Total Revenue Generated
$5,77,604.82
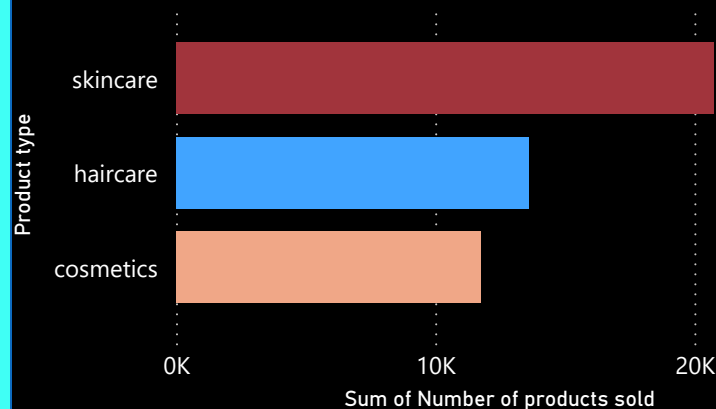
Total Orders Quantity
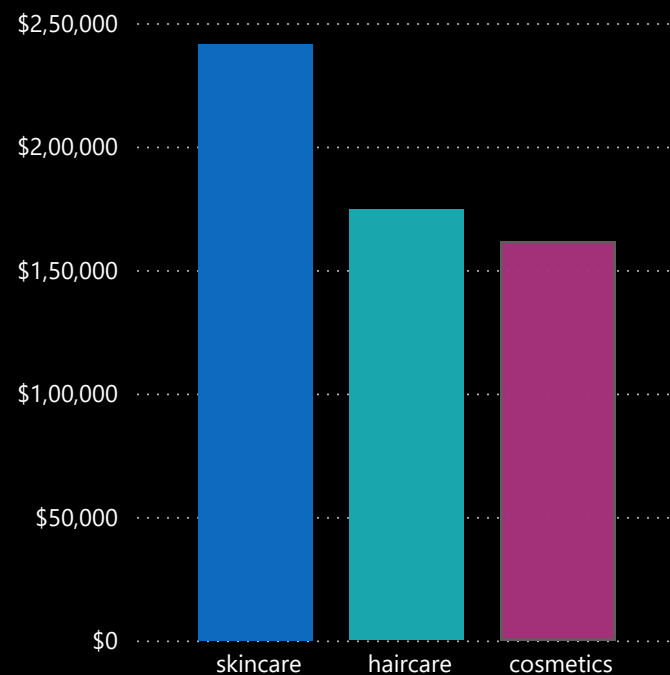## 4,922

Total Availability
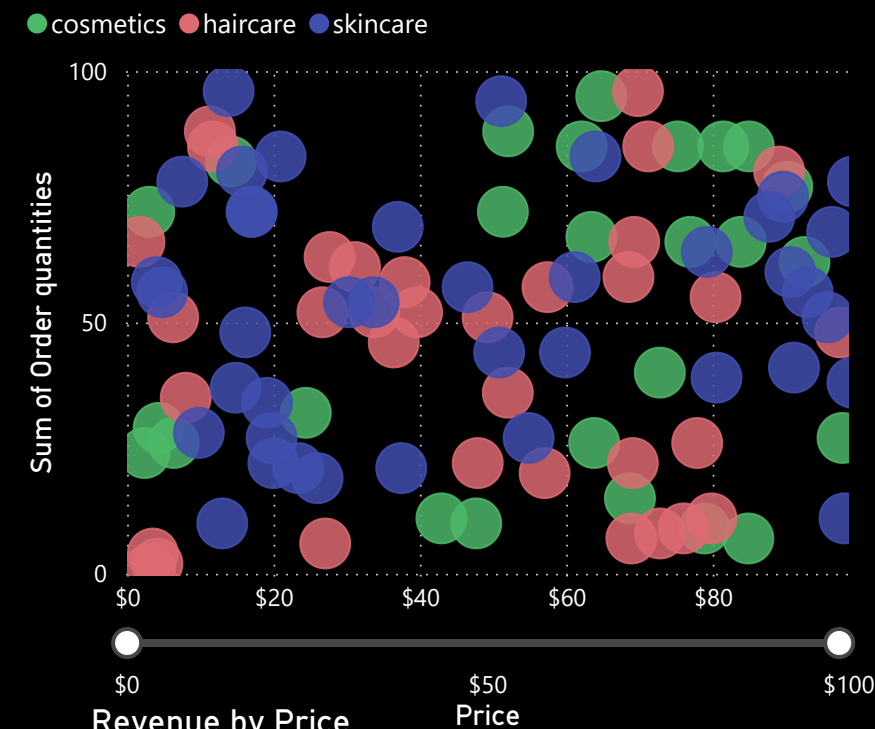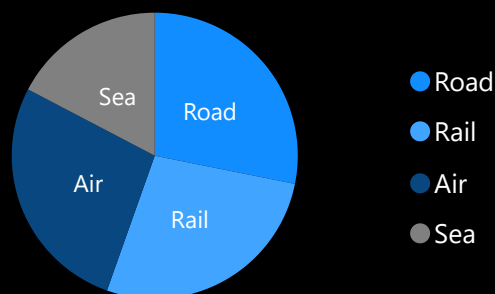## 4840

