

Analisis Kerugian Profit Rantai Pasok

Penyebab Akar, Dampak &
Strategi Revenue Kuartal Depan

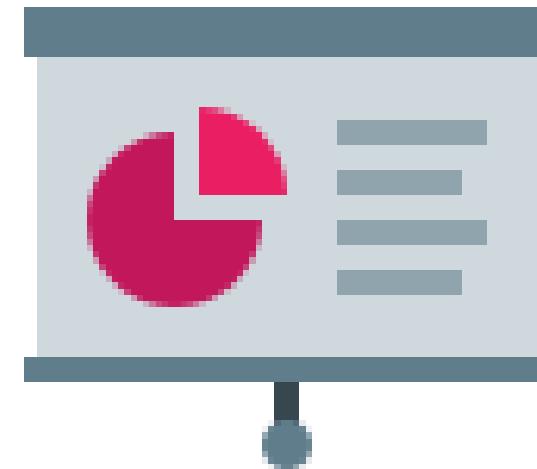
Nama: Taufik Hidayah

Tanggal: 24-12-2025



Daftar Isi

1. Ringkasan Eksekutif
2. Pendahuluan
3. Metodologi
- 4-8. Temuan Utama & Dampak
4. Dampak Finansial
5. 5 Strategi
6. Diskusi
7. Kesimpulan



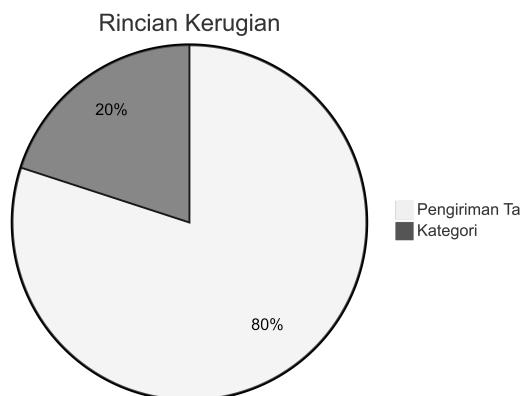
Ringkasan Eksekutif

Masalah: Kerugian -\$326k (18% order negatif).

Penyebab Utama: Pengiriman Same Day qty 4-5 (80% kerugian besar).

Solusi Cepat: Bukan diskon! Optimasi pengiriman → +10-15% revenue kuartal depan.

Rekomendasi #1: Larang Same Day qty>3 → simpan \$9.7k.



Pendahuluan

Tujuan Proyek:

- Naikkan revenue Q via 3-5 strategi.
- Identifikasi driver, optimasi harga, segmentasi.

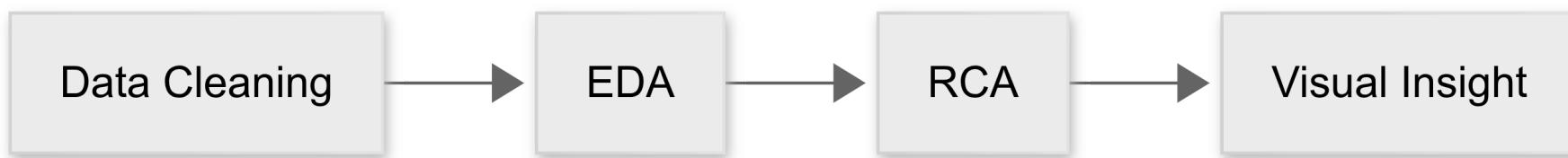
Dataset: 15.5k baris, 41 kolom.

Pertanyaan: Mengapa profit negatif?

Metodologi

Langkah EDA:

1. Data Cleaning.
2. Exploratory Data Analysis (EDA).
3. Root Cause Analysis.
4. Visualizing and Reporting



Temuan 1: Pengiriman Dominan

Same Day qty4-5: -\$9.7k

Mode	Rata Loss	Total \$
Same Day Tail	-442	-9.7k
Standard	-105	-174k

Alasan: Biaya express tinggi di bundle.

