Samsung Electronics
Global Operations Division

Samsung Supply Chain

Credit by: Sagar Sharma

Operational Intelligence

Revolutionizing Logistics through Data-Driven Insights

February 2026 Strategic Review

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Questions?
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Executive Overview

The Global Snapshot

Real-time operational metrics across the entire supply chain ecosystem

Total Revenue

$186.86M

↑ +12.4% YoY

Profit Margin

27.44%

↑ +3.2% vs Target

Perfect Order Rate

75%

Baseline Metric

Main Dashboard Overview

Live operational intelligence feed

LIVE

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Supplier Analytics

Strategic Sourcing

Supplier Efficiency & Unit Cost Optimization

Average Lead Time

11.49 Days

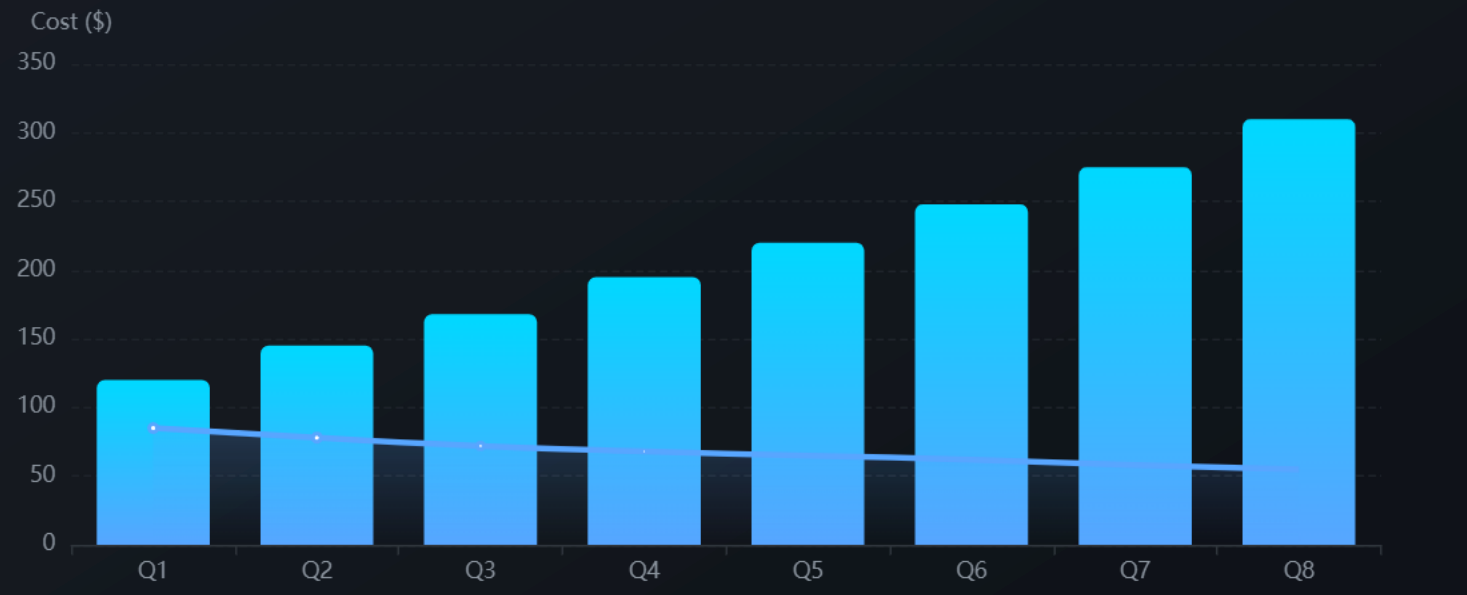
Industry benchmark: 14 days

Key Suppliers

OLED Panels	32%
Semiconductors	28%
Batteries	18%
Memory Chips	22%

Quantity vs. Cost Correlation

Strategic procurement analysis



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Stock Management

Inventory & Resilience

Galaxy S24 & Z Fold Series Stock Management

Safety Stock Level

89K Units

Zero Production Downtime

Maintained for 18 consecutive months

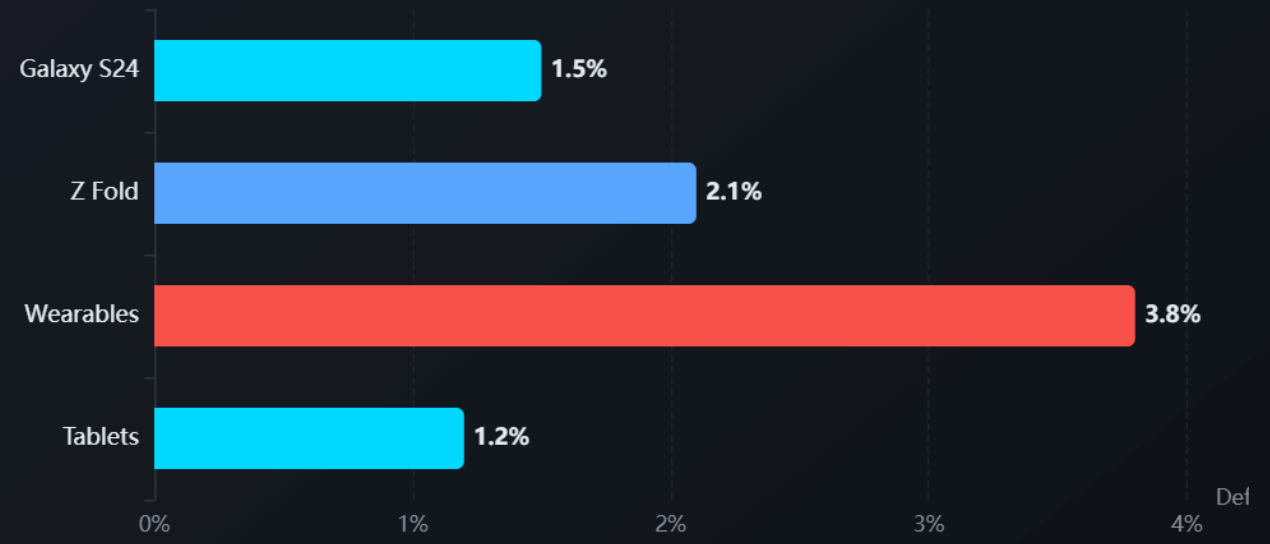
Product Portfolio

Galaxy S24 Series Flagship smartphones	45%
Z Fold Series Foldable devices	28%
Wearables Smart watches & buds	18%
Tablets Galaxy Tab series	9%