Product sold by Product type

Product type: skincare, haircare, cosmetics

Sum of Number of products sold (0K, 10K, 20K)

Total Revenue by Product type

$2,50,000
$2,00,000
$1,50,000
$1,00,000
$50,000
$0

skincare, haircare, cosmetics

Total order quantity and Price by Product type

● cosmetics ● haircare ● skincare

Sum of Order quantities (0, 50, 100)

Price ($0, $20, $40, $60, $80)

Price slider: $0 — $100

Order quantities by Transportation modes

● Road
● Rail
● Air
● Sea

Pie chart: Road, Rail, Air, Sea

Revenue by Price

Revenue ($0K, $5K, $10K)

Price ($0, $20, $40, $60, $80, $100)

Price slider

Bangalore | **Chennai** | **Delhi** | **Kolkata** | **Mumbai**

Shipping costs by Shipping carriers

Sum of Shipping costs

200

150

100

50

0

Carrier B | Carrier C | Carrier A
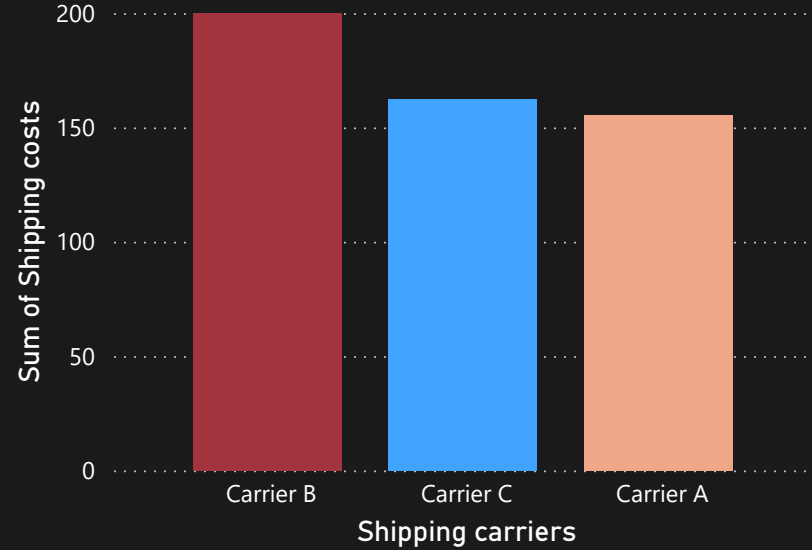
Shipping carriers

