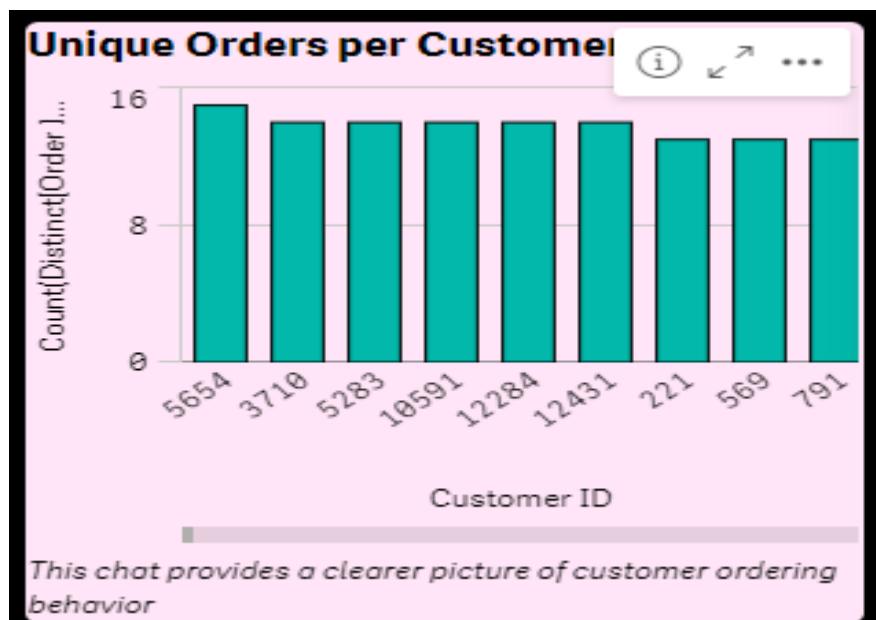
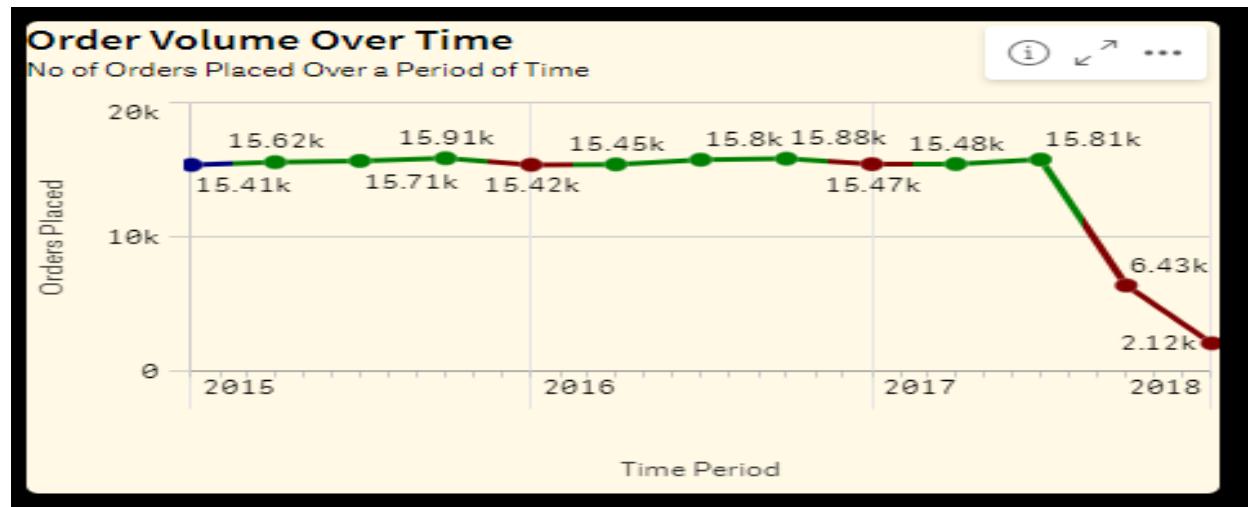


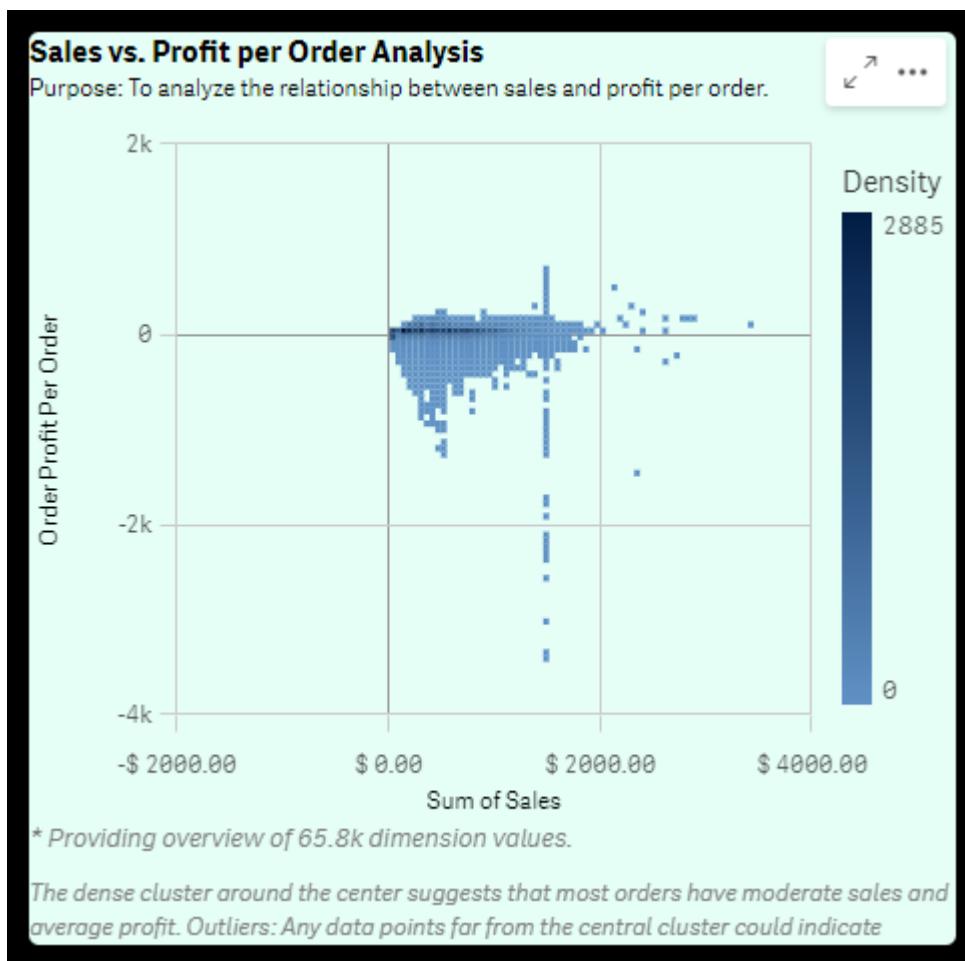
Shipping Mode Analysis



Order Quantity and Discount Impact On Sales







The above are the no of unique visualizations that I have created with my analysis, to solve the problems related to the supply chain management of DataCo. To satisfy their requirements in all the terms which were possible to find.

Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

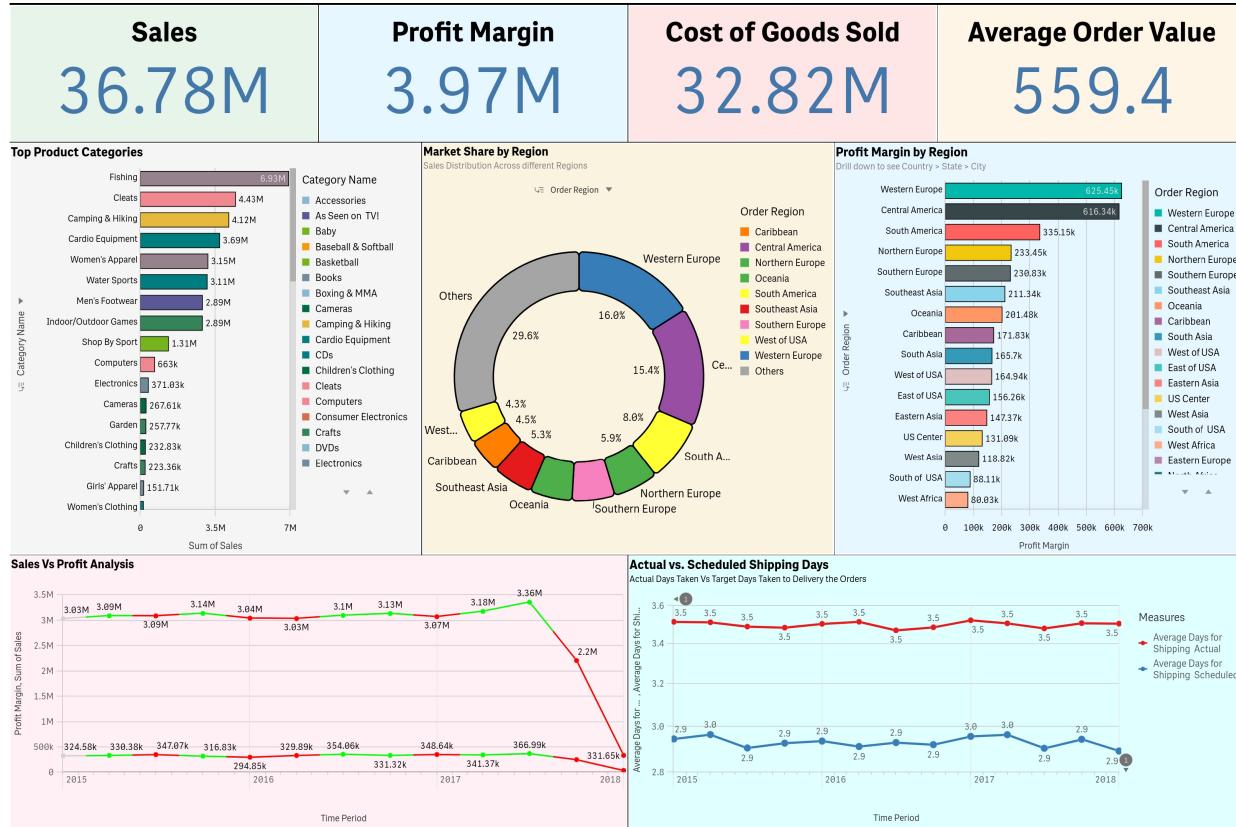
I have created three dashboards which will help various levels of the organisation to know more about their data, situation, status of firm or a particular process.

- Executive Dashboard
- Departmental Manager Dashboard
- Operational Dashboard

The above dashboards are designed based on the importance of higher officials present in the organisation at the same time these **Dashboards** will tell us the "Overview of Supply Chain Management".

