

# Business Problem Statement

## Supply Chain Optimization & Margin Recovery

To ensure sustainable growth, the organization must address the misalignment between operational efficiency and net profitability. The primary objectives are:

1. **Logistics Reliability:** Minimize **Late Delivery Risk** by analysing the gap between **Days for shipment (scheduled)** and **Days for shipping (real)** to identify bottlenecks across specific **Shipping Modes** and **Order Regions**.
2. **Profitability Assurance:** Recover **Benefit per order** by auditing **Order Item Discount** strategies to pinpoint **Markets** or **Product Categories** where high **Sales** volume is failing to translate into positive earnings.
3. **Risk Mitigation:** Reduce revenue leakage by proactively identifying **SUSPECTED\_FRAUD** patterns in **Order Status** and preventing **Product Status** stockouts during peak demand.