

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:

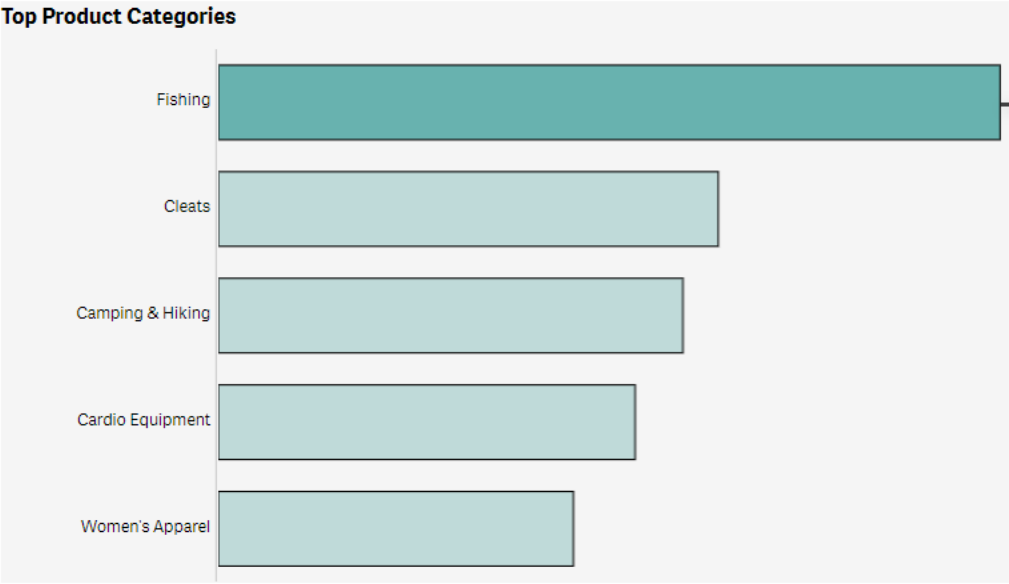
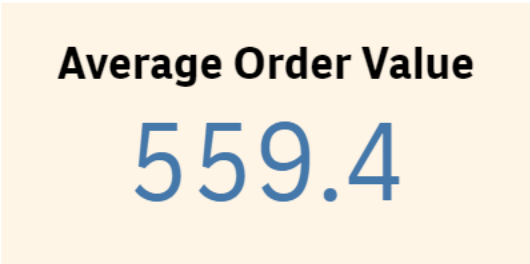
Give detailed insights into specific departments such as sales, marketing, and operations. Assess regional sales performance and order status to help departmental managers track progress and resolve problems. Examine customer segments and marketing channels to optimize marketing strategies and boost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



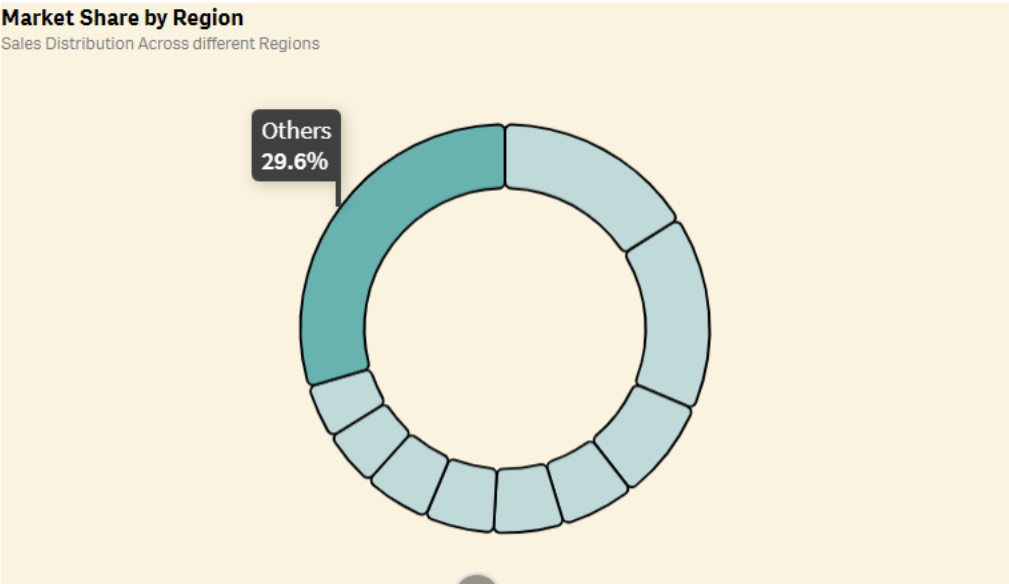
Operational Metrics:

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

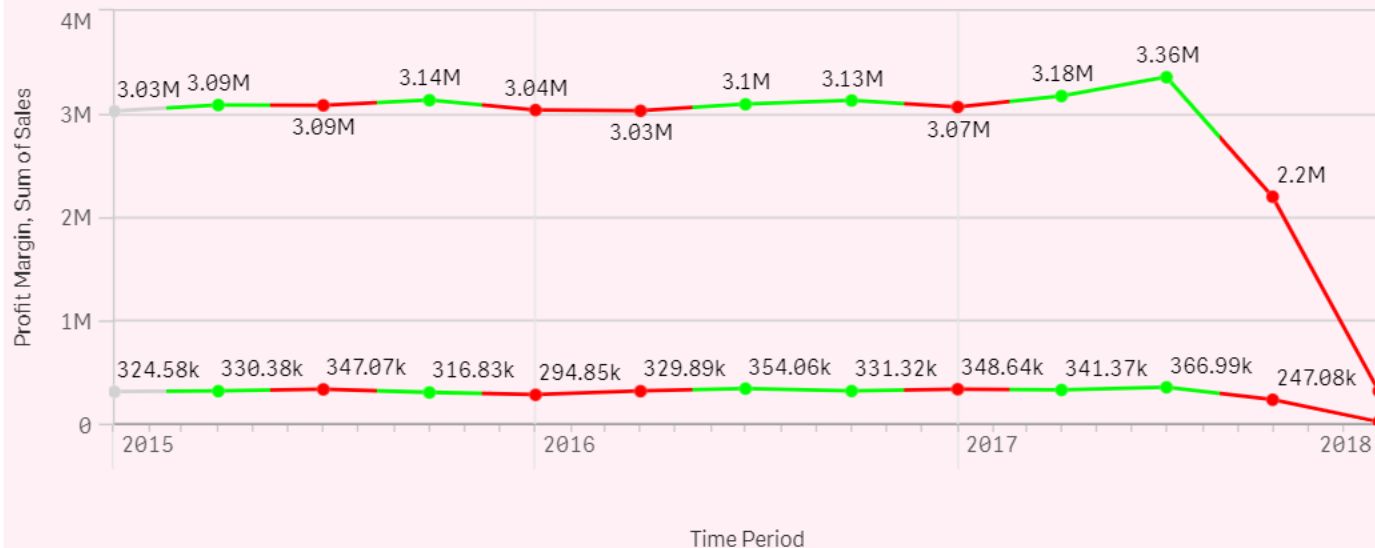


Fishing products have consistently dominated our sales, generating significant revenue and profit over time.