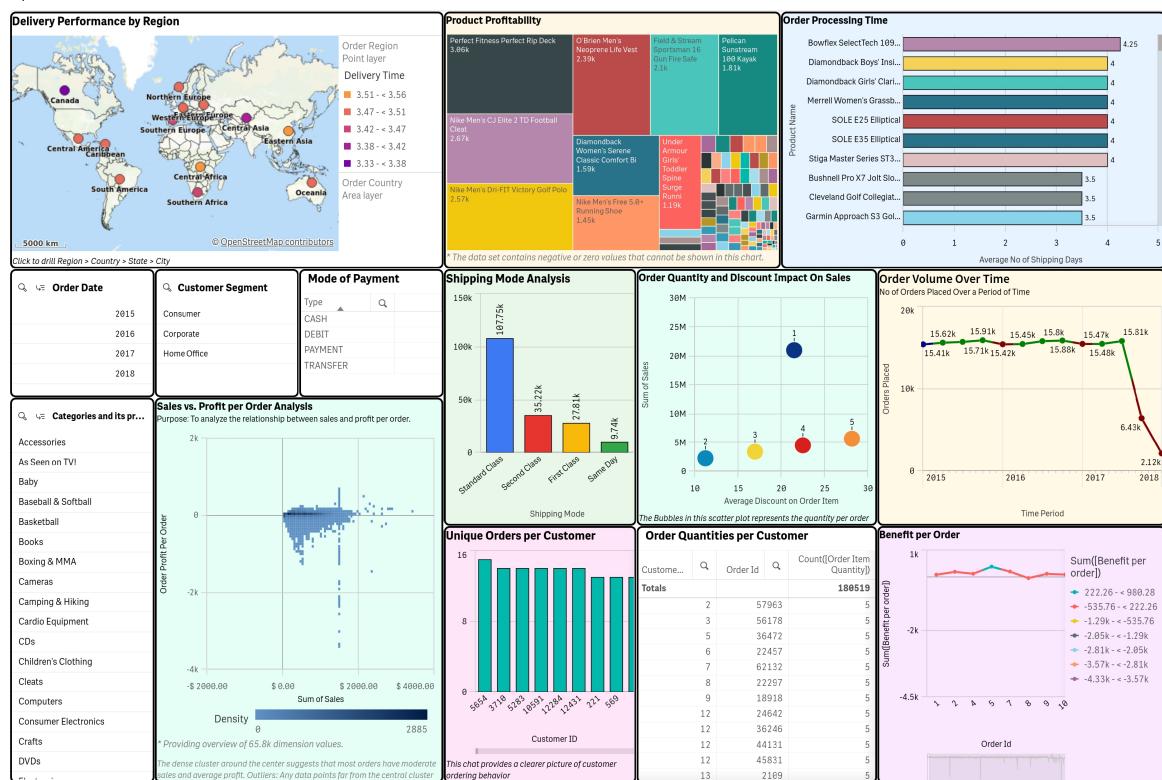
Executive Dashboard

Executive Dashboard



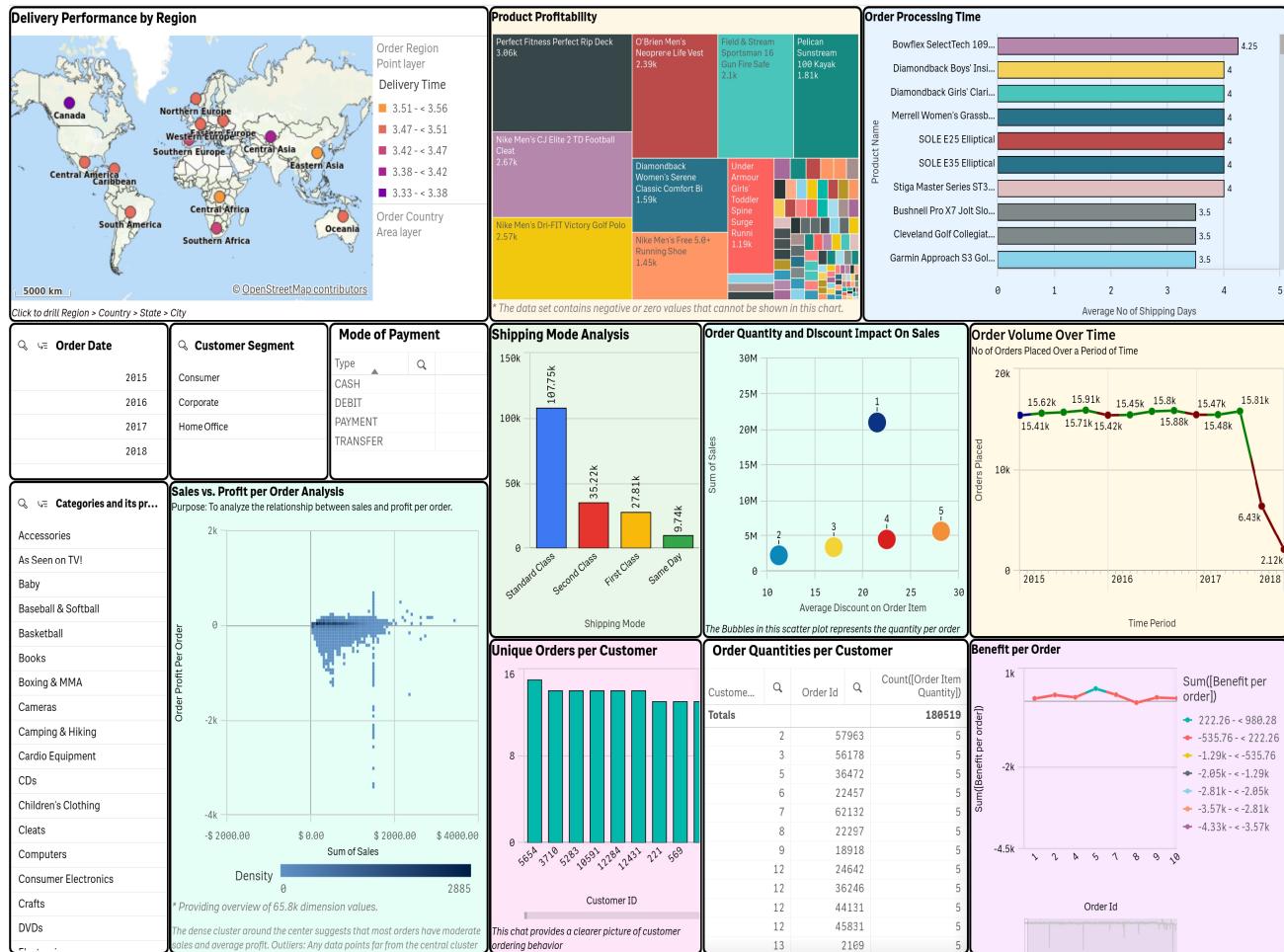
Departmental Manager Dashboard

Operational Dashboard



Operational Dashboard

Operational Dashboard



Story

A data story is a way of sharing data and analysis in a narrative format to make it more interesting and easier to understand. It usually starts with an introduction that sets the context, followed by a body that logically presents the data and analysis, and ends with a conclusion that highlights the key findings and their implications. Data stories can be told through reports, presentations, interactive visualizations, or videos, making the information engaging and accessible.

I have created a data story that discusses various aspects from multiple dashboards, including executive, operations, and departmental manager dashboards about the supply chain management overview of DATA Co Global. In this story, I've analyzed the data presented in these dashboards, drawn conclusions, and made recommendations based on the insights gathered.

Supply Chain Management Overview

This story aims to give a thorough overview of the supply chain management performance of our company. Our goal is to identify potential bottlenecks, highlight areas of success, and find areas for improvement by examining important metrics and visualizations related to different aspects of the supply chain. Before diving into the insights we have discovered, let's take a look at the objectives of this analysis.

Objectives:

Executive Insights:

Provide a high-level summary of the overall business health using key performance indicators (KPIs) like total sales, total profit, and profit margin. To assist executives in making strategic decisions, illustrate long-term trends in sales and profit. Highlight the performance of various product categories and regions to identify areas for growth and concern.

Departmental Analysis:

Give detailed insights into specific departments such as sales, marketing, and operations. Assess regional sales performance and order status to help departmental managers track progress and resolve problems. Examine customer segments and marketing channels to optimize marketing strategies and boost customer engagement.

Operational Metrics:

Provide a detailed view of operational efficiency, focusing on supply chain and logistics management. Measure order processing times, shipping methods, and inventory levels to ensure that operations are timely and cost-effective. Analyze product profitability and delivery performance to help improve supply chain strategies and overall profitability. Through this story, we hope to foster a data-driven culture within the organization, allowing for informed decision-making and continuous improvement at all levels of the supply chain.

Executive Dashboard Highlights

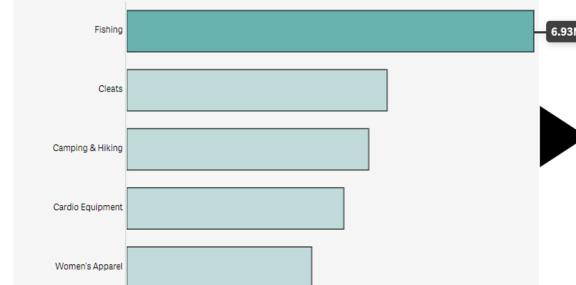
Sales
36.78M

Profit Margin
3.97M

Cost of Goods Sold
32.82M

Average Order Value
559.4

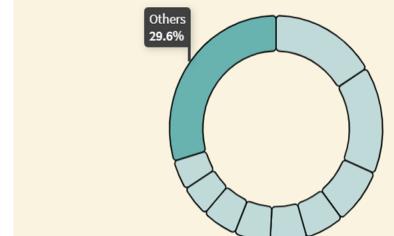
Top Product Categories



Fishing products have consistently dominated our sales, generating significant revenue and profit over time.

