SUPPLY CHAIN DASHBOARD SUMMARY

PRODUCT PERFORMANCE ANALYSIS | COSMETICS • HAIRCARE • SKINCARE

BUSINESS OBJECTIVE

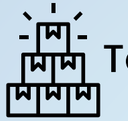
To evaluate the performance of key product categories (Cosmetics, Haircare, and Skincare) across the supply chain by analyzing revenue, inventory, fulfillment efficiency, defect rates, and supplier contributions. The goal is to uncover operational inefficiencies, identify improvement areas, and support data-driven supply chain decisions.

DATA SOURCE

- Dataset sourced from Kaggle: Supply Chain Analysis by Harsh Singh
- Data includes:
  - SKU-level production and sales
  - Supplier mapping for each product
  - Inventory stock, defect rates, and order fulfillment data
  - Region and carrier distribution

KEY KPIS TRACKED


Total Revenue **₹5,77,604.82**


Total Quantity Sold **46,099 units**


Average Order Fulfillment Rate


Average Product Defect Rate


Available Stock per product line


Supplier-wise sales volume & reliability

KEY INSIGHTS

- **Skincare** leads with **₹2,41,628 in revenue** and an **85% OFR**, yet there's scope for **fulfillment improvement.**
- **Haircare** has the **highest defect rate (2.48%)**, requiring immediate attention to **product quality**.
- **Cosmetics** faces the **lowest OFR (73.08%)**, suggesting **delays** or **inventory gaps**.
- **Supplier 4 underperforms** across all product lines, with the **lowest sales volume** and **revenue**, warranting evaluation.
- **Stock levels in Haircare** are disproportionately **high**, signaling potential **overproduction or demand forecasting errors**.

RECCOMENDATIONS

- ✅ Conduct a performance audit of Supplier 4; consider contract renegotiation or alternative sourcing.
- ✅ Implement quality control initiatives in Haircare to reduce defect rates.
- ✅ Improve inventory planning and logistics for Cosmetics to boost fulfillment efficiency.
- ✅ Rebalance stock levels in Haircare based on demand data and reorder points.
- ✅ Investigate zonal delivery inefficiencies and carrier performance to reduce lead times.