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

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.

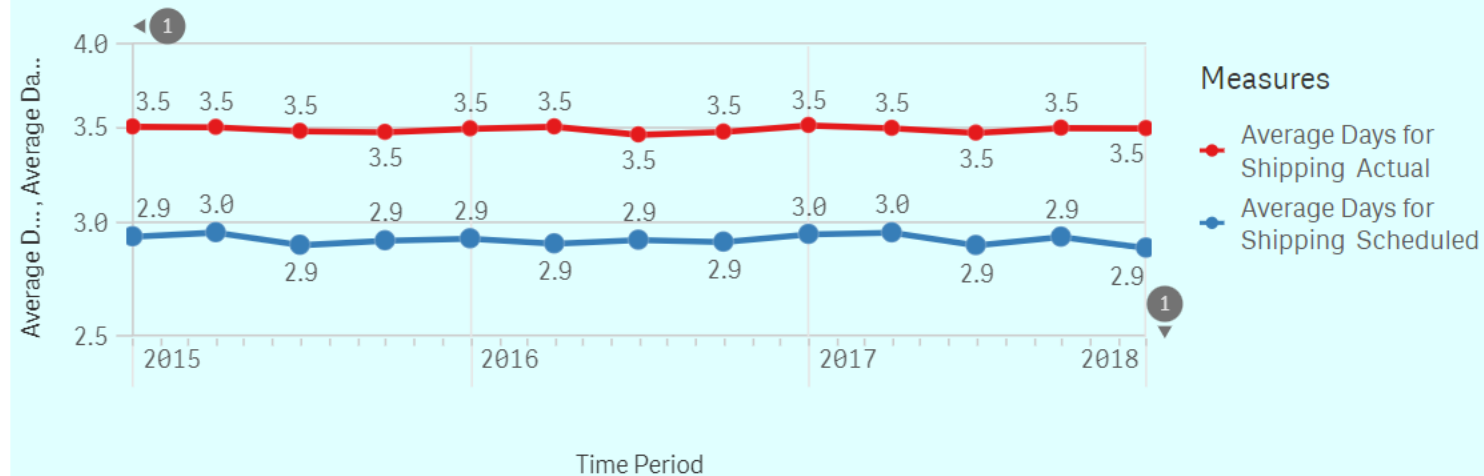
Actual shipping days: flat at 3.5 days.
Scheduled shipping days: 2.9 to 3.0 days.

Suggestions:

Align scheduled shipping days closer to actuals (2.9–3.0 days).
Set realistic expectations to improve efficiency and accuracy.

Actual vs. Scheduled Shipping Days

Actual Days Taken Vs Target Days Taken to Delivery the Orders



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:

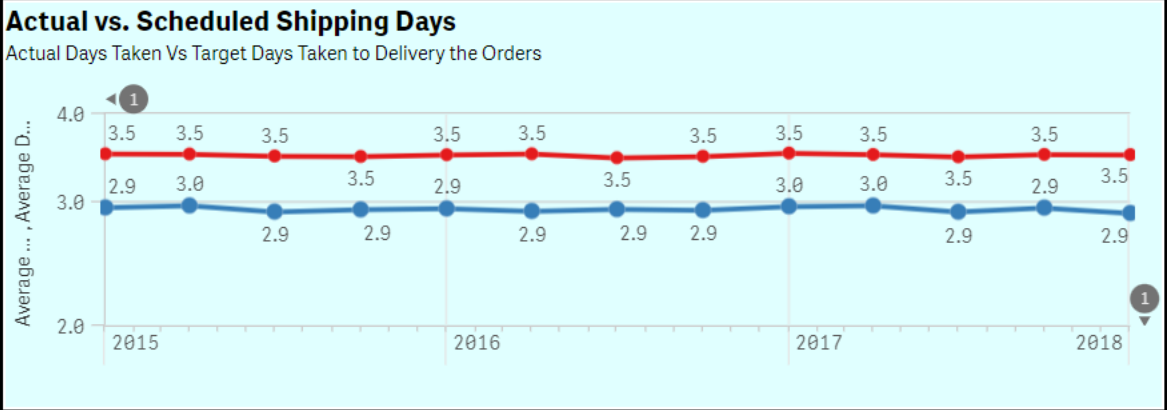
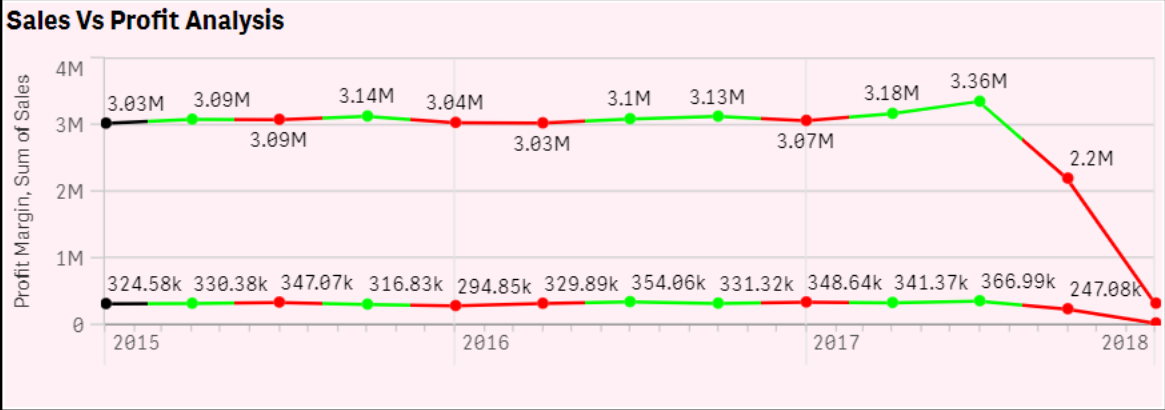
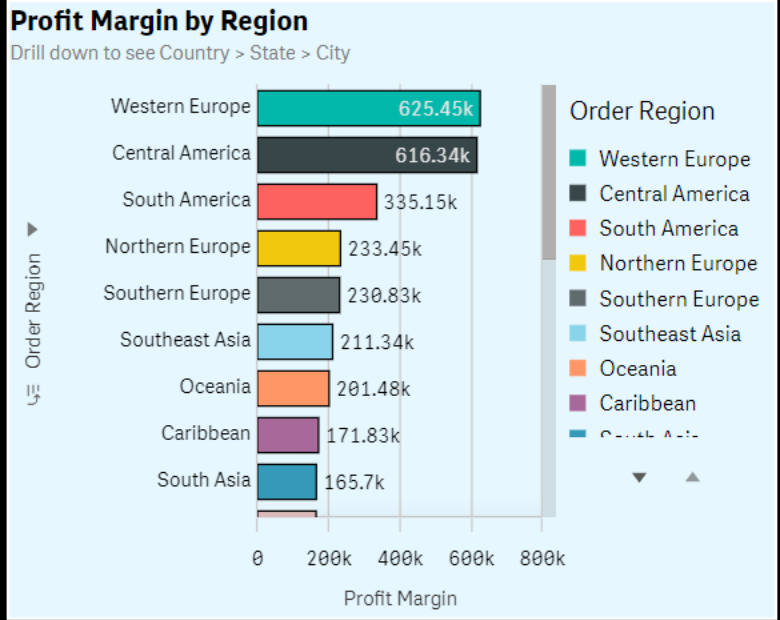
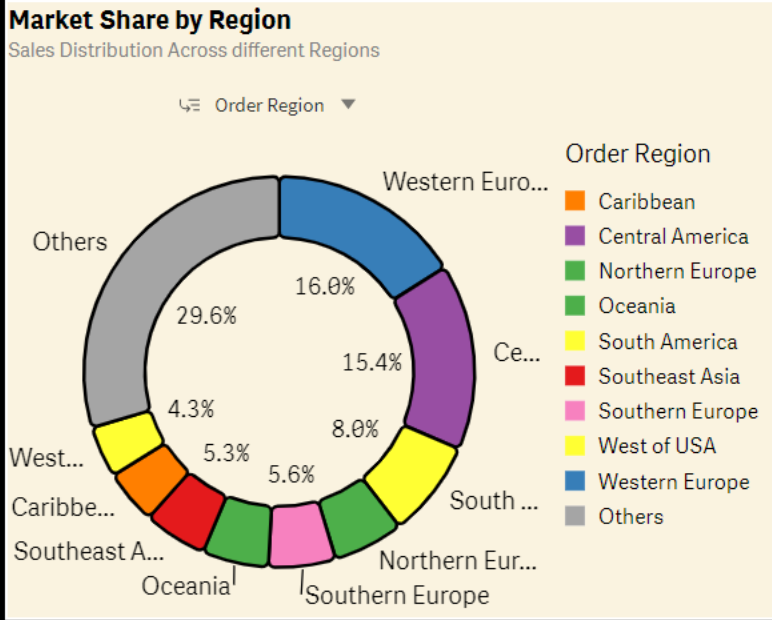
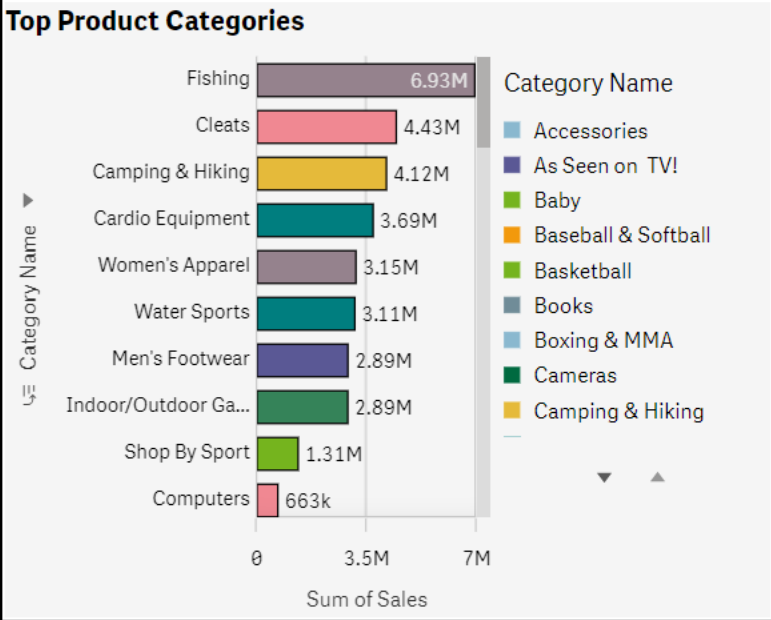
Choose Profit Margin by Region.