Market Share by Region

Sales Distribution Across different Regions



In terms of sales, 'Others' holds a larger share than any single region.

Maximizing Insights with Executive Dashboards: A Case Study on Vijayawada's Supply Chain Performance

The Executive Dashboards allow for in-depth analysis of various data aspects. For example, my executive requested an overview of the supply chain in a specific city called "Vijayawada," located in the "South Asia Region."

The interactive sheet I presented in this story facilitates this analysis. Follow these steps to assess the performance of our firm in Vijayawada:

Choose Profit Margin by Region.

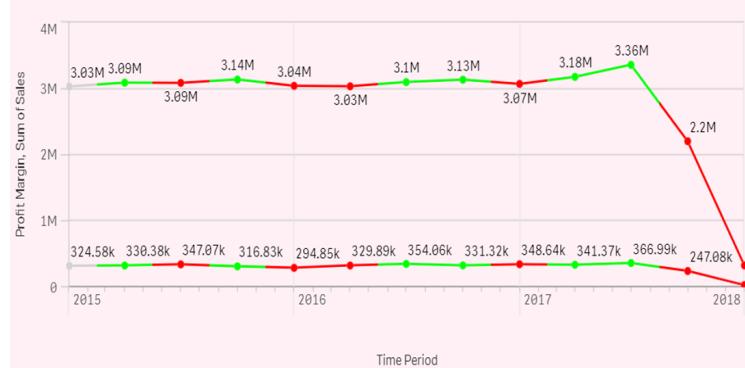
Select: South Asia > India > Andhra Pradesh > Vijayawada

You can access a sheet by clicking the "Go to Sheet" option at the top right corner of the next slide.

This live sheet provides insights into the following areas for the selected location:

- ★ Supply Chain Performance by Region
- ★ Delivery Performance
- ★ Sales Performance
- ★ Product and Market Insights
- ★ Financial Health Indicators
- ★ Operational Efficiency

Sales Vs Profit Analysis



Sales Trend

Sales were stable at around 3 million from January 2015 to December 2017, with a significant drop to 2.2 million in December 2017.

Profit Margin Trend

Profit margins remained around 300k, but fell sharply to negative values near the end of 2017.

Actual vs. Scheduled Shipping Days

Actual Days Taken Vs Target Days Taken to Delivery the Orders



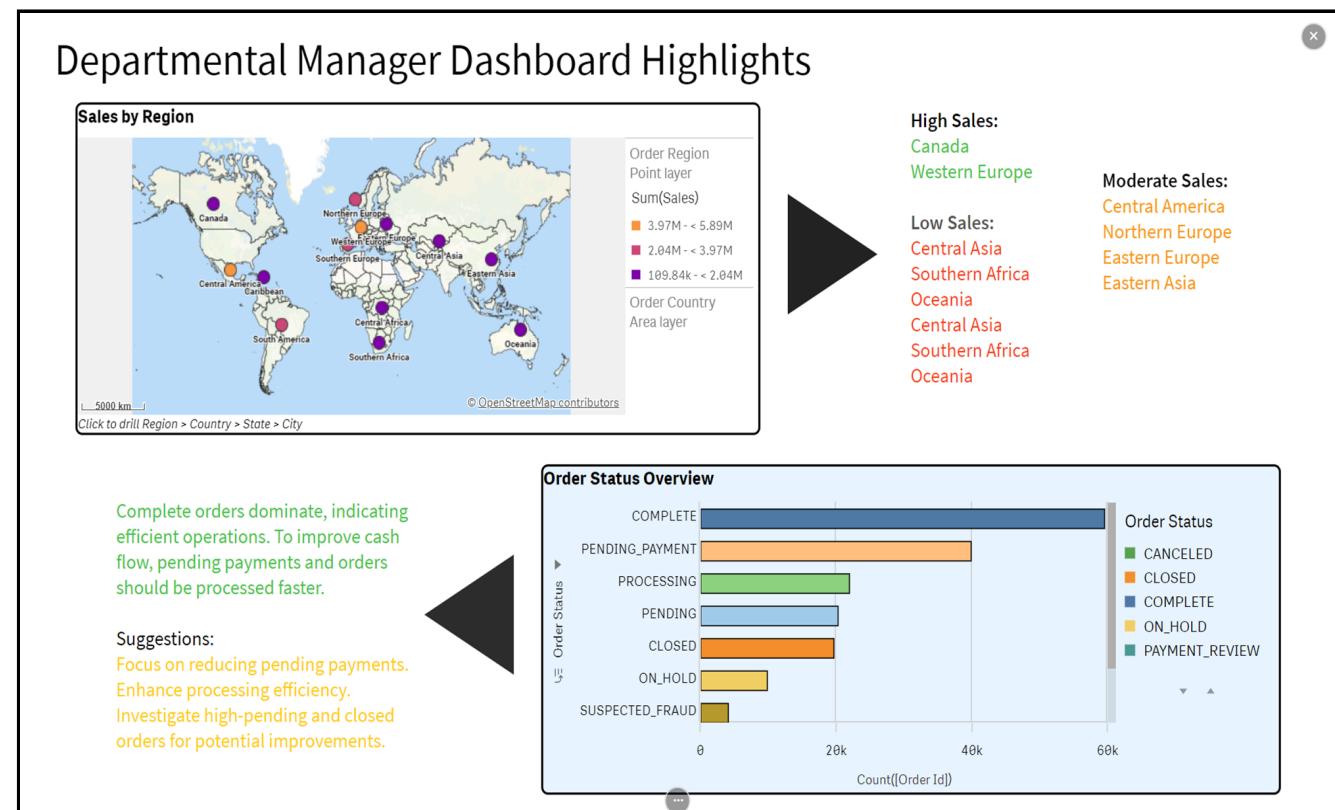
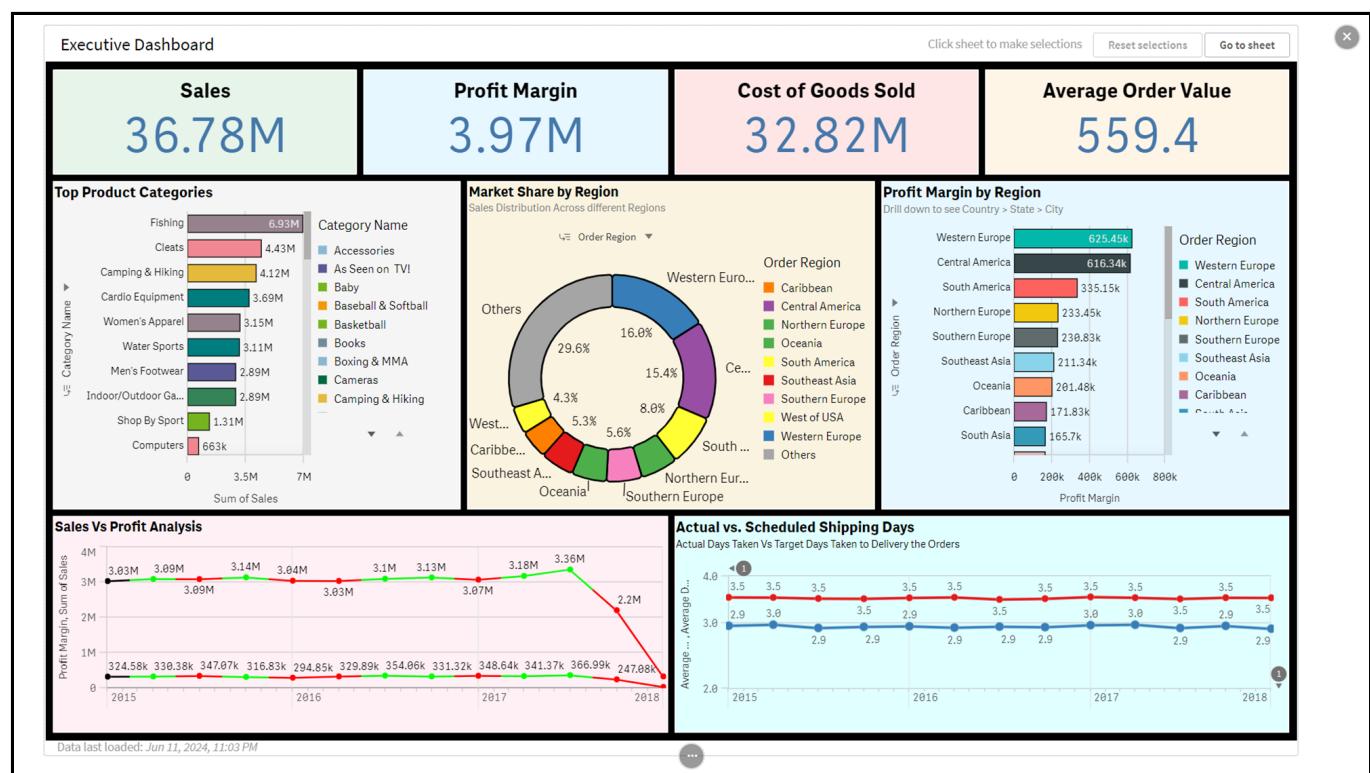
Actual shipping days: flat at 3.5 days.

