

Supply Chain Dashboard

Customer demographics

Select all

Female

Male

Non-binary

Location

Select all

Bangalore

Chennai

Delhi

Kolkata

Mumbai

Product type

Select all

cosmetics

haircare

skincare

Supplier name

Select all

Supplier 1

Supplier 2

Supplier 3

Supplier 4

Supplier 5

Overview

404.51K

Total Revenue

40.92K

Total\_Supply\_cost

30.888K

TOTAL\_prod\_SOLD

39K

Production volumes

Most sell

cosmetics

Below Average

monthly Sales dist MSD

Sales Growth

0.00 %

0.75 %

100.00 %

0.918919

Forecast\_Accuracy

15.58

CDV

1000

Average of forecast erorr

Demand Forecast and Actual Sales by Customer Demand Var

● Demand Forecast ● Actual Sales

Actual Sales by Month

December

October

August

April

November

June

February

September

July

March

May

January

Actual Sales vs Demand Forecast by Month

● Actual Sales ● Demand Forecast

Actual Sales VS Demand Forecast

Forecast erorr...

12K

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Supplier Performance

0.00 %

95.02 %

100.00 %

Defect Rate %

0.02

2.20

4.94

82.158 %

OTD

76.84 %

SLT-Adherence

11.18

Supplier\_cost\_efficie...

On Time Delivery Trend

on\_time

in\_full

March

May

June

July

August

September

October

November

0K

2K

4K

Supplier VS cost efficiency

100%

Supplier 4

Supplier 2

Supplier 1

Supplier 3

Supplier 5

13.86

12.17

10.84

10.03

9.81

70.8%

SP vs Transportation

Transportation modes

Air

Rail

Road

Sea

Supplier 1

Supplier 4

Supplier 2

Supplier 3

Supplier 5

90 %

95 %

100 %

Supplier\_performance\_score by Shipping carriers

Supplier 1

Carrier C 98.47 %

Carrier B 97.84 %

Supplier 4

Carrier B 97.76 %

Carrier A 96.34 %

Supplier 2

Carrier A 94.83 %

Carrier B 94.66 %

Supplier 3

Carrier B 97.31 %

Carrier C 94.06 %

Supplier 5

Carrier B...

Carrier ...

Carrier C 89.50 %



# Business Questions

[Overvie](#)[Demand](#)[Supplier](#)[insight 1](#)[insight 2](#)[insight 3](#)[insight 4](#)

Ask a question about your data



Try one of these to get started

top locations by total revenue

top locations by TOTAL prod SOLD

top locations by total supply cost

top locations by ofr

top supplier names by ofr

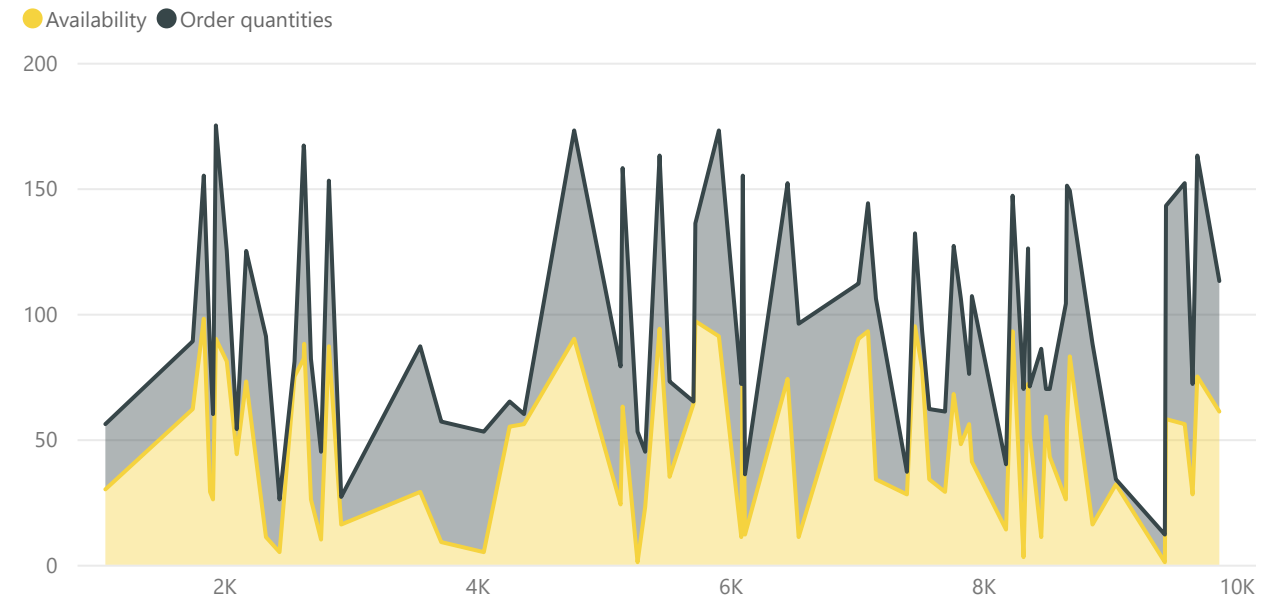
top routes by inventory turnover

[Show all suggestions](#)