1. Loss by Shipping Mode

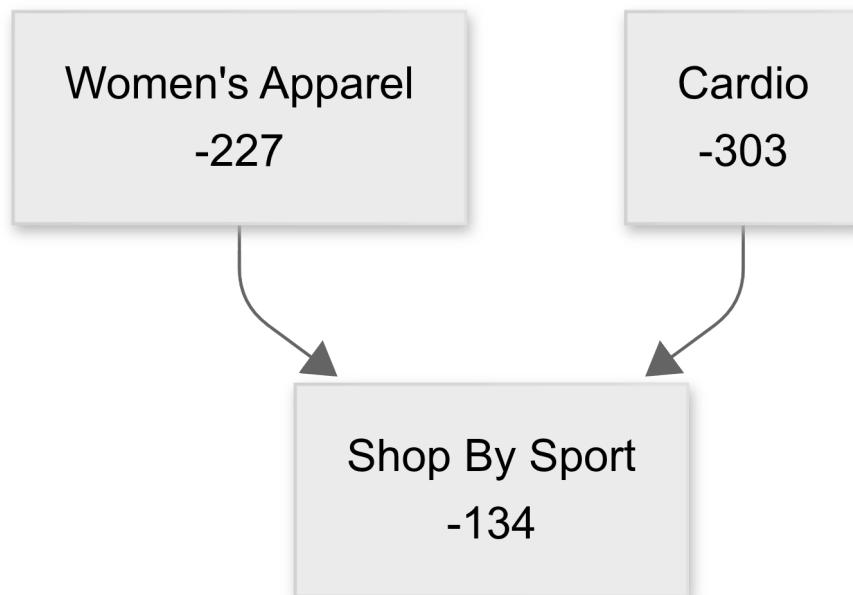
Same Day: Tail Risk High (-\$26k)



Temuan 2: Hotspot Kategori

Sport/Apparel 20%+ Kerugian (Women's Apparel terburuk)

- Same Day qty 4-5: -\$227 rata.
- Sport urgent → jebakan express.