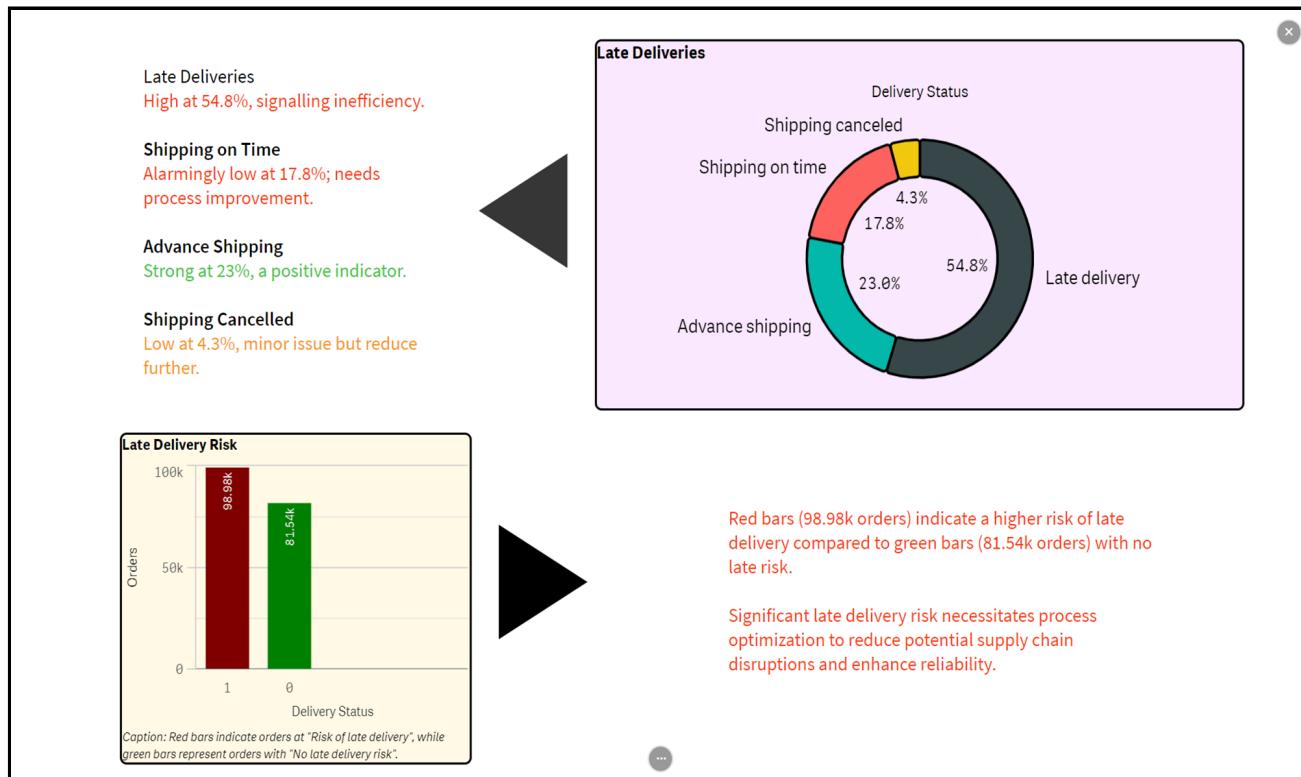
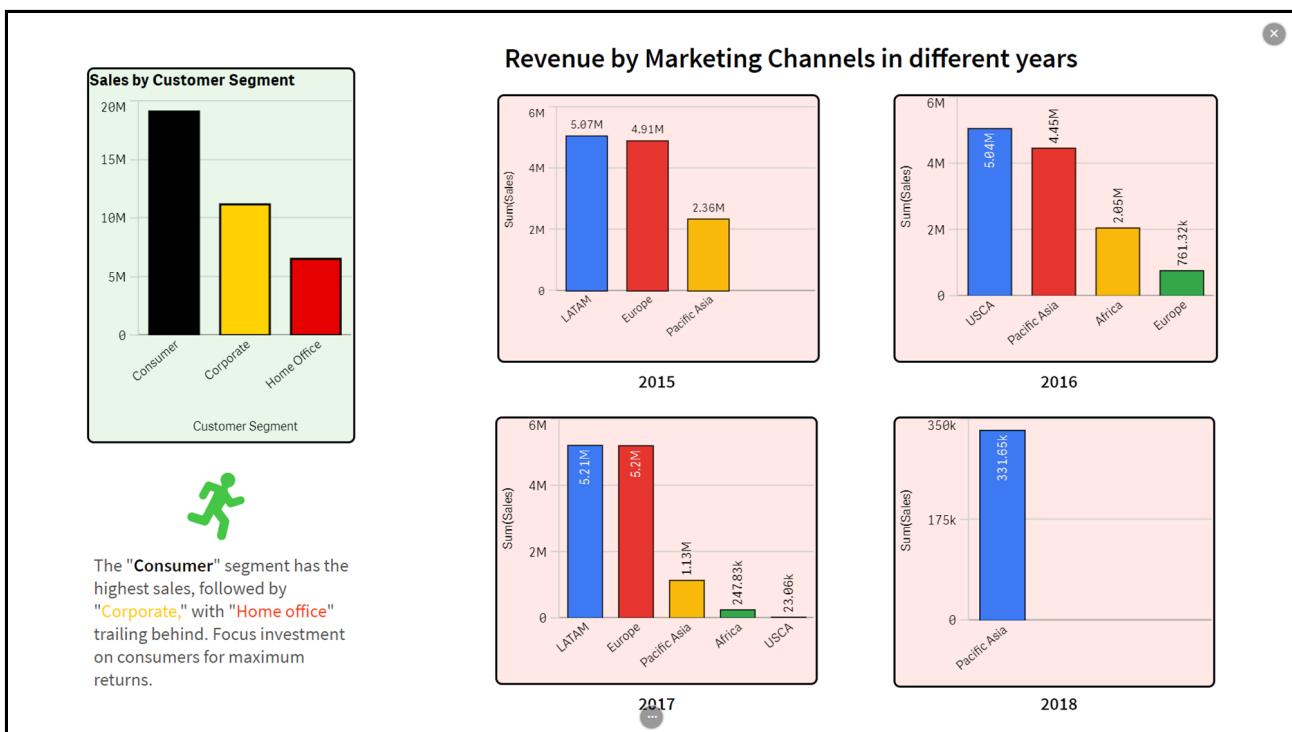
Scheduled shipping days: 2.9 to 3.0 days.