what is the correlation between product availability & order quantites, and how does it impact overall revenue?

- we found a strong positive correlation between product availability and order quantity, as product availability increases, there is a corresponing uptick in order quantites. this correlation suggests that maintaining high product availability positively influences customer purchasing behavior. to quantify this impact on revenue, we will conduct a detailed regression analysis to provide insights into the extent to which changes in product availability contribute to variations in overall revenue.
- this information will be crucial for optimizing inventory management strategies and maximizing revenue potential.

Availability and Order quantities by Revenue generated





# Business Questions

Ask a question about your data

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- top locations by total supply cost
- top locations by ofr
- top supplier names by ofr
- top routes by inventory turnover

Show all suggestions

How does the lead time from suppliers correlate with on-time delivery, and what impact does it have on customer satisfaction?

- Upon analyzing the data, we observed a notable relationship between supplier lead time and on-time delivery. Suppliers with shorter lead times tend to exhibit better on-time delivery performance. To assess the impact on customer satisfaction, we will conduct a customer survey to gather feedback on order fulfillment experiences. This analysis aims to identify opportunities for optimizing supplier lead times to enhance on-time delivery, ultimately positively influencing customer satisfaction.





# Business Questions

Ask a question about your data

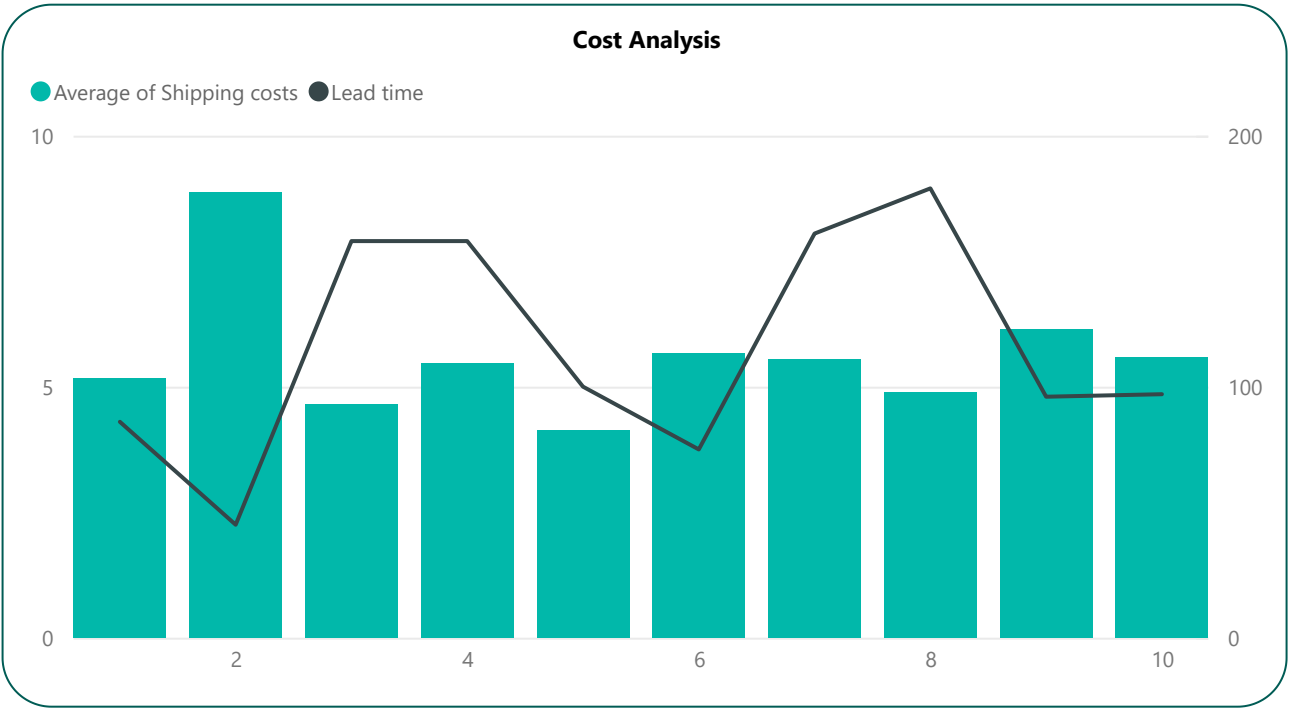
Try one of these to get started

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Show all suggestions

What are the cost implications of expedited shipping on order fulfillment, and does it contribute to increased customer loyalty?