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.

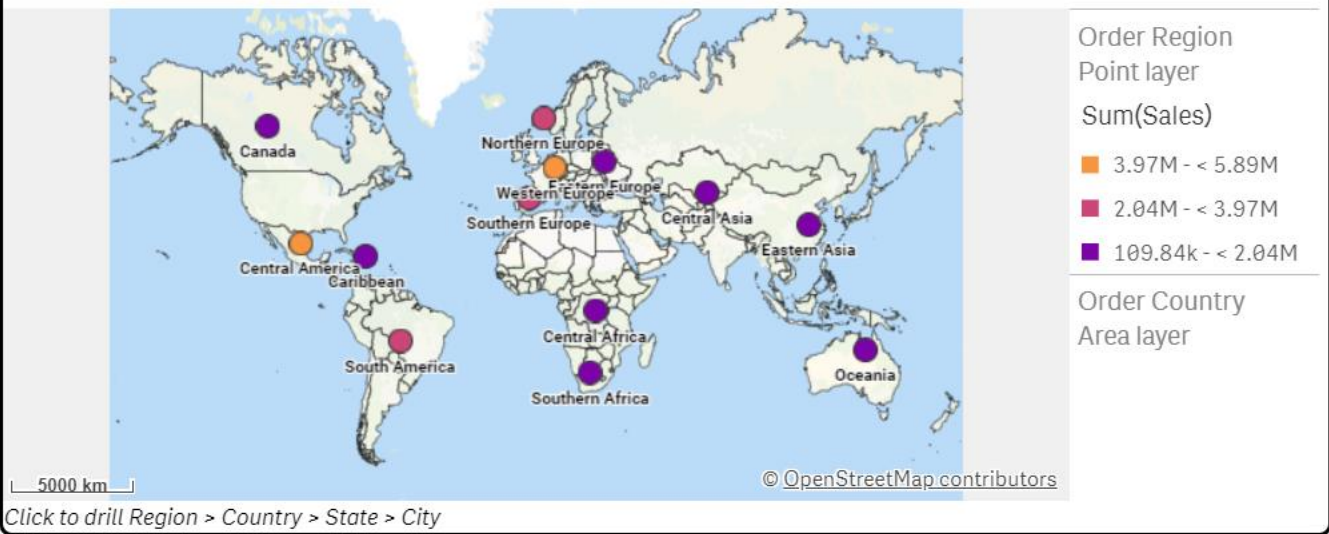
This live sheet provides insights into the following areas for the selected location:

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



Departmental Manager Dashboard Highlights

Sales by Region



High Sales:

Canada
Western Europe

Low Sales:

Central Asia
Southern Africa
Oceania
Central Asia
Southern Africa
Oceania

Moderate Sales:

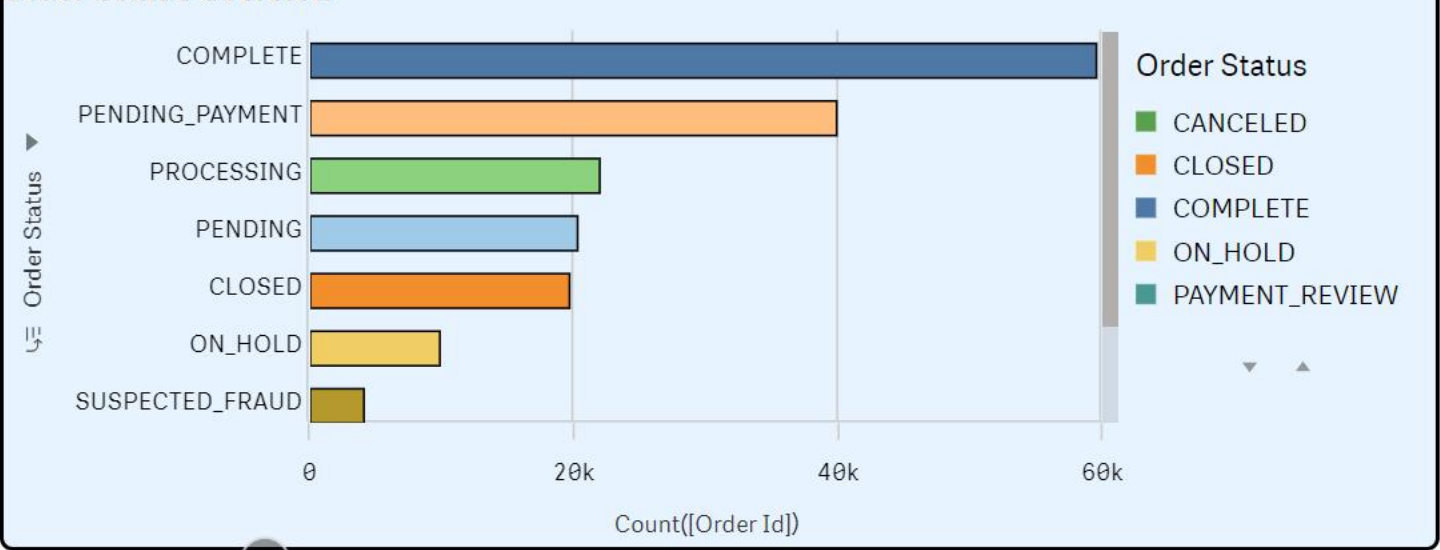
Central America
Northern Europe
Eastern Europe
Eastern Asia

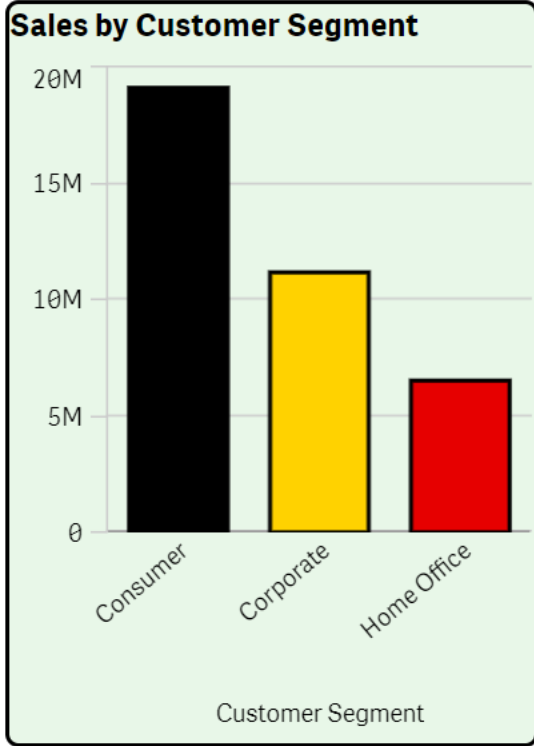
Complete orders dominate, indicating efficient operations. To improve cash flow, pending payments and orders should be processed faster.

Suggestions:

Focus on reducing pending payments.
Enhance processing efficiency.
Investigate high-pending and closed orders for potential improvements.

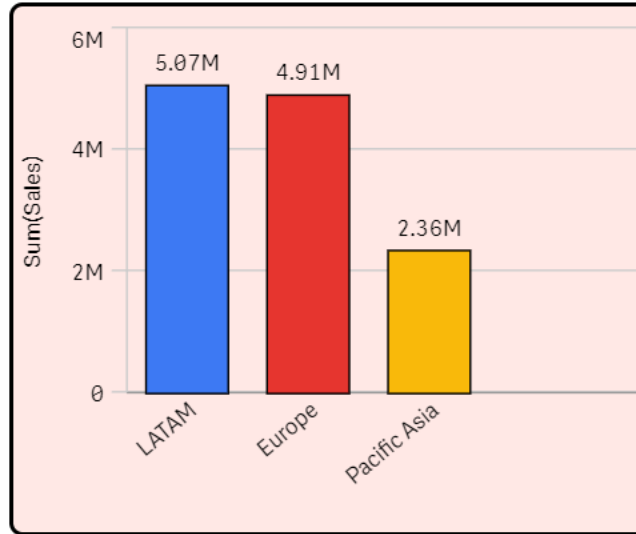
Order Status Overview



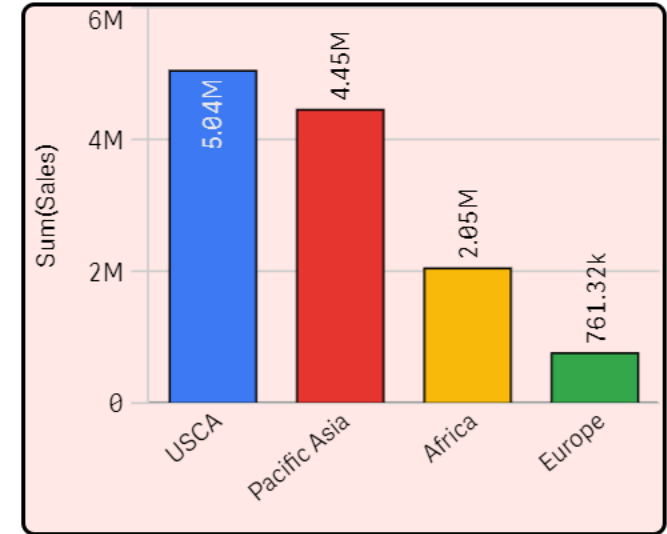


The "**Consumer**" segment has the highest sales, followed by "**Corporate**," with "**Home office**" trailing behind. Focus investment on consumers for maximum returns.