Suggestions:

Align scheduled shipping days closer to actuals (2.9–3.0 days).

Set realistic expectations to improve efficiency and accuracy.





Features of Departmental Managers Dashboard

How can we use the Supply Chain Management Dashboard to gain insights, customize views, compare data, and track key performance metrics?



Easily explore specific regions, time frames, or customer segments with interactive maps and charts for detailed insights.



Customize your data view using filters for Order Year, Customer Segment, Category Name, and Order Region to focus on what matters most to you.



Effortlessly compare order status, late delivery risks, and sales across various categories to identify areas needing improvement.



Keep track of essential metrics like sales by region, marketing channel performance, and customer segment revenue to monitor and drive success.

Departmental Manager Dashboard

Click sheet to make selections Reset selections Go to sheet

Sales by Region

Order Region Point layer
Sum(Sales)

- 3.97M - < 5.89M
- 2.04M - < 3.97M
- 109.84k - < 2.04M

Order Country Area layer

Click to drill Region > Country > State > City

Order Status Overview

Order Status	Count([Order Id])
COMPLETE	~60k
PENDING_PAYMENT	~40k
PROCESSING	~25k
PENDING	~20k
CLOSED	~20k
ON_HOLD	~10k
SUSPECTED_FRAUD	~5k
CANCELED	~5k

Revenue by Marketing Channel

Market	Sum(Sales)
Europe	10.87M
LATAM	16.28M
Pacific Asia	8.27M
USCA	5.67M
Africa	2.29M

Order Year
2015
2016

Customer Segment
Consumer
Corporate
Home Office

Category Name
Accessories
As Seen on TV!
Baby
Baseball & Softball

Order Region
Canada
Caribbean
Central Africa
Central America

Late Delivery Risk

Delivery Status	Count
1	98.98k
0	81.54k

Caption: Red bars indicate orders at 'Risk of late delivery'.

Late Deliveries

Sales by Customer Segm...

Customer Segment	Sum(Sales)
Consumer	20M
Corporate	10M
Home Office	8M

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Operational Dashboard Highlights

Delivery Performance by Region



Best Region

Central Asia, with the lowest delivery time (3.33 days).

Regions Needing Improvement

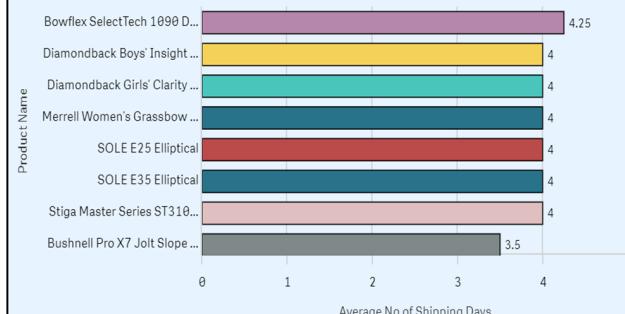
Western Europe and Central America, highest delivery times (3.56 days).

Product Profitability



"Perfect Fitness Perfect Rip Deck" has the highest profitability at 3.06k, making it an ideal product for inventory and marketing efforts.

Order Processing Time



It represents the average shipping time for various products.

Longest Processing Time

"Bowflex SelectTech 1090 Dumbbells" took 4.25 days, indicating a bottleneck in the supply chain.

Industry Standard Time

Most products ship in 3 to 3.5 days, indicating that orders are processed efficiently within this time frame.

High Sales & Low Quantity per order

Quantity per Order: 1
Discount: ~23%
Sales: ~21M

Moderate Sales & Low Quantity per Order:

Quantity per Order: 4
Discount: ~22%
Sales: ~9M

Moderate Sales & Medium Quantity per Order

Quantity per Order: 3
Discount: ~17%
Sales: ~7M

Low Sales & High Quantity per Order:

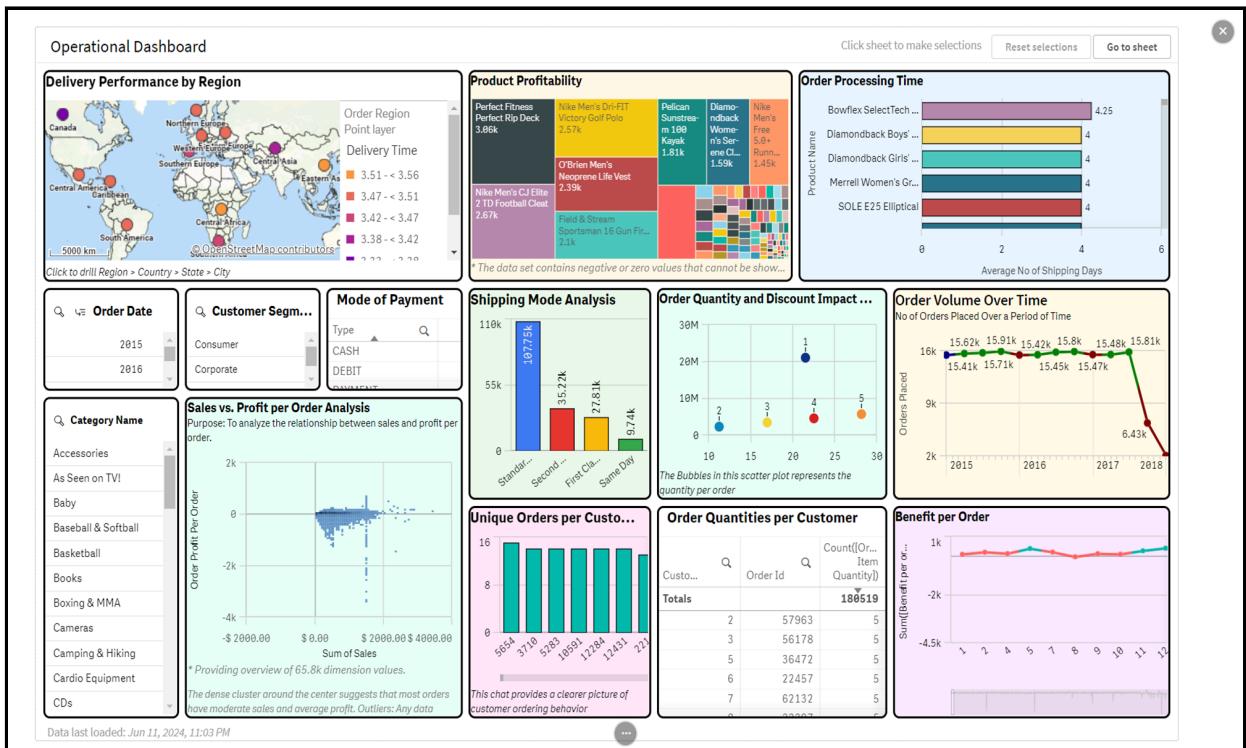
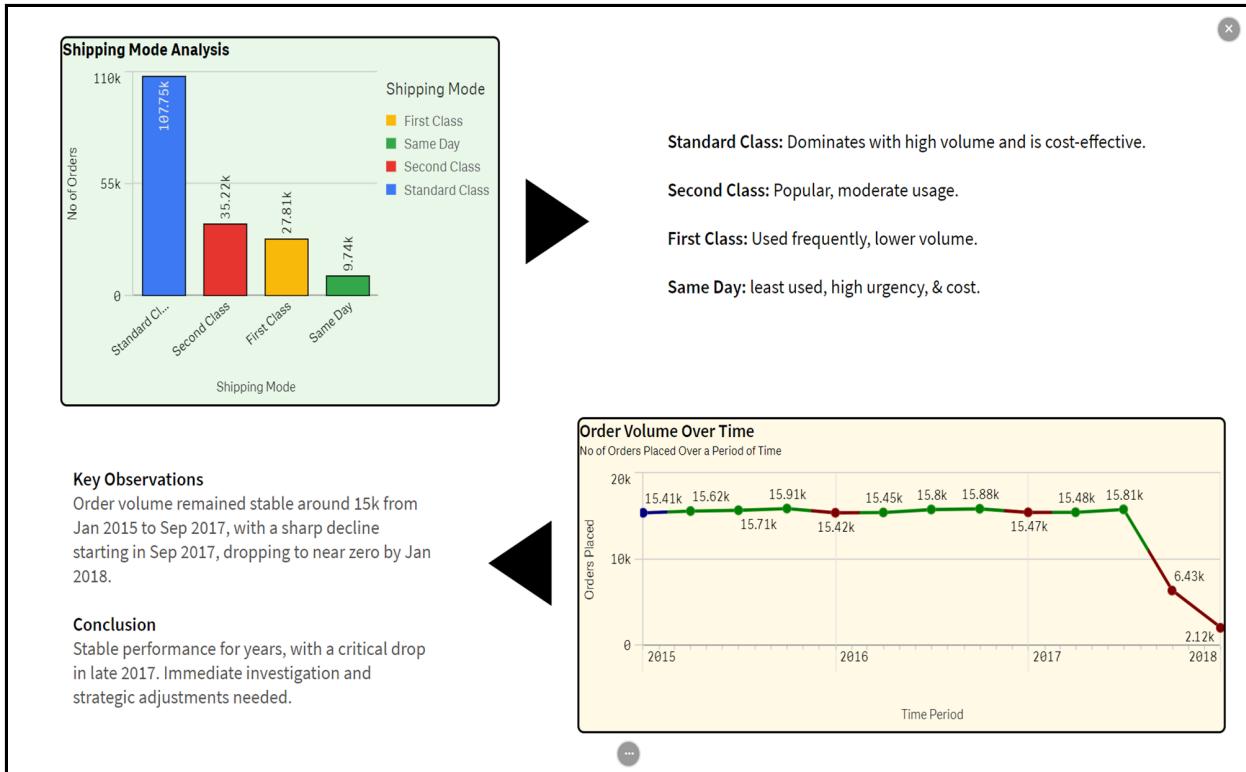
Quantity per Order: 5
Discount: ~28%
Sales: ~3M

Low Sales & Low Quantity per Order:

Quantity per Order: 2
Discount: ~12%
Sales: ~2M

Order Quantity and Discount Impact On Sales





Use the Insight Advisor for Your Supply Chain Questions

What should you do if you have any questions about our supply chain management after my presentation?

Simply use the Insight Advisor! It's a fantastic tool that helps you explore details, customize data views, compare metrics, and track key performance indicators. Just ask your questions there, and it will provide the insights you need.

Steps to Navigate through an Insight Advisor

Click the Insight Advisor icon on your dashboard.

Type your question in plain language.

Review the charts and tables provided.

Using the Insight Advisor is quick and easy. Try it out to get the insights you need!

Conclusions

Sales and Profit Trends:

From January 2015 to December 2017, the company enjoyed stable sales and profit margins. However, there was a significant drop at the end of 2017, and it's crucial to investigate the factors behind this decline.

Shipping Performance:

The actual shipping days remained flat at 3.5 days, slightly higher than the scheduled 2.9 to 3.0 days. Aligning these closer could improve efficiency. Additionally, the high late delivery rate (54.8%) and low on-time shipping rate (17.8%) indicate there's significant room for improvement.

Regional and Product Performance:

Fishing products have consistently driven major revenue, while regional performance has varied. High sales were noted in Canada and Western Europe, while Central Asia and Southern Africa saw low sales. Products like the "Perfect Fitness Perfect Rip Deck" have high profitability, suggesting a focus on similar products could be beneficial.

Operational Efficiency:

Some products, such as the "Bowflex Select Tech 1090 Dumbbells," have the longest processing times, indicating bottlenecks that need to be addressed. While the company generally maintains industry-standard shipping times, the recent performance drop highlights areas needing urgent attention.