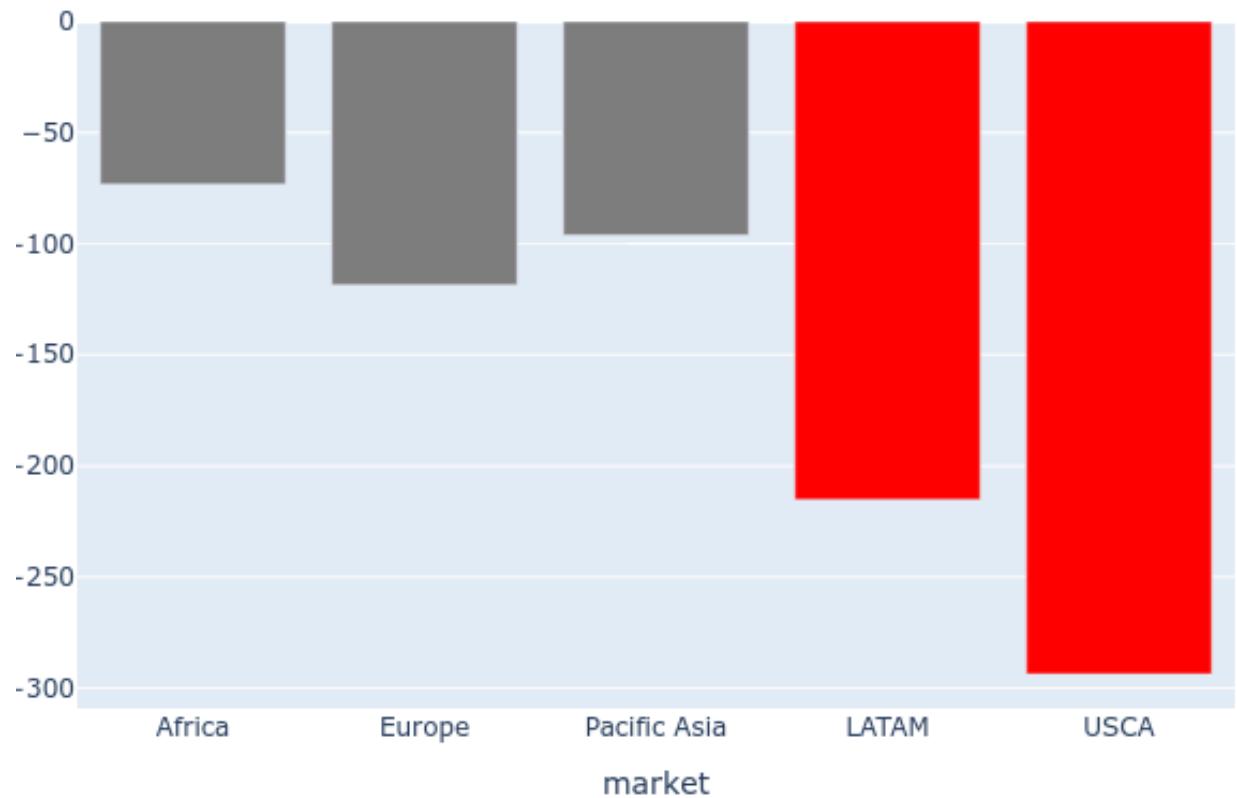
Temuan 3: Risiko Geo

LATAM/USCA Same Day Parah

Market	Qty4-5 Loss \$
USCA	-4,992
LATAM	-3,736

Alasan: Jarak + premium.

Average Loss by Market (Same Day Hotspots)
TAM/USCA: Prioritize



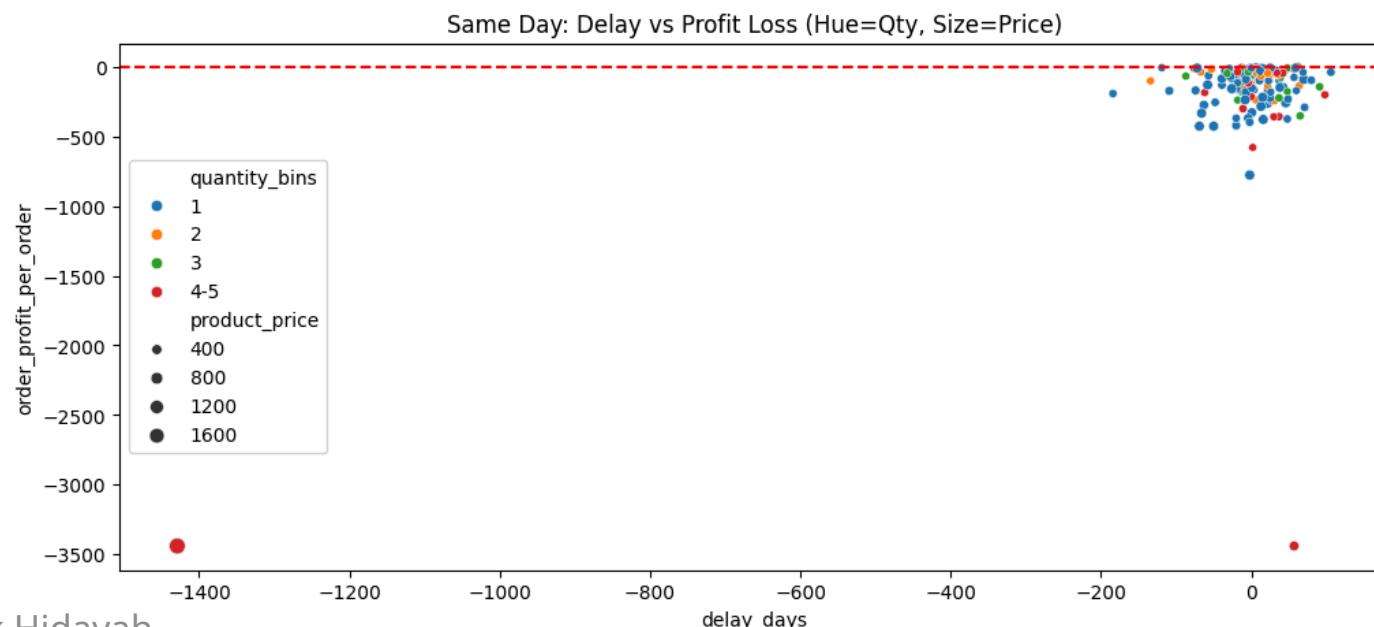
Temuan 4: Anomali Delay

Same Day: -7 hari rata (anomali!)

Standard: 15 hari lambat.

- Outlier: -1400 hari qty 4-5.