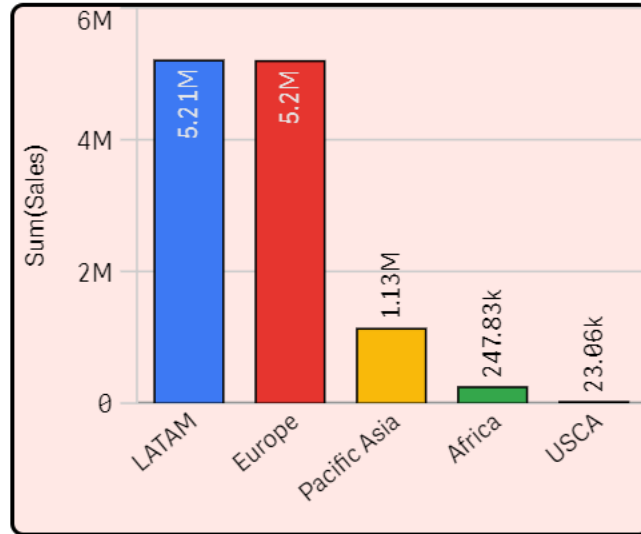
Revenue by Marketing Channels in different years



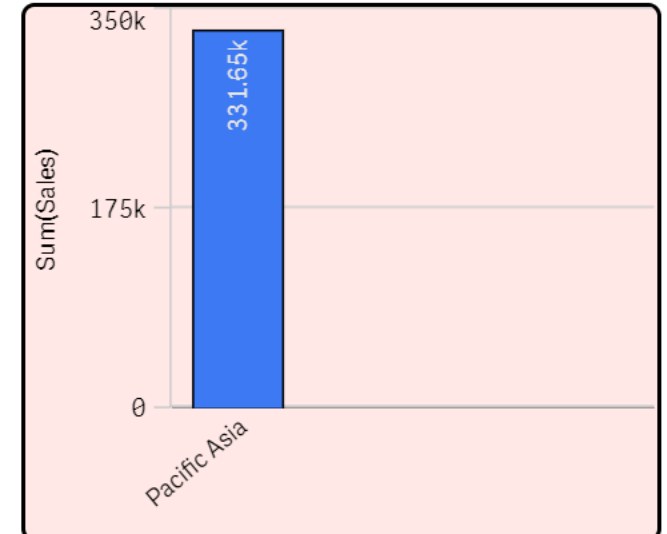
2015



2016



2017



2018

Late Deliveries

High at 54.8%, signalling inefficiency.

Shipping on Time

Alarmingly low at 17.8%; needs process improvement.

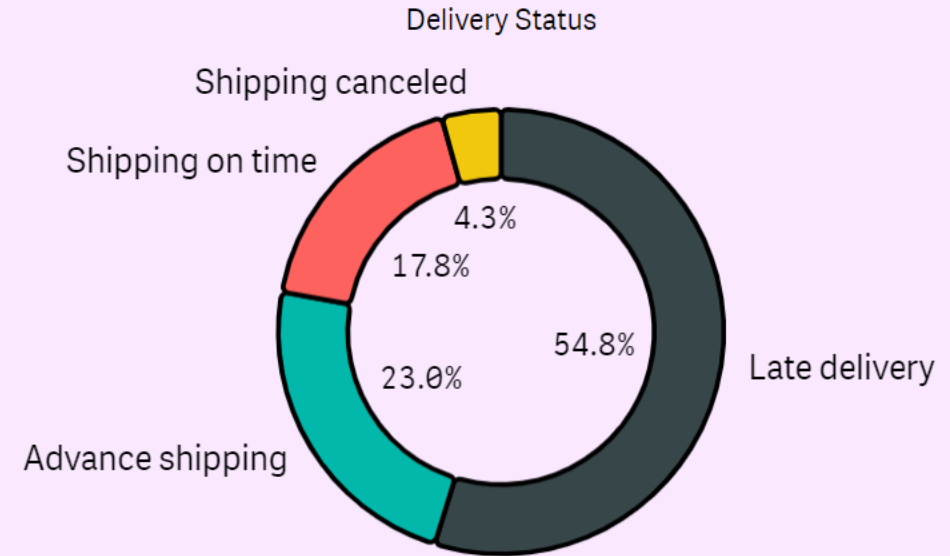
Advance Shipping

Strong at 23%, a positive indicator.

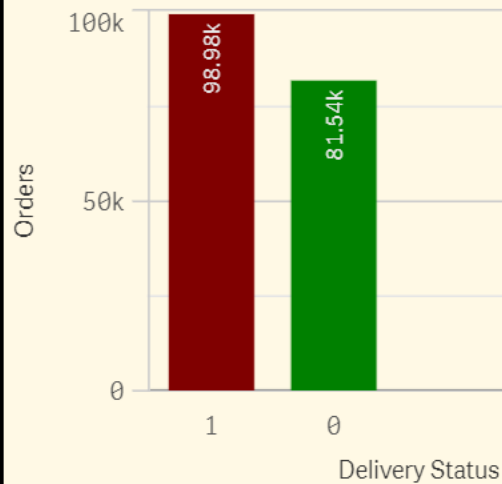
Shipping Cancelled

Low at 4.3%, minor issue but reduce further.

Late Deliveries



Late Delivery Risk



Caption: Red bars indicate orders at "Risk of late delivery", while green bars represent orders with "No late delivery risk".

Red bars (98.98k orders) indicate a higher risk of late delivery compared to green bars (81.54k orders) with no late risk.

Significant late delivery risk necessitates process optimization to reduce potential supply chain disruptions and enhance reliability.

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.



