Dashboard Overview:
Performance, Cost, and CST Analysis

Team – 4

Dashboard's purpose.

Evaluate Business Performance: Track key performance indicators (KPIs) such as total products sold, revenue generated, and net profit, allowing stakeholders to gauge overall business health.

•**Analyze Revenue and Profit Trends**: Visualize revenue and profit by location and product type to identify high-performing areas and products, enabling targeted strategies for growth.

•**Examine Cost Structures**: Analyze manufacturing and shipping costs, as well as average lead times, to identify areas for operational efficiency and cost reduction.

•**Understand Customer Segmentation**: Explore sales and profit metrics segmented by customer demographics to tailor marketing and sales strategies, enhancing customer engagement and satisfaction.

1- KPI (Key Performance Indicators)

•**Purpose**: To provide a quick snapshot of overall business performance.

•**Key Metrics**:

•Highlight key performance indicators:
•Total Products Sold: **46k**
•Revenue Generated: **$577.60k**
•Net Profit: **$524.68k**
•Products: **100**
•Suppliers: **6**
•Transportation Modes: **5**
•Average Defect Rate: **2.28%**
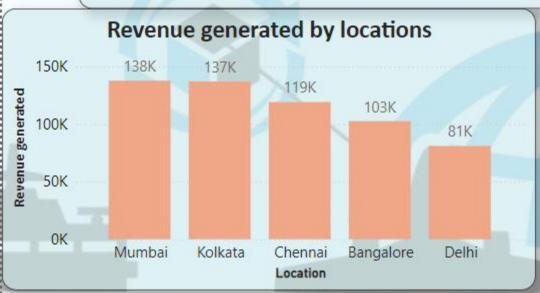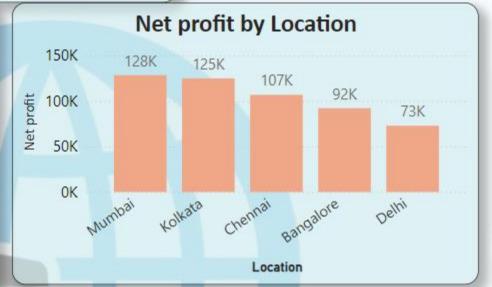
2 - Performance Analysis
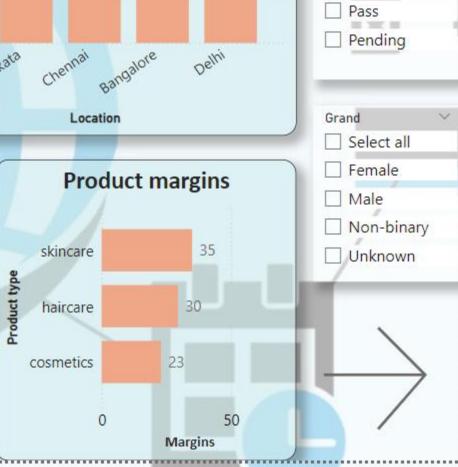
- **Purpose:** To evaluate sales performance across different dimensions.

- **Key Insights:**

- **Revenue Generated by Location:** Identifies geographical strengths.

- **Profit by Location:** Highlights areas of profitability.

- **Revenue by Product Type:** Assesses product category performance.

- **Profit by Product Type:** Evaluates which products contribute most to profit.

- **Profit margin by Product Type:** Evaluates which products contribute most to margins

Performance Analysis

Revenue generated by locations

Revenue generated (vertical axis, 0K–150K)

Location	Revenue generated
Mumbai	138K
Kolkata	137K
Chennai	119K
Bangalore	103K
Delhi	81K

Net profit by Location

Net profit (vertical axis, 0K–150K)

Location	Net profit
Mumbai	128K
Kolkata	125K
Chennai	107K
Bangalore	92K
Delhi	73K
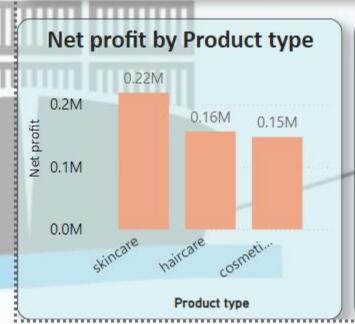
Inspection resu... ⌄
- ☐ Select all
- ☐ Fail
- ☐ Pass
- ☐ Pending

Grand ⌄
- ☐ Select all
- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Unknown

Net profit by Product type

Net profit (vertical axis, 0.0M–0.2M)

Product type	Net profit
skincare	0.22M
haircare	0.16M
cosmeti...	0.15M

Revenue generated by Product type

Revenue generated (horizontal axis, 0.0M–0.2M)

Product type	Revenue generated
skincare	0.24M
haircare	0.17M
cosmetics	0.16M

Product margins

Margins (horizontal axis, 0–50)

