



PRODUCT PERFORMANCE

Supply Chain Dashboard 2024

Total Revenue

₹ 577,604.82

Quantity Sold

46,099

Carrier A

Carrier B

Carrier C

COSMETICS

Total SKU

26

Total Revenue

₹ 161,521.27

Produced 12,461
Sold 11,757



Available Stock 2,229
Avg OFR 73.08
Avg Defect Rate 1.92

SKU	Supplier 1	Supplier 2	Supplier 3	Supplier 4	Supplier 5
SKU17					
SKU21					
SKU23					
SKU27					
SKU28					
SKU29					
SKU33					
SKU35					
SKU38					
Total	2,318	4,459	324	1,867	

HAIRCARE

Total SKU

34

Total Revenue

₹ 174,455.39

Produced 19,957
Sold 13,611



Available Stock 7,990
Avg OFR 88.24
Avg Defect Rate 2.48

SKU	Supplier 1	Supplier 2	Supplier 3	Supplier 4	Supplier 5
SKU0					
SKU12					
SKU18					
SKU2					
SKU22					
SKU24					
SKU25					
SKU26					
SKU30					
Total	1,684	3,194	2,712	3,705	

Skincare

Total SKU

40

Total Revenue

₹ 241,628.16

Produced 24,366
Sold 20,731



Available Stock 5,243
Avg OFR 85.00
Avg Defect Rate 2.33

SKU	Supplier 1	Supplier 2	Supplier 3	Supplier 4	Supplier 5
SKU1					
SKU10					
SKU11					
SKU13					
SKU14					
SKU15					
SKU16					
SKU19					
SKU20					
Total	7,078	3,415	5,047	1,634	

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.