Average defect Rate by Product Type

Supplier name
- Supplier 5
- Supplier 3
- Supplier 2
- Supplier 4
- Supplier 1

2.67 (22.9%)
1.80 (15.5%)
2.34 (2...)
2.36 (20.3%)
2.47 (21.2%)
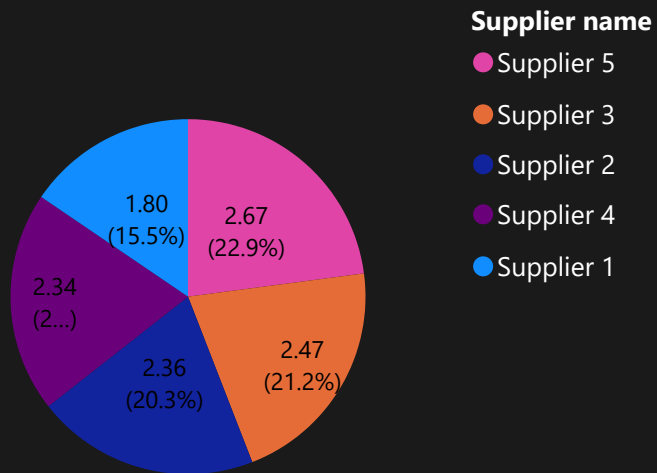
Shipping costs by Shipping carriers and location

● Bangalore ● Chennai ● Delhi ● Kolkata ▷

Shipping costs

60

40

20

0

Carrier B | Carrier C | Carrier A

Shipping carriers

Average of Lead times by Product type

Product type

skincare

haircare

cosmetics

0 | 10 | 20

Average of lead time(Day)
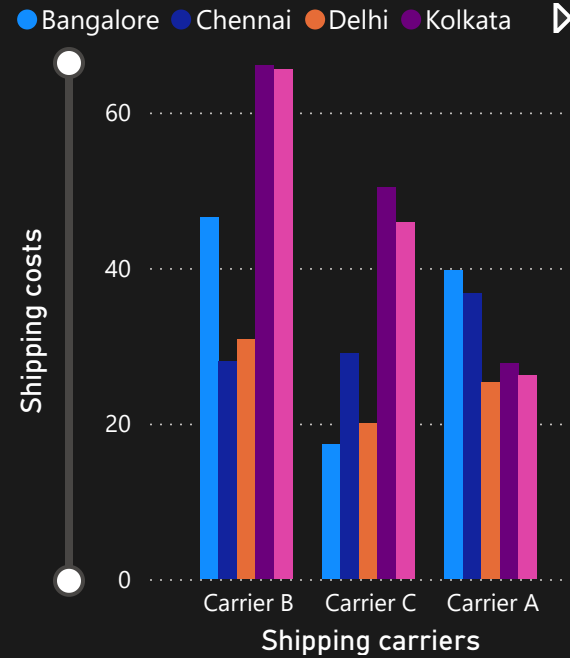
Average of Lead times by Supplier name and Order quantities

● Supplier 1 ● Supplier 2 ● Supplier 3 ● Supplier 4 ● Supplier 5

Order quantities

100

50

0

0 | 10 | 20 | 30

Average of Lead times
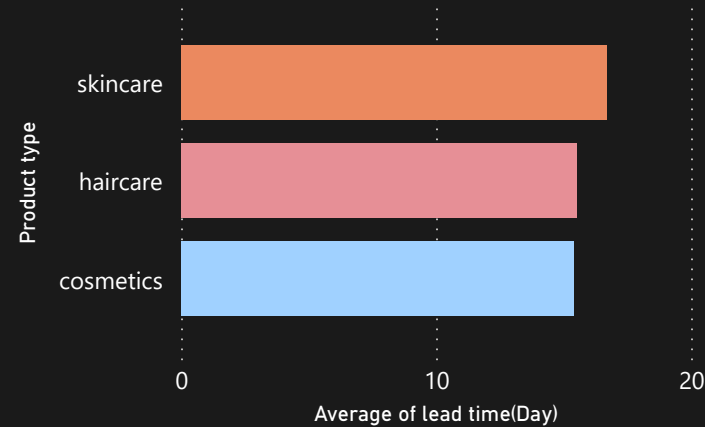
Shipping costs by Transportation modes