Defect Rate Analysis

Quality control metrics by product line

Target: <2%



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Critical Issue

The Logistics Bottleneck

Why are we delayed? Root cause analysis of shipment disruptions

Delayed Shipments
573

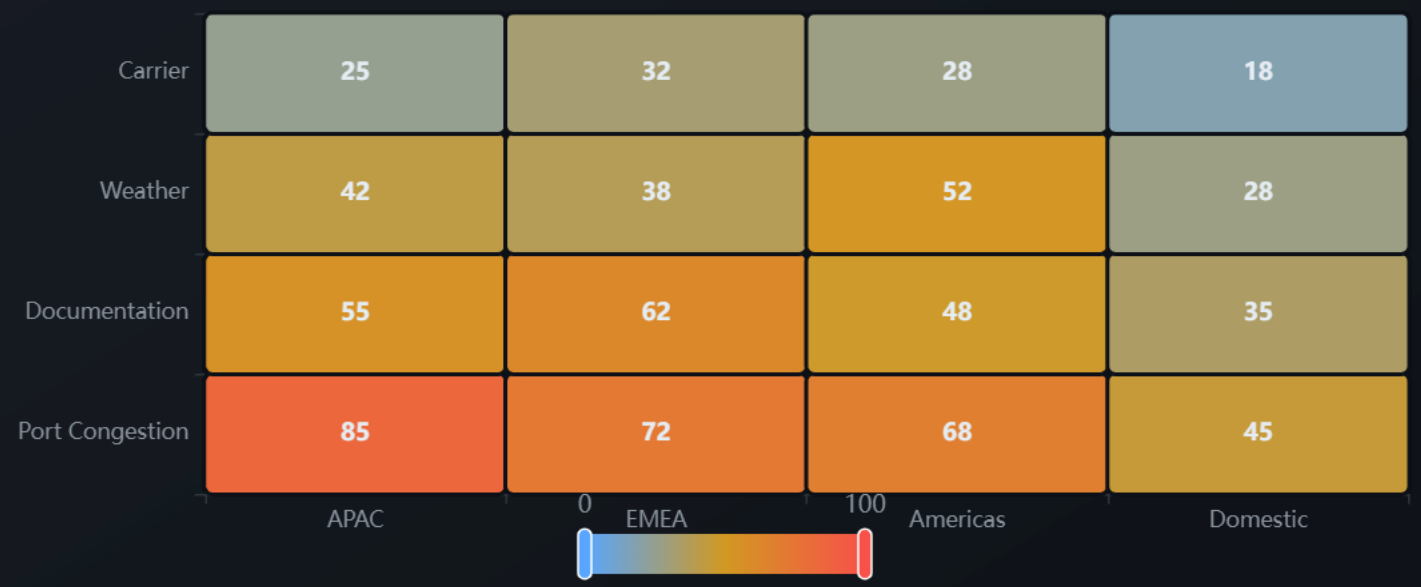
↑ +23% vs last quarter

Primary Delay Causes

Port Congestion	42%
Documentation	28%
Weather Events	18%
Carrier Issues	12%

Delay Distribution Heatmap

Geographic impact analysis



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Sales Channels

Revenue Engines

Amazon vs Flipkart vs Retailers – Channel Performance Analysis

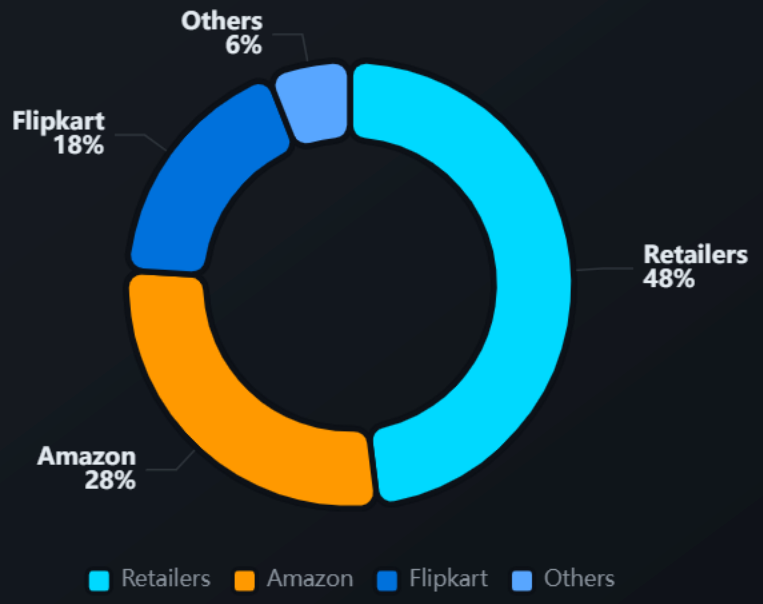
Channel Breakdown

Retailers	48%
Amazon	28%
Flipkart	18%
Others	6%

Key Insight
Online channels growing at 34% YoY, closing the gap with traditional retail

Channel Distribution

Revenue contribution by sales channel



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Critical Analysis

Pain Points & Gaps

Identified vulnerabilities requiring immediate strategic intervention

CRITICAL 15% Impact

Documentation Issues

Manual Processing Delays

Paper-based customs documentation causing 15% of all shipment delays

Average Delay: 3.2 Days

Per shipment impact on delivery timelines and customer satisfaction

Cost Impact: $2.4M/Quarter

Storage fees, expedited shipping, and penalty costs

HIGH PRIORITY 3.8% Defect Rate

Wearables Quality Gap

Galaxy Watch Series

Display connectivity issues and battery performance below spec

Galaxy Buds

Audio quality inconsistencies and charging case defects

Return Rate: 8.5%

Above industry average of 4.2%, impacting brand reputation

Immediate Action Required

Both issues directly impact customer satisfaction and bottom-line performance. Recommend prioritization in Q1 strategic roadmap.

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Action Plan

Strategic Recommendations

Part 1: Immediate Interventions for Critical Issues

AI-POWERED Q1 Implementation

AI-Automated Documentation

Objective

Eliminate 15% documentation-related delays through intelligent automation

Implementation

- ✓ OCR-based document scanning and validation
