CAR SUPPLY CHAIN (USA)

Objective:

To enhance the efficiency and effectiveness of a car supply chain by enabling users to explore the supply chain data at different levels, from raw materials procurement to final product distribution.

Description:

The objective can be broken down into the following detailed components:

- **Dashboard Creation:** Identify the KPIs, Checking inventory level, order fulfilment times, and production efficiency. Design a visually appealing dashboard that integrates real- me data from various stages of the supply chain.
- **Data Analysis:** Provide data to evaluate the effectiveness of production and distribution strategies, identifying opportunities for optimization.
- **Supply Forecasting:** Optimize inventory management by forecasting demand patterns and adjusting stock levels accordingly.
- **Actionable Insights:** Gathering actionable insights that can guide strategic decisions within the car supply chain, such as optimizing inventory, production efficiency, cost-effectiveness, and customer satisfaction.
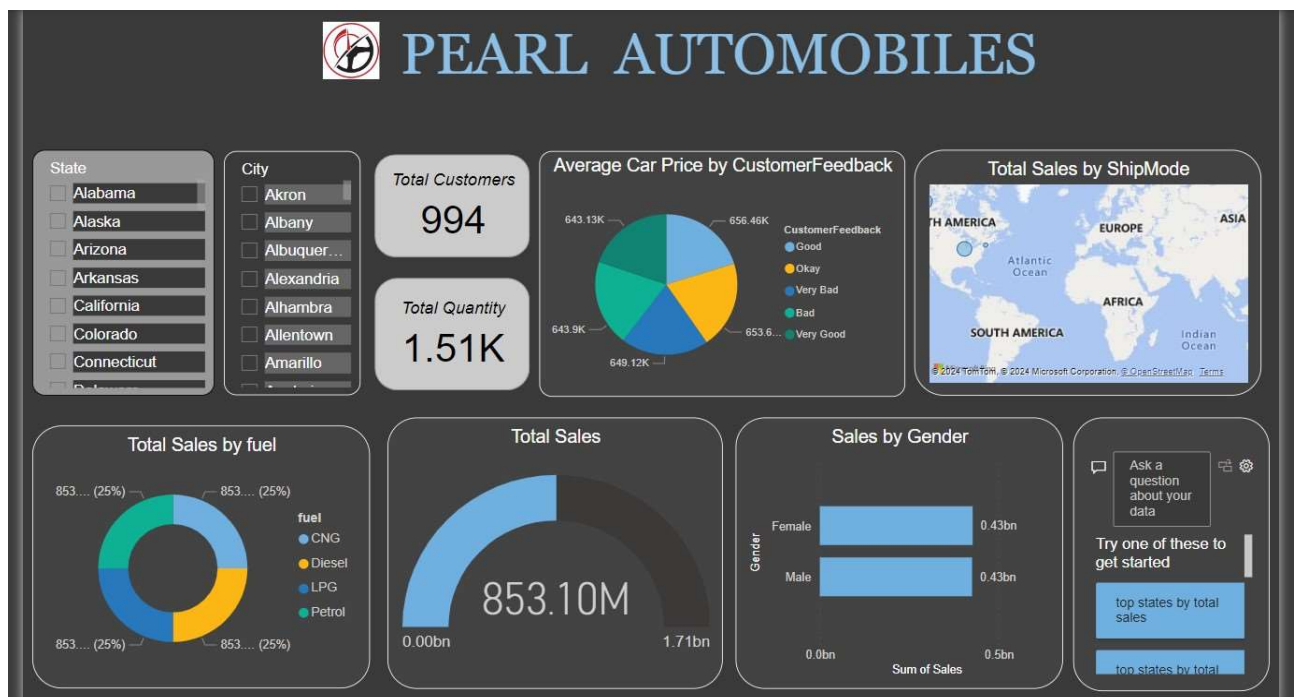
Visualize dashboard:

KPIs

- Total number of customers
- Total quantity

Charts

1) Slicer: State and City for filtering.
2) Pie chart: Customer feedback for average car price.
3) Guage: Total sales.
4) Donut: Total sales of fuel.
5) Map chart: Total sales by ship mode.
6) Stacked bar chart: Total sales by Gender.

NARRATION:

With a total customer base of 994 and an impressive quantity of 1.51K units sold, the dashboard captures the essence of your sales operations.

The total sales amounting to 853.10M underscores the significance of optimizing sales strategies to capitalize on market opportunities effectively.

Our dashboard delves into gender-wise sales distribution, revealing intriguing insights. With 427.38M in sales attributed to male customers and 425.70M to female customers, it's evident that both demographics play pivotal roles in driving sales performance.