

Optimizing Supply Chain Efficiency with Data Analysis

KPIs

Total Orders
180.52K

Total Sales
36.78M

Item Quantity
384K

Total Profit
3.05M

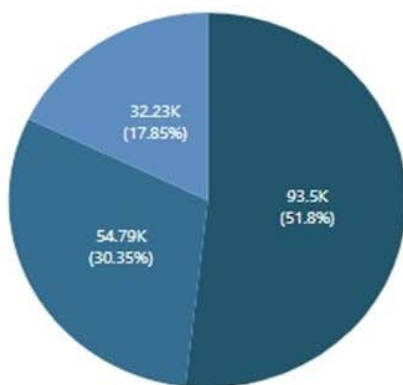
Total Product Price
25.50M

Store Location



Count of Order by Customer Segment

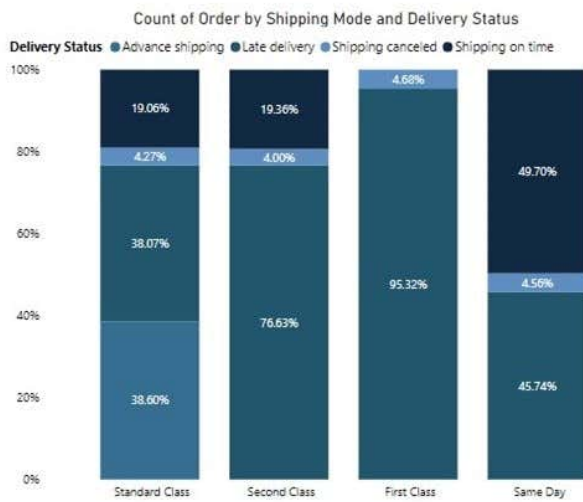
Customer Segment ● Consumer ● Corporate ● Home Office



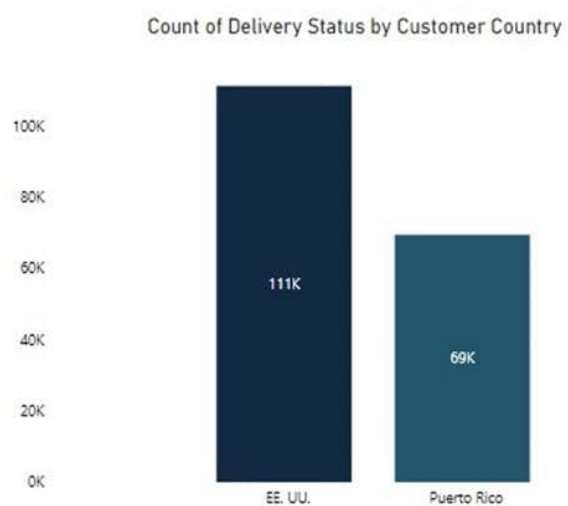
- Product Category Distribution:
Consumer Category: 51%
Corporate Category: 30%
Home Office Category: 18%
- The majority of our orders fall under the Consumer category, making up 51% of our overall distribution, followed by Corporate at 30%, and Home Office at 18%.



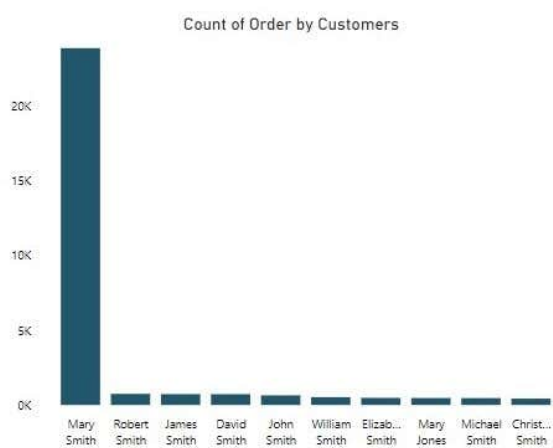
- The majority of deliveries are either on time or shipped in advance, which is generally positive.
- However, the presence of a large number of late deliveries may be a concern and could lead to customer dissatisfaction.
- The relatively low count of canceled shipment is a positive sign as it indicates that most shipments are going through as planned.



