### **Analysis Objectives**

This analysis aims to address the following key questions across various domains of the supply chain:

**Data Analysis Questions :**

**Sales & Profitability Performance**

* Which geographic locations are generating the highest revenue and profit?
* How do sales figures vary by customer demographics (CST)?
* Which product types are generating the highest revenue?
* Which products contribute the most to overall profitability?
* What are the profit margins for different product types and locations?

**Cost Management**

* How do manufacturing and shipping costs impact overall profitability?
* Which routes and product types have the highest associated costs?
* What factors are contributing to the average lead time?

**Quality Control**

* What is the average defect rate in the manufacturer?

**Customer Insights**

* What demographic segments are driving the most sales and profit?
* Are there specific product types that are more popular among certain customer demographics?
* How does customer behavior vary by location?