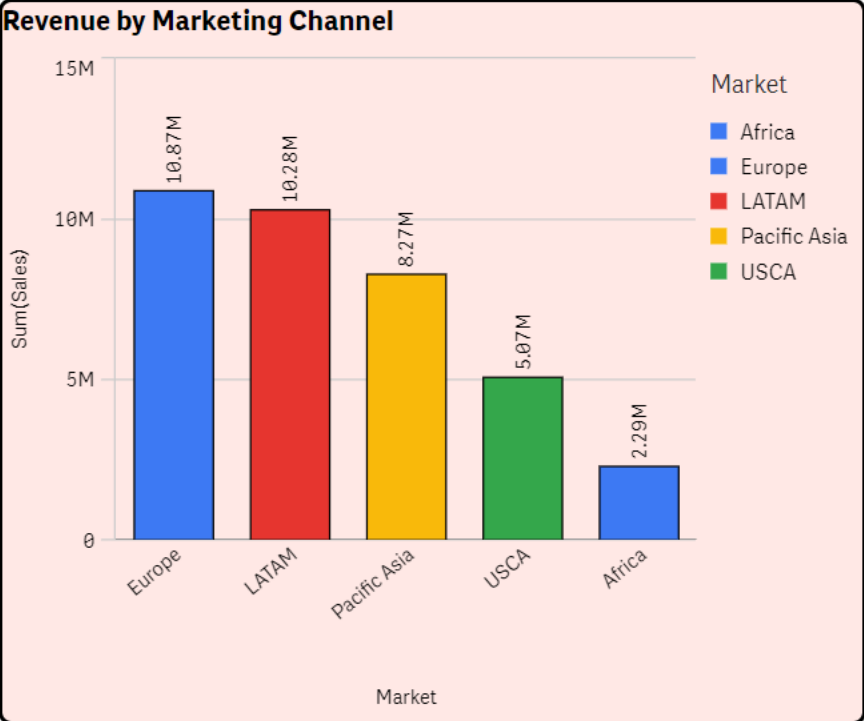
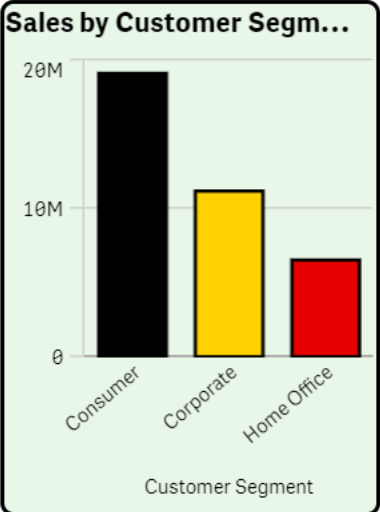
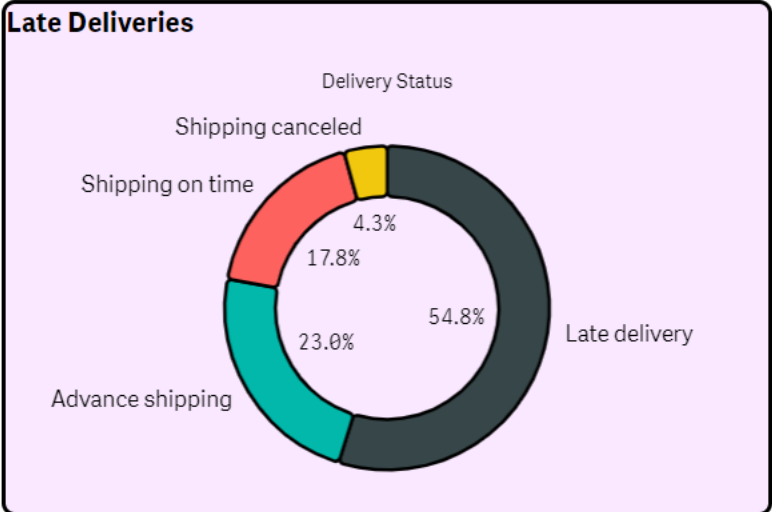
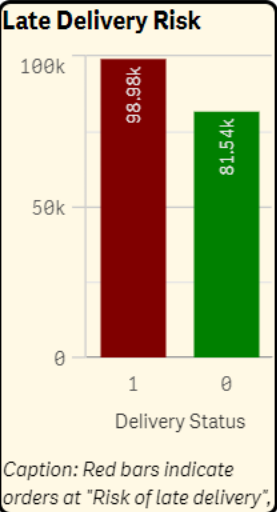
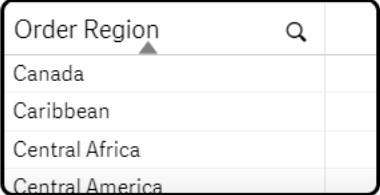
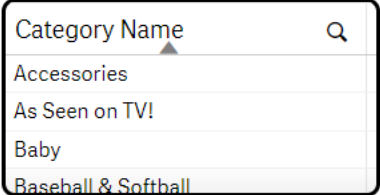
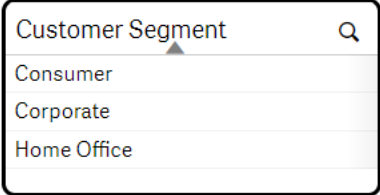
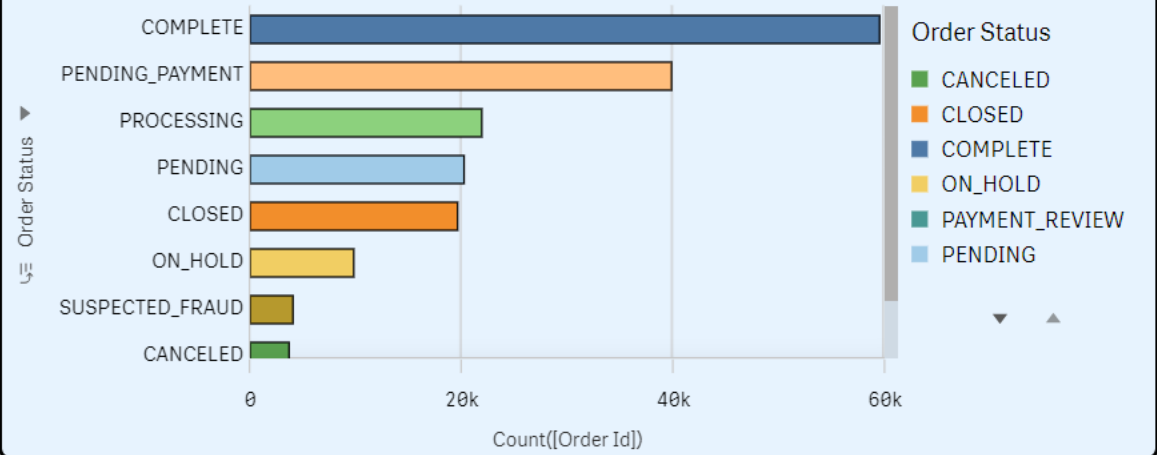
Keep track of essential metrics like sales by region, marketing channel performance, and customer segment revenue to monitor and drive success.

Sales by Region



Click to drill Region > Country > State > City

Order Status Overview



Operational Dashboard Highlights

Delivery Performance by Region



Best Region

Central Asia, with the lowest delivery time (3.33 3.38 days).

Regions Needing Improvement

Western Europe and Central America, highest delivery times (3.51 3.56 days).

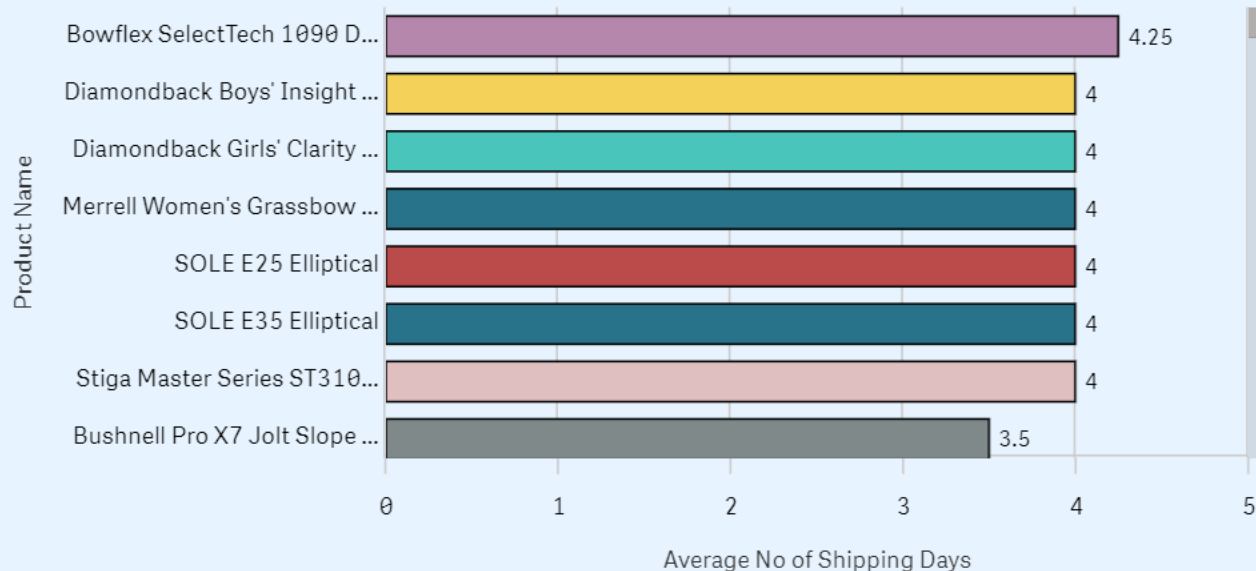
"Perfect Fitness Perfect Rip Deck" has the highest profitability at 3.06k, making it an ideal product for inventory and marketing efforts.