Customer Segments and Marketing Channels:

The "Consumer" segment has the highest sales, indicating that marketing efforts should prioritise this segment. Performance across marketing channels varies and should be optimised based on historical success rates.

Recommendations



Investigate and Address Sales Decline:

Conduct a detailed analysis to identify the causes of the sharp sales and profit margin decline in late 2017. This could involve examining market conditions, competition, and internal issues.



Improve Shipping Efficiency:

Align actual shipping days more closely with scheduled days and address the high late delivery rates through process optimization and better logistics management.



Focus on High-Performing Products and Regions:

Invest in marketing and inventory for high-performing products and regions. Also, consider strategies to boost sales in underperforming areas.



Enhance Cash Flow Management:

Implement strategies to reduce pending payments and improve order processing times to enhance cash flow.



Utilize Insight Advisor:

Encourage the use of the Insight Advisor tool for ongoing data exploration and to answer specific supply chain questions, facilitating informed decision-making.

To review the detailed data story and findings discussed in this report, please access the document using the following link:

https://drive.google.com/file/d/19fCFBljWqUAWxCI-yQAFGnXE_rFABkC3/view?usp=drive_link

Performance Testing

Amount of Data Loaded

"Amount of Data Loaded" refers to the quantity or volume of data that has been imported, retrieved, or loaded into a system, software application, database, or any other data storage or processing environment. It measures how much data has been successfully processed and made available for analysis, manipulation, or use within the system. I have loaded the following to the qlik sense.

Filter by table	
DataCoSupplyChainDat...	
Customer State	[grid]
Customer Street	[grid]
Customer Zipcode	[grid]
Customer_Id	[grid]
DataCoSupplyChain...	[grid]
Days for shipment (...	[grid]
Days for shipping (r...	[grid]
Delivery Status	[grid]
Department Name	[grid]
Department_Id	[grid]
Latitude	[grid]
Longitude	[grid]
Longitude_Latitude	[grid]
Market	[grid]

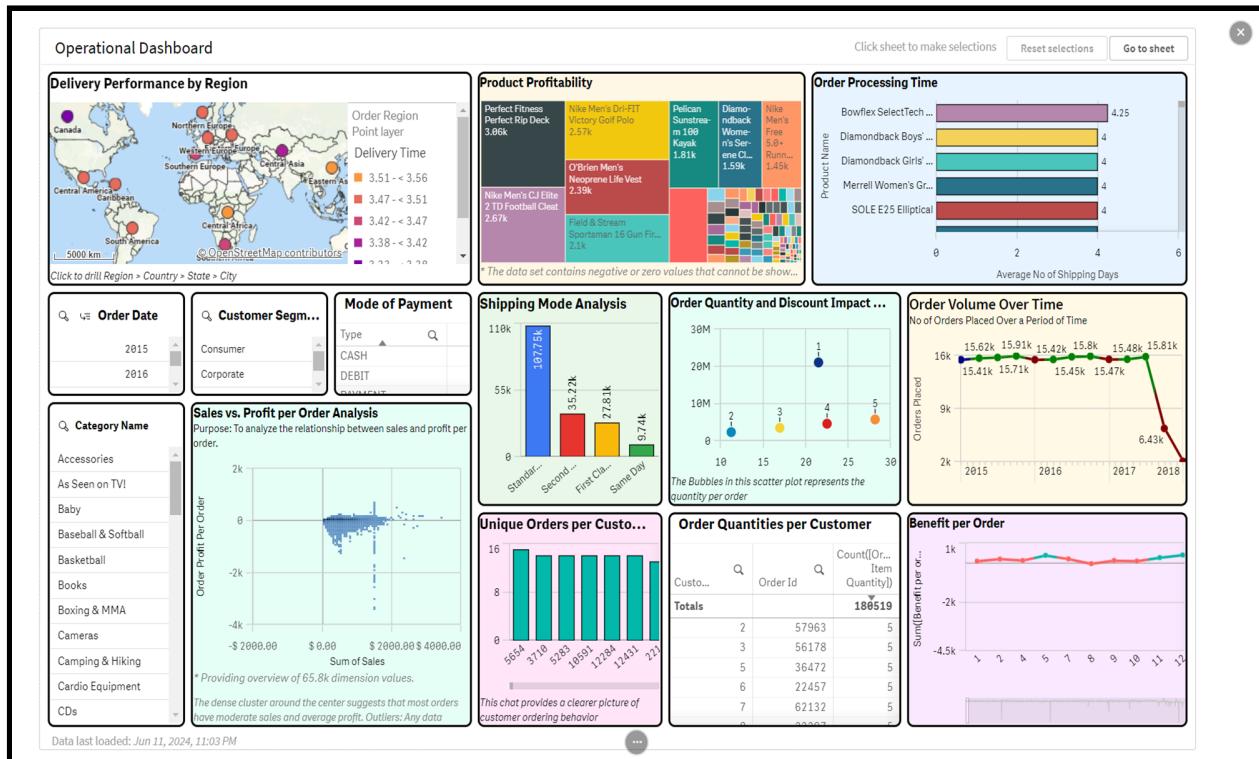
Order City-Orde...
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Order Item Cardpro...
Order Item Discount
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Order Item Id
Order Item Product ...
Order Item Profit Ra...
Order Item Quantity
Order Item Total
Order Profit Per Order

Order Region
Order State
Order Status
Order Zipcode
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Product Description
Product Image
Product Name
Product Price
Product Status
Sales
Sales per customer
shipping date (...
Shipping Mode
Type

Utilization of Data Filters

"Utilization of Filters" refers to the application or use of filters within a system, software application, or data processing pipeline to selectively extract, manipulate, or analyse data based on specified criteria or conditions. Filters help narrow down the scope of data, allowing users to focus on relevant information that meets certain predefined criteria.

I have clearly mentioned the the data filters in "Story". Kindly requesting to refer the above to know more about the how I utlize the Data filters. I include the data filters, drill downs and sheet capability have the ability to interact with the visualization like bar chart, pie chart their legends, axis, lasso selection etc. have used in qlik for better filtration of the data, to go with the required data.



No of Visualizations / Graphs

- **Top Product Categories**
- **Market Share by Region**
- **Profit Margin by Region**
- **Sales Vs Profit Analysis**
- **Actual Vs Scheduled Shipping Days**
- **Sales by Region**
- **Order Status Overview**
- **Revenue by Marketing Channel**
- **Sales by Customer Segment**
- **Late Deliveries**
- **Late Delivery Risk**
- **Delivery Performance by Region**
- **Product Profitability**
- **Order Processing Time**
- **Shipping Mode Analysis**
- **Order Quantity and Discount Impact on Sales**
- **Order Volume Over Time**
- **Unique Orders per Customer**
- **Order Quantities per Customer**
- **Benefit per Order**