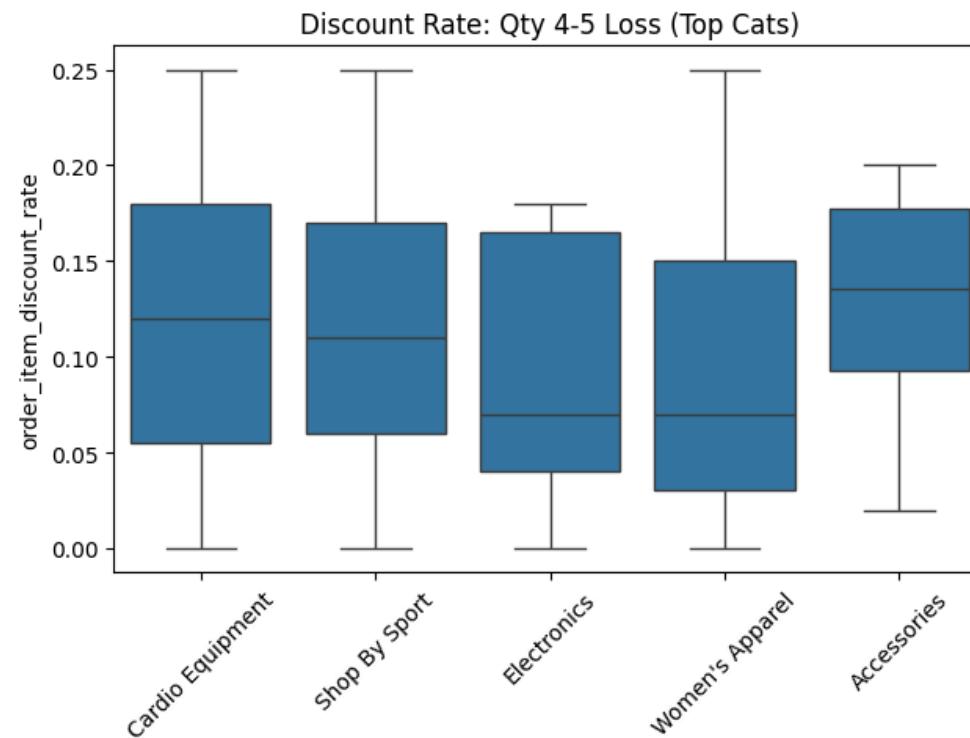
Alasan: Error data/penalty ops.



Temuan 5: Bukan Diskon

Rata Diskon 8-12%, 0% >25%.

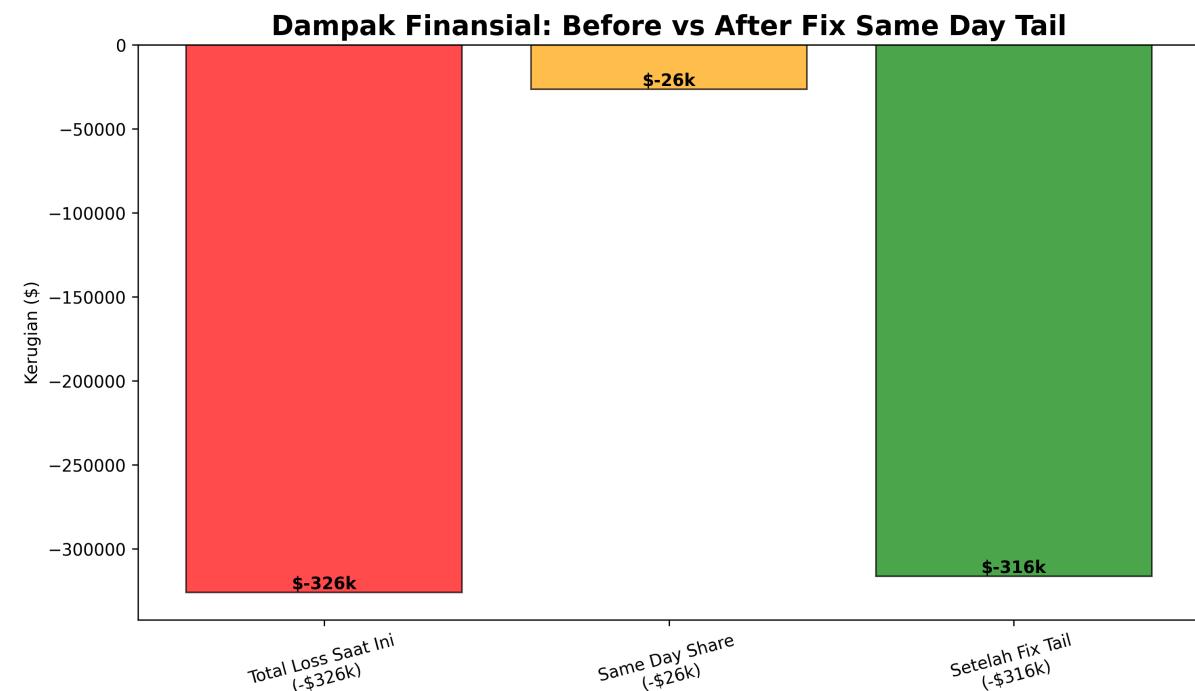
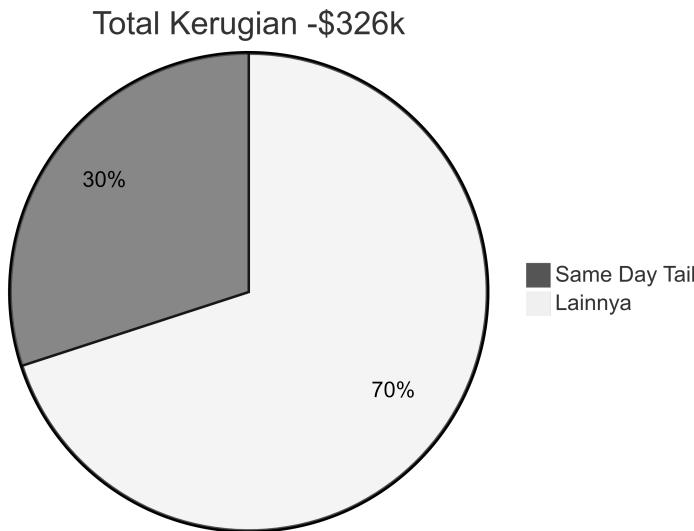
Alasan: Biaya pengiriman tetap utama.