Product Profitability



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

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

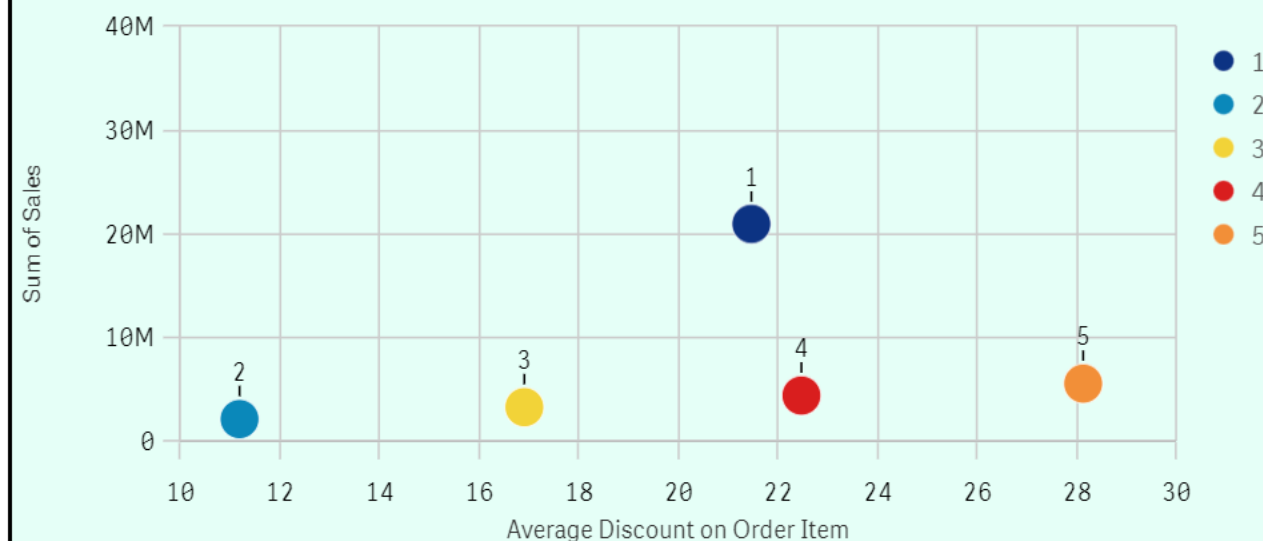
Quantity per Order:

Quantity per Order: 2

Discount: ~12%

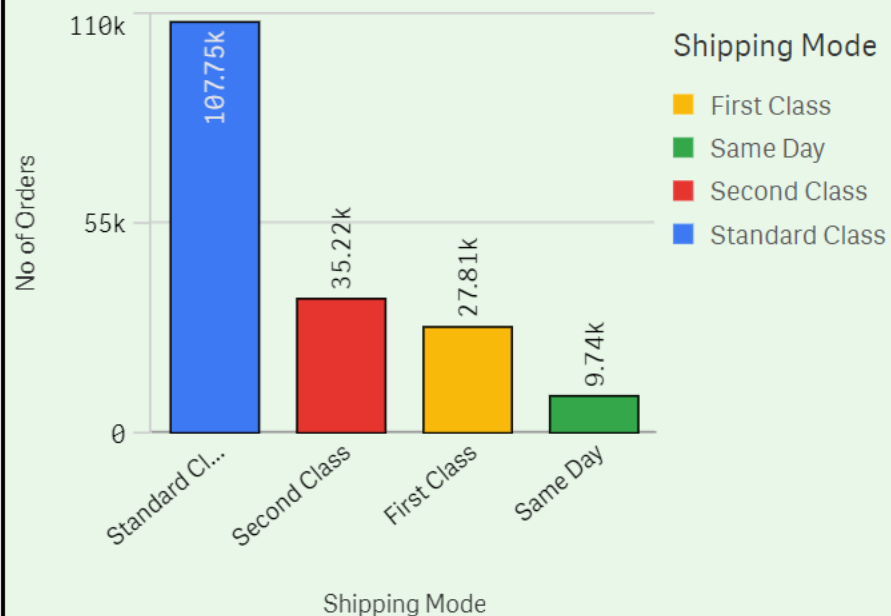
Sales: ~2M

Order Quantity and Discount Impact On Sales



The Bubbles in this scatter plot represents the quantity per order

Shipping Mode Analysis



Standard Class: Dominates with high volume and is cost-effective.

Second Class: Popular, moderate usage.

First Class: Used frequently, lower volume.

Same Day: least used, high urgency, & cost.

Key Observations

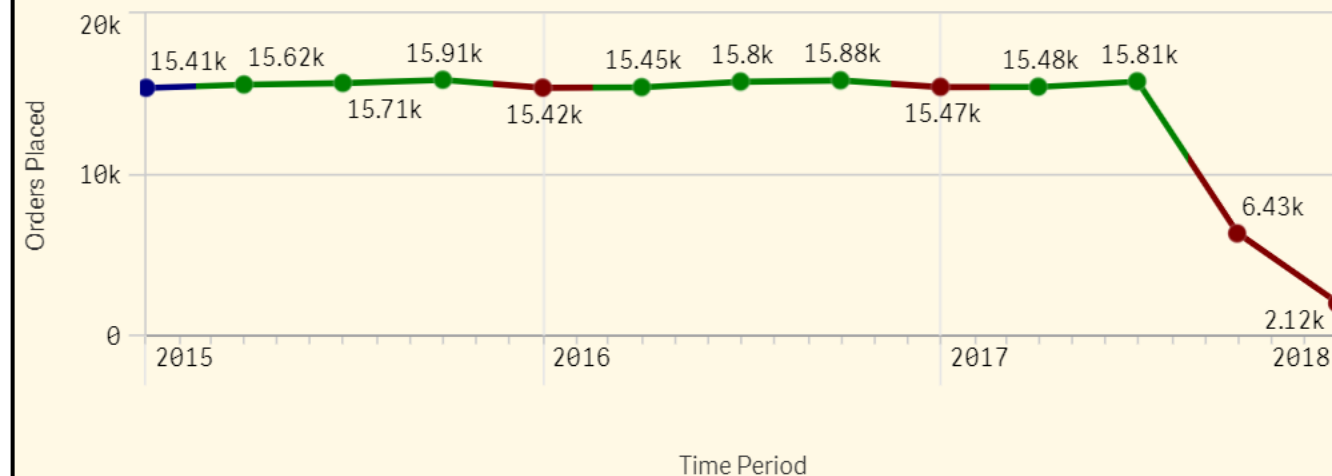
Order volume remained stable around 15k from Jan 2015 to Sep 2017, with a sharp decline starting in Sep 2017, dropping to near zero by Jan 2018.