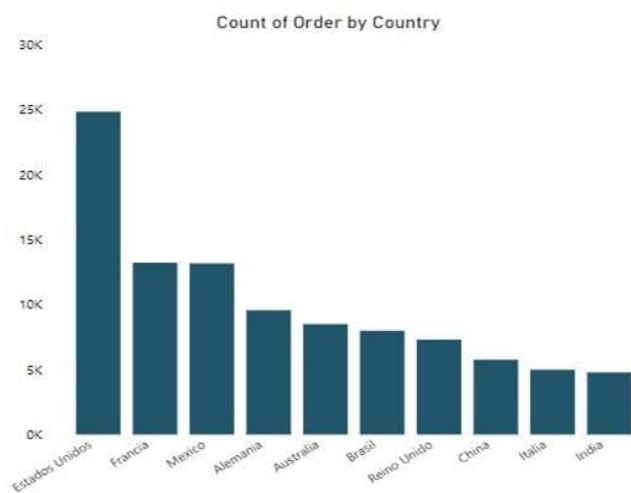
- Most of the late deliveries are either first class or second class shipping mode
- same day delivery are mostly on time shipping
- Almost equal percent of shipping cancelled for each shipping mode



- In all cases where fraud is suspected, the order status indicates that the shipping was canceled.
- The country with the highest number of suspected fraudulent orders is **EE. UU.**, with most of the suspicious transactions originating from customers in the United States.

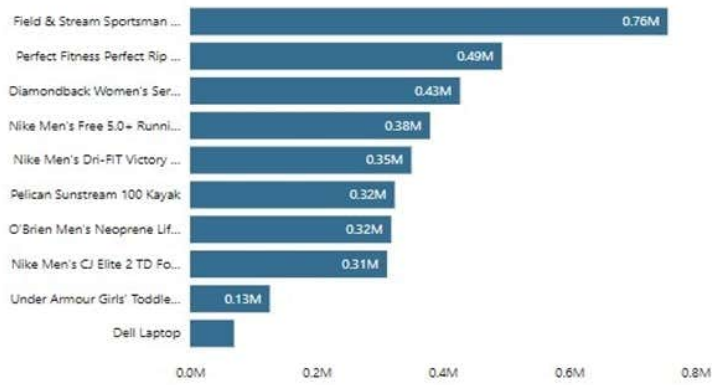


Mary Smith stood out as the customer with the most suspected fraud activities. What's peculiar is she tended to place orders from different addresses.

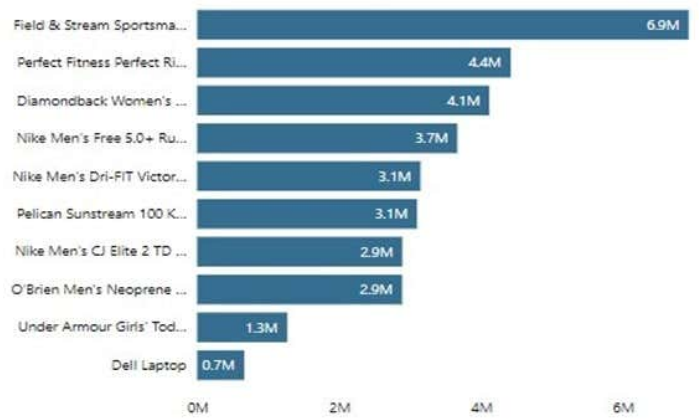


The orders that seemed most likely to be fraudulent were mostly sent to **Estados Unidos**, and **Francia** had a significant share too.