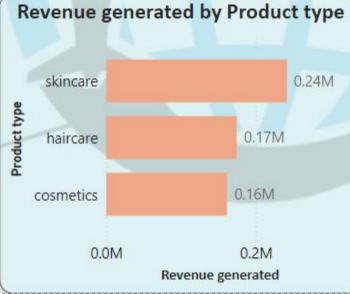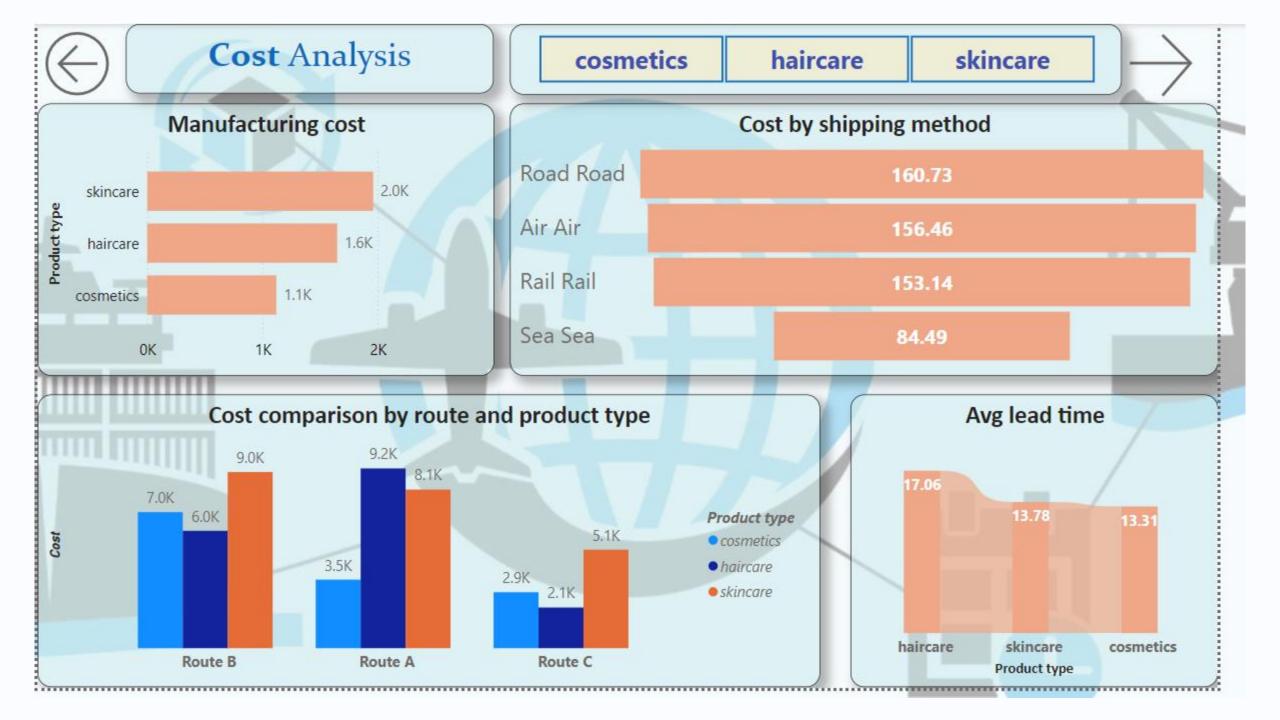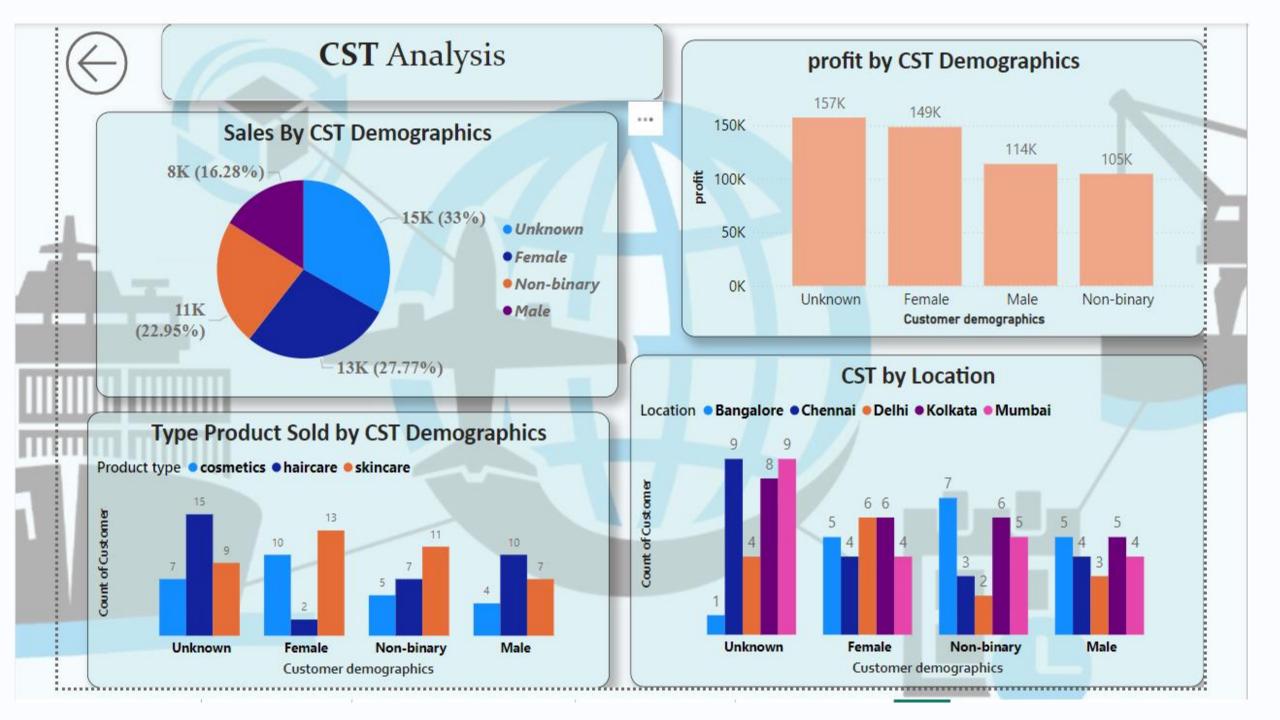| Product type	Margins
skincare	35
haircare	30
cosmetics	23