- we identified instances of expedited shipping for certain orders. A detailed cost analysis revealed higher shipping costs associated with expedited deliveries. To understand its impact on customer loyalty, we will conduct a customer segmentation analysis, comparing the behavior and satisfaction levels of customers who opt for expedited shipping versus standard shipping. This will provide insights into whether expedited shipping contributes significantly to customer loyalty and justifies the additional costs





# Business Questions

[Overvie](#)[Demand](#)[Supplier](#)[insight 1](#)[insight 2](#)[insight 3](#)[insight 4](#)

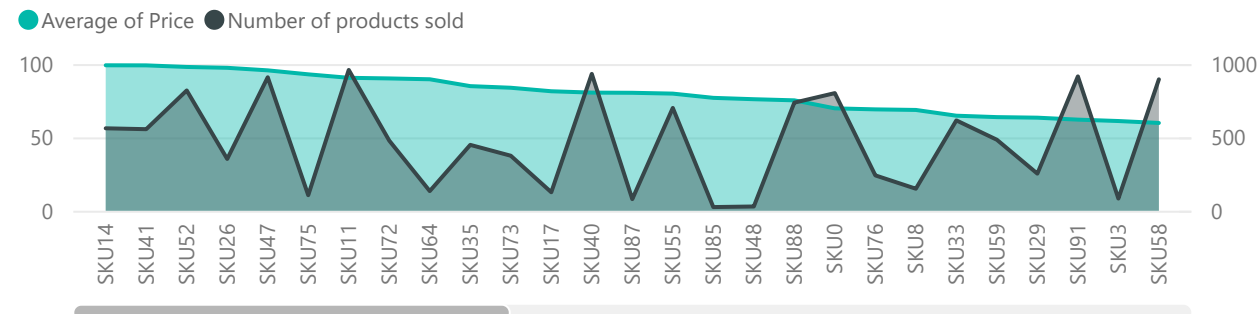
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[top locations by total revenue](#)[top locations by TOTAL prod SOLD](#)[top locations by total supply cost](#)[top locations by ofr](#)[top supplier names by ofr](#)[Show all suggestions](#)

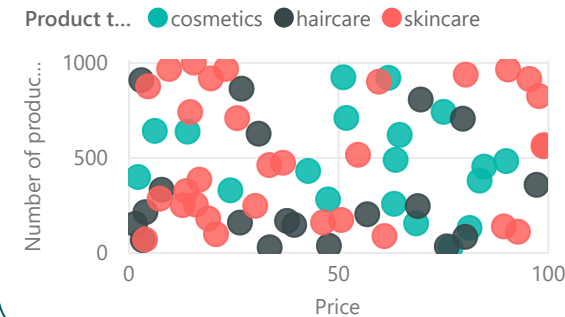
How does product pricing affect the volume of products sold, and is there an optimal pricing strategy for maximizing revenue?

- we noticed variations in product pricing and corresponding fluctuations in the volume of products sold. To determine the optimal pricing strategy, we will conduct a price elasticity analysis, considering factors such as customer demographics, competitive pricing, and historical sales data. This analysis aims to identify price points that maximize revenue while maintaining competitiveness. The results will guide pricing adjustments to align with market dynamics and customer preferences for increased revenue optimization.

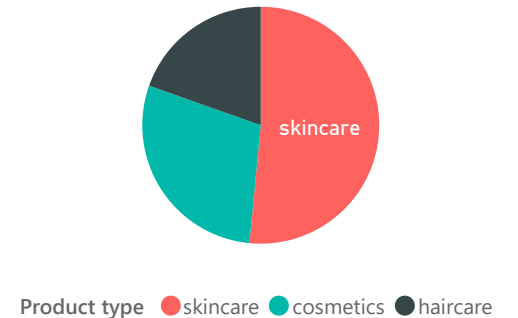
Average of Price and Number of products sold by SKU



Price-Volume Scatter Plot



Number of products sold by Product type



Pricing Strategy Distribution