- ✓ ML-powered error detection and correction
- ✓ Integration with customs APIs for real-time clearance

Expected Impact

Reduce delays by 85% · Save $2.4M/quarter · Improve CSAT by 12%

RISK MITIGATION Q2 Rollout

Supplier Diversification

Objective

Reduce dependency on single-source OLED panel suppliers

Implementation

- ✓ Onboard 2 additional OLED suppliers (China, Vietnam)
- ✓ Establish 70-30 split between primary and secondary
- ✓ Implement dynamic supplier switching based on lead times

Expected Impact

Reduce supply risk by 60% · Improve negotiation leverage · Ensure continuity

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Action Plan

Strategic Recommendations

Part 2: Revenue Optimization & Logistics Excellence

REVENUE Real-time Deployment

Dynamic Pricing Engine

Objective

Maximize revenue during Flipkart/Amazon sales events through data-driven pricing

Implementation

- ✓ AI model analyzing Discount vs Quantity correlation
- ✓ Real-time competitor price monitoring
- ✓ Automated price adjustments during peak sales

Expected Impact

+18% revenue during sales · +5% margin improvement · Reduced stockouts

LOGISTICS Immediate Action

Smart Cargo Re-routing

Objective

Bypass congested ports for high-value cargo to ensure on-time delivery

Implementation

- ✓ Real-time port congestion monitoring system
- ✓ Alternative route recommendation engine
- ✓ Priority handling for Galaxy S24 & Z Fold shipments

Expected Impact

-40% port delays · +15% on-time delivery · Improved customer satisfaction

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The Road Ahead

Moving from Reactive to Predictive Supply Chain

AI-Driven

Intelligent automation across all supply chain touchpoints

Connected

End-to-end visibility and real-time decision making

Agile

Rapid adaptation to market dynamics and disruptions

"Data is the new oil, and Samsung is the refinery."

Transforming raw data into strategic advantage, powering the future of global operations.

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Let’s Connect

Credit by : SAGAR SHARMA

Thank You

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