# Case Approach: Supply Chain Improvement for Active Outfitters

## Objective

Analyze delivery performance to identify inefficiencies in order fulfillment and delivery processes, with the goal of reducing delays, optimizing costs, and enhancing customer satisfaction.

## Key Findings

- Total Sales: $33M, Profit: $4M, Orders: 66K  
- 55% of deliveries are late, with an average delay of 0.6 days.  
- Same day and second-class shipping modes contribute heavily to delays.  
- High variability between order to shipping and shipping to delivery days.

## Recommendations

- Implement predictive inventory management to anticipate stock shortages.  
- Automate order processing to reduce lead times and human errors.  
- Optimize shipping mode selection based on performance metrics.  
- Monitor key drivers of late deliveries using advanced analytics.

## Impact

Reducing delivery delays and improving shipping mode efficiency can lower costs, enhance customer satisfaction, and improve the company’s overall profitability.