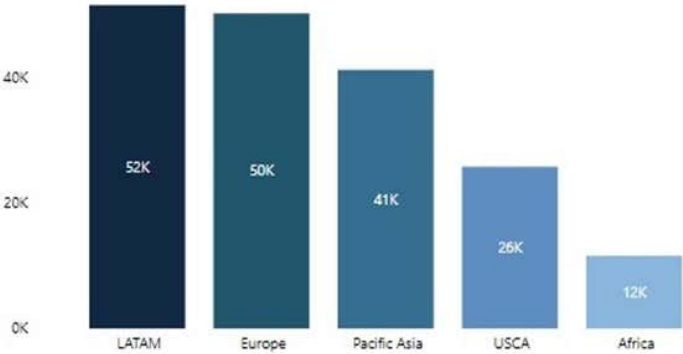
Total Benefit per order by Product



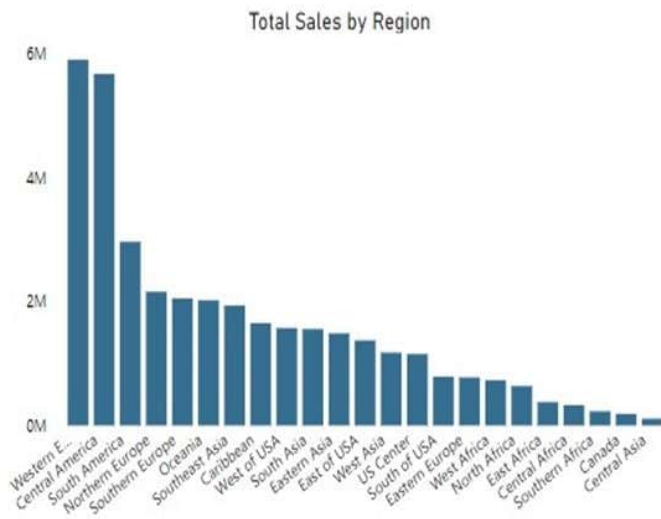
Total Sales by Product



Count of Order by Market

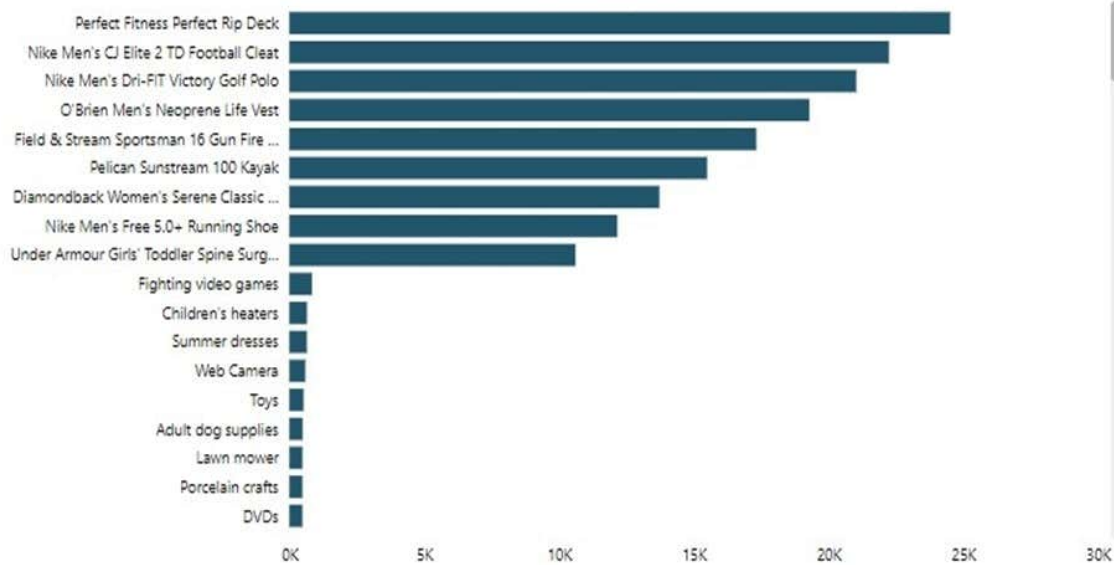


LATAM – 52K
Europe – 50K
Pacific Asia – 41K
USCA – 26K
Africa – 12K

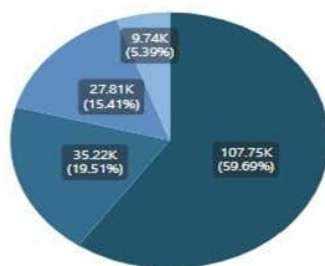


Europe – 30%
LATAM – 28%
Pacific Asia – 22%
USCA – 13%
Africa – 6%

Count of Order by Product



Count of Order by Shipping Mode



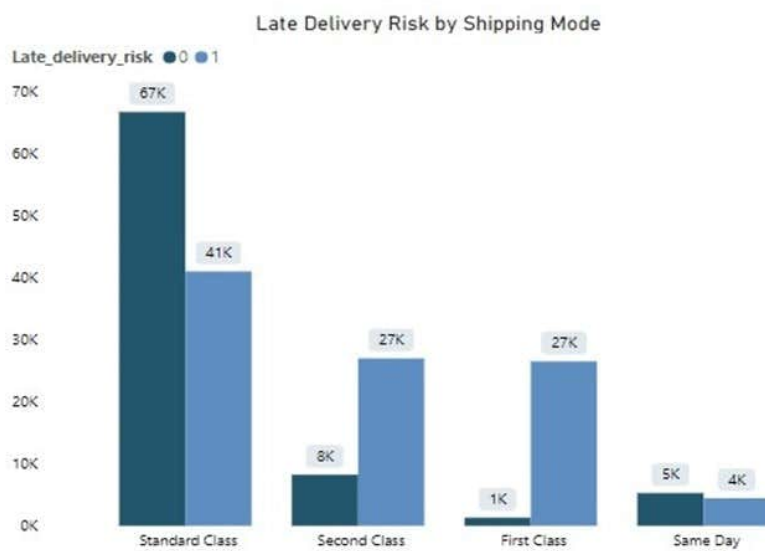
Shipping Mode ● Standard Class ● Second Class ● First Class ● Same Day

Standard Class is very commonly used and as expectation is the general choice.

Count of Orders by Shipping Mode



Standard Class – 108K
Second Class – 35K
First Class – 28K
Same Day – 10K



0 – Order not late
1 – Order sending is late

Almost all the shipping mode, has a significant risk for late delivery.

Thank You