Conclusion

Stable performance for years, with a critical drop in late 2017. Immediate investigation and strategic adjustments needed.

Order Volume Over Time

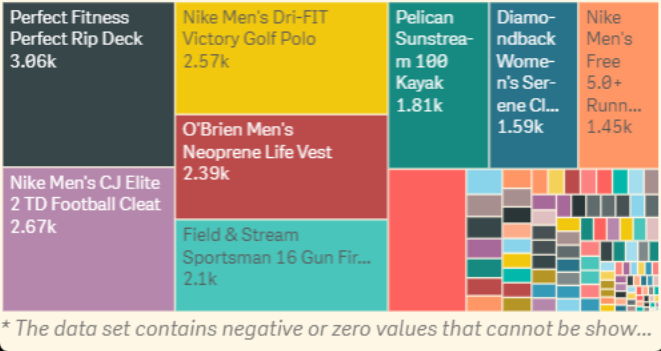
No of Orders Placed Over a Period of Time



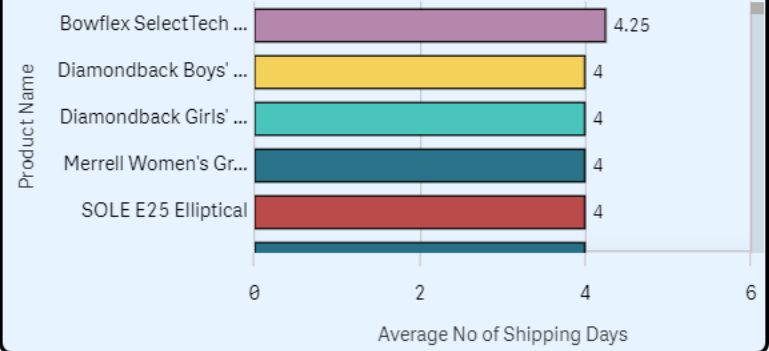
Delivery Performance by Region



Product Profitability



Order Processing Time



Order Date

2015

2016

Customer Segm...

Consumer

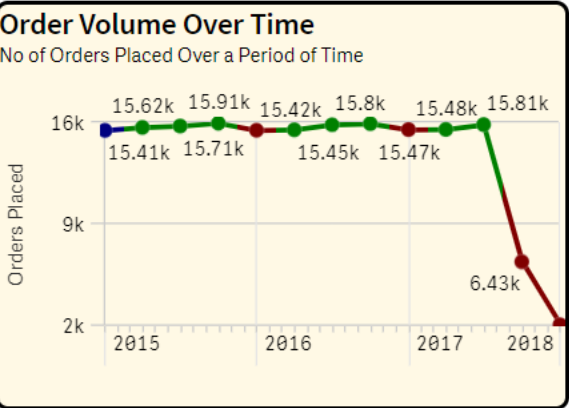
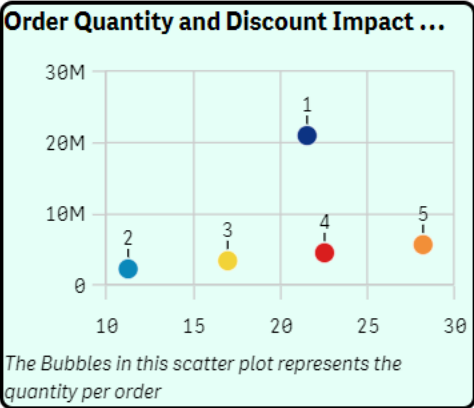
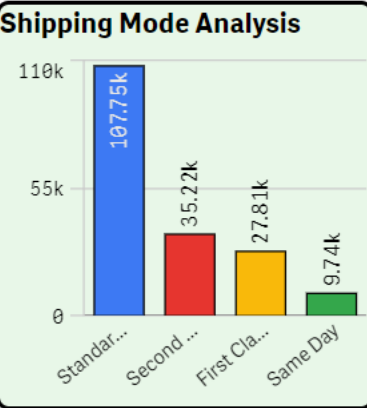
Corporate

Mode of Payment

Type

CASH

DEBIT



Category Name

Accessories

As Seen on TV!

Baby

Baseball & Softball

Basketball

Books

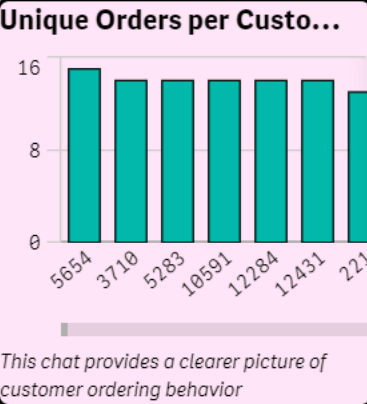
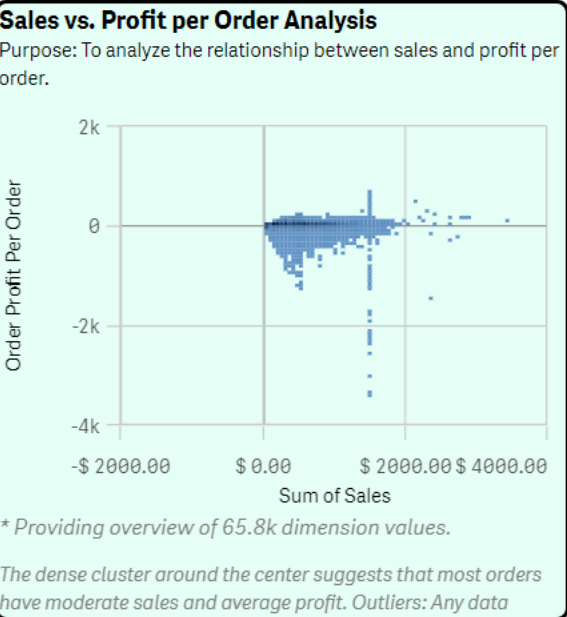
Boxing & MMA

Cameras

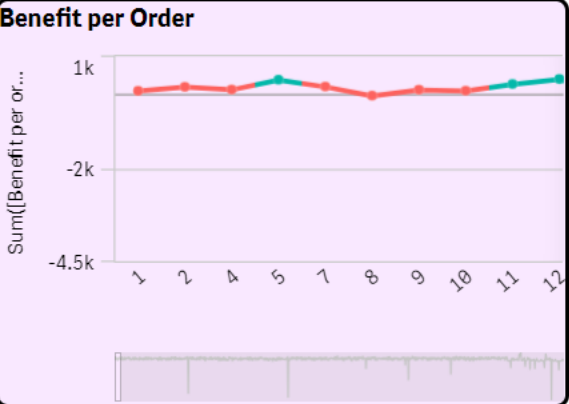
Camping & Hiking

Cardio Equipment

CDs



Custo...	Order Id	Count([Or... Item Quantity])
Totals		180519
2	57963	5
3	56178	5
5	36472	5
6	22457	5
7	62132	5



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.