3 - Cost Analysis

- **Purpose:** To understand and manage cost structures effectively.
- **Key Insights:**
- **Manufacturing Cost**: Analyzes production expenses.
- **Shipping Cost:** Assesses logistics costs.
- **Cost Comparison by Route and Product Type**: Identifies cost efficiencies.
- **Average Lead Time:** Evaluates supply chain efficiency.

Cost Analysis

Manufacturing cost

Product type:
- skincare — 2.0K
- haircare — 1.6K
- cosmetics — 1.1K

(axis: 0K, 1K, 2K)

Cost by shipping method

Shipping method	Cost
Road Road	160.73
Air Air	156.46
Rail Rail	153.14
Sea Sea	84.49

Cost comparison by route and product type

Route B: cosmetics 7.0K, haircare 6.0K, skincare 9.0K
Route A: cosmetics 3.5K, haircare 9.2K, skincare 8.1K
Route C: cosmetics 2.9K, haircare 2.1K, skincare 5.1K

Product type
- ● cosmetics
- ● haircare
- ● skincare

Avg lead time

Product type	Avg lead time
haircare	17.06
skincare	13.78
cosmetics	13.31

4 - CST (Customer Segmentation and Targeting) Analysis

- **Purpose:** To analyze customer demographics and behaviors for targeted strategies.

- **Key Insights:**

- **Sales by CST Demographics:** Reveals customer preferences.

- **Profit by CST Demographics:** Assesses profitability across customer segments.

- **Type of Product Sold by CST Demographics:** Highlights product popularity among demographics.

- **CST by Location:** Identifies geographical distribution of customer segments.

CST Analysis

Sales By CST Demographics

- 15K (33%) — Unknown
- 13K (27.77%) — Female
- 11K (22.95%) — Non-binary
- 8K (16.28%) — Male

Legend:
- Unknown
- Female
- Non-binary
- Male

profit by CST Demographics

Customer demographics	profit
Unknown	157K
Female	149K
Male	114K
Non-binary	105K

Type Product Sold by CST Demographics

Product type: cosmetics, haircare, skincare

Customer demographics	cosmetics	haircare	skincare
Unknown	7	15	9
Female	10	2	13
Non-binary	5	7	11
Male	4	10	7

CST by Location

Location: Bangalore, Chennai, Delhi, Kolkata, Mumbai

Customer demographics	Bangalore	Chennai	Delhi	Kolkata	Mumbai
Unknown	1	9	4	8	9
Female	5	4	6	6	4
Non-binary	7	3	2	6	5
Male	5	4	3	5	4

Notable Findings

- **Market Opportunities:** There may be untapped market segments or product types that could be explored, especially if current sales trends show strong performance in certain demographics.

- **Logistics Optimization:** Analyzing shipping costs relative to revenue could lead to better logistics strategies, potentially increasing profit margins.

- **Product Focus:** Concentrating on high-margin products can lead to enhanced profitability, suggesting that efforts should be made to promote these items further.

Key Insights from the Dashboard

- **Strong Overall Performance**

The total products sold (46k) and revenue generated ($577.60k) indicate robust sales activity. The net profit of $524.68k suggests effective cost management and a profitable operational model.

- **Geographical Insights**

Revenue and profit by location data can reveal high-performing regions. If certain locations consistently outperform others, targeted marketing and resource allocation can enhance performance in lower-performing areas.

- **Product Performance**

The analysis of revenue and profit by product type provides insights into which products are driving sales. Identifying top-performing products allows for focused marketing strategies and potential expansion of successful lines.

- **Cost Management**

The cost analysis highlights critical areas for operational efficiency. For instance, comparing manufacturing and shipping costs can help pinpoint areas for cost reduction. If shipping costs are disproportionately high compared to profits, it may indicate a need to optimize logistics.

- **Customer Segmentation Insights**

The CST analysis reveals significant trends in customer demographics. Understanding which demographics generate the most sales and profit can inform targeted marketing campaigns and product development.