Shipping costs

200

150

100

50

0

Road | Air | Rail | Sea

Transportation modes
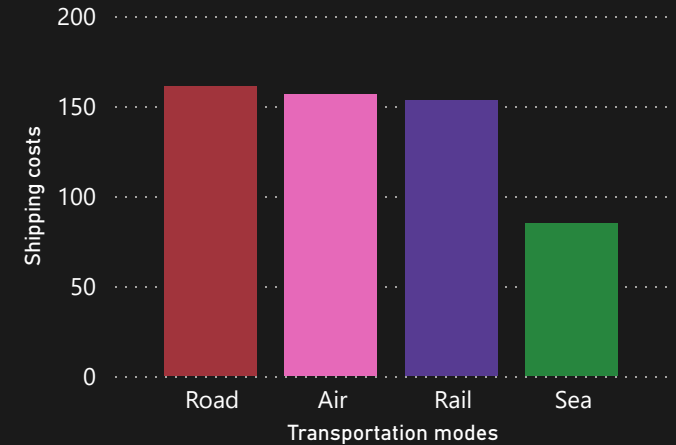
Manufacturing costs by Supplier Name

Bar chart of Manufacturing costs (y-axis, 0 to 1000) by Supplier name (x-axis): Supplier 1, Supplier 4, Supplier 2, Supplier 5, Supplier 3.
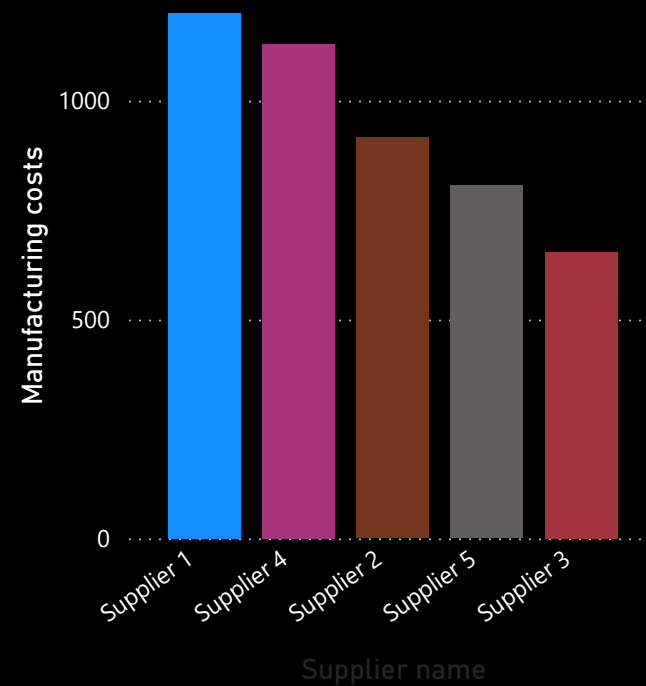
Production volumes and Average of Manufacturing lead time by Supplier name