Dampak Finansial Keseluruhan

Total: -\$326k

- Same Day: -\$26k (8% bagian).
- Fix Tail → +\$9.7k (+3%).



5 Strategi Actionable

1. Larang Same Day qty>3 → +\$9.7k (3%).
2. Tier pengiriman per kategori → Apparel Standard.
3. Optimasi geo LATAM/USCA → +5%.
4. Batas bundle qty express → Stabil.
5. SLA delay <7 hari → +6%.

Diskusi & Risiko

Kelebihan: Data-driven, menang cepat.

Risiko:

- Delay negatif → bersihkan data.
- Resistensi vendor.

Dashboard

SUPPLY CHAIN PROFIT LOSS

Profit Loss
\$ -326.570,52

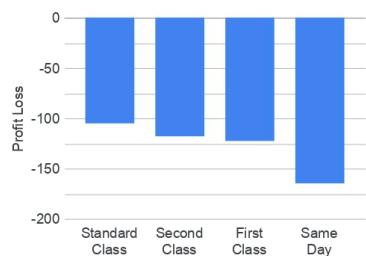
[Interactive Dashboard](#) ↗

Pilih rentang tanggal ▾

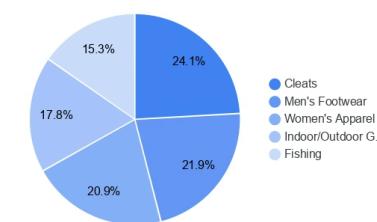
Delay Days



Average Loss \$ by Shipping Mode



Top 5 Categories Loss



Delay vs Average Profit



Market Hotspot

market	shipping_mode	Profit Loss ▲
1. LATAM	Same Day	-9.040,75
2. USCA	Same Day	-7.341,38
3. Europe	Same Day	-6.758,07
4. Pacific Asia	Same Day	-2.500,39
5. Africa	Same Day	-732,69

Discount Rate

0,10

8-12%: Pricing Safe

Kesimpulan

Inti: Identifikasi kerugian \$326k & strategi +15% revenue via shipping optimization.

Achievements:

1. Temukan root cause (Same Day tail qty4-5).
2. Simulasi save \$9.7k+ dari data real.
3. 5 strategi actionable siap implementasi.

Learnings/Skills:

- EDA advance (Pandas, visual insights).
- Business impact dari data supply chain.