## PRODUCT PERFORMANCE

Supply Chain Dashboard 2024

₹ 577,604.82

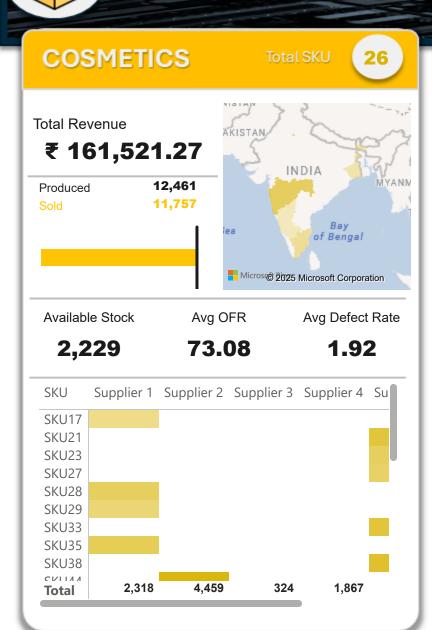
Total Revenue

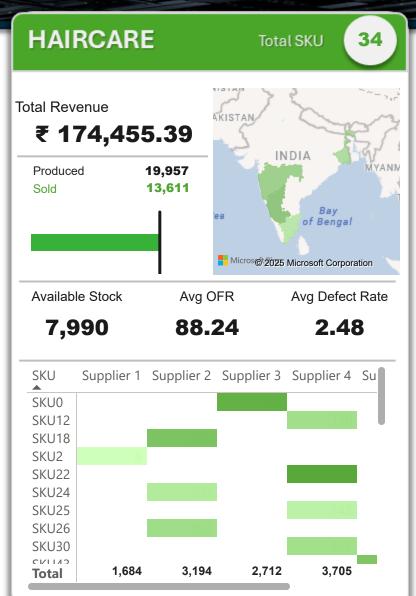
Quantity Sold 46,099

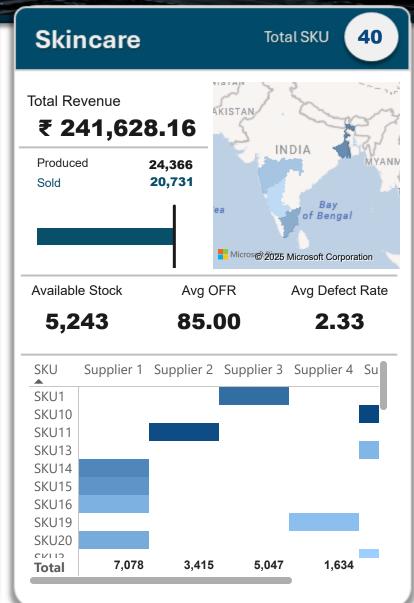
Carrier A

Carrier B

Carrier C







**Skincare** contributes the highest revenue (₹2,41,628) with an 85% Order Fulfillment Rate (OFR) efficient, but with scope for fulfillment improvement. **Haircare** has the highest defect rate (2.48%), highlighting a need for quality control. **Supplier 4** underperforms across categories, with the **lowest quantity sold and minimal revenue contribution**, signaling the need for supplier evaluation.