- Sum of Production volumes
- Average of Manufacturing lead time

Combination chart with Sum of Production volumes (left y-axis, 0K to 20K) and Average of Manufacturing lead time (right y-axis, 12 to 16) by Supplier name (x-axis): Supplier 2, Supplier 1, Supplier 4, Supplier 5, Supplier 3.
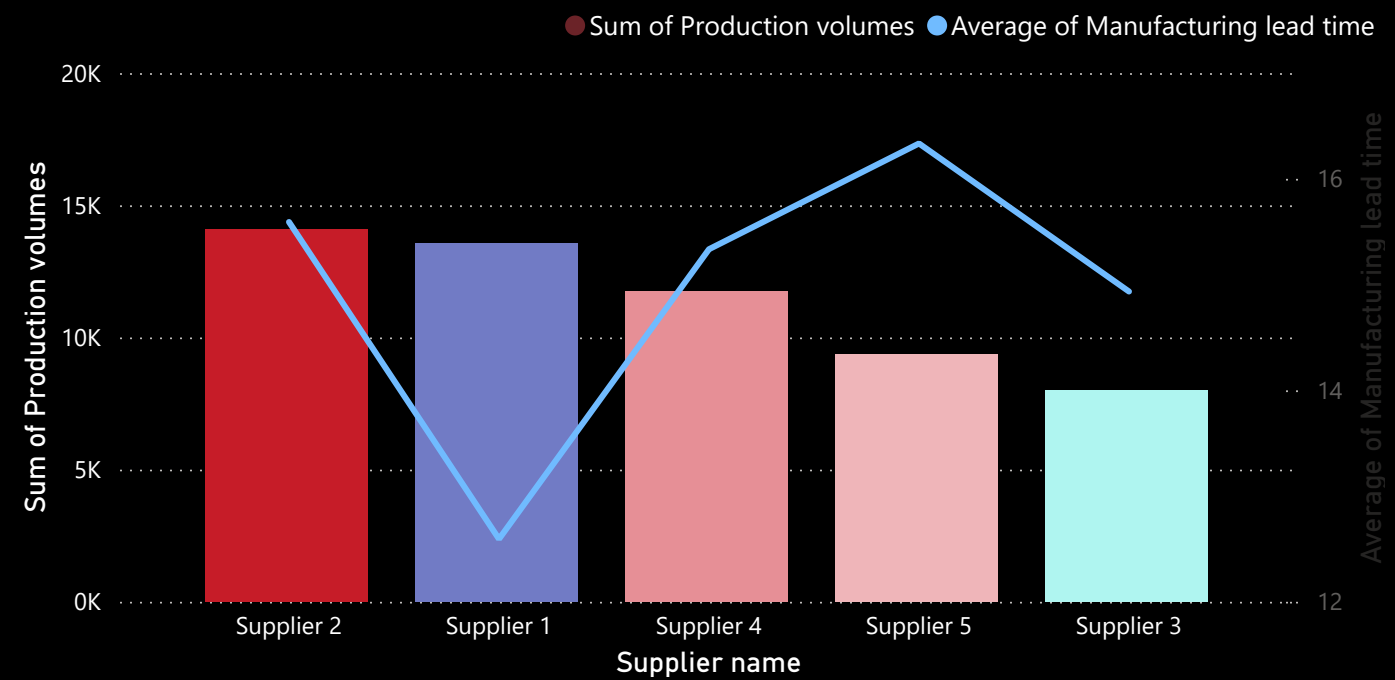
Manufacturing costs by Product type

Horizontal bar chart of Manufacturing costs (x-axis, 0 to 2000) by Product type (y-axis): skincare, haircare, cosmetics.
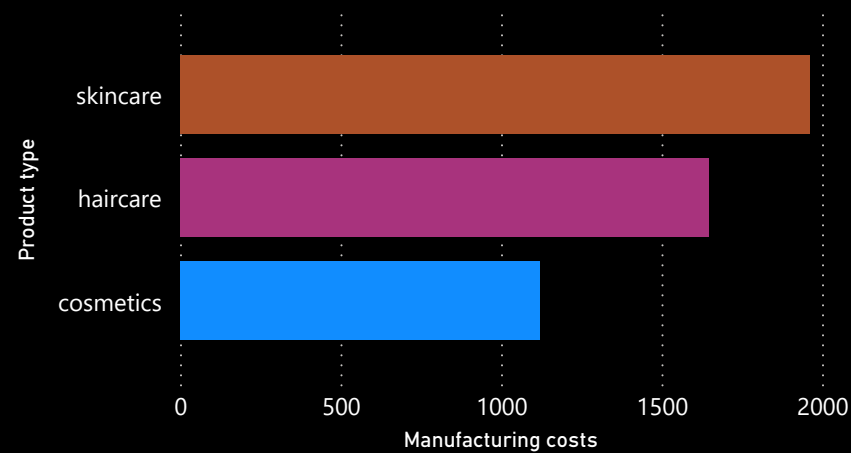
Manufacturing costs and Price by Product type

Costs
- Sum of Man...
- Sum of Price

Clustered bar chart of Price and Manufacturing costs (y-axis, 0 to 2000) by Product type (x-axis): skincare, haircare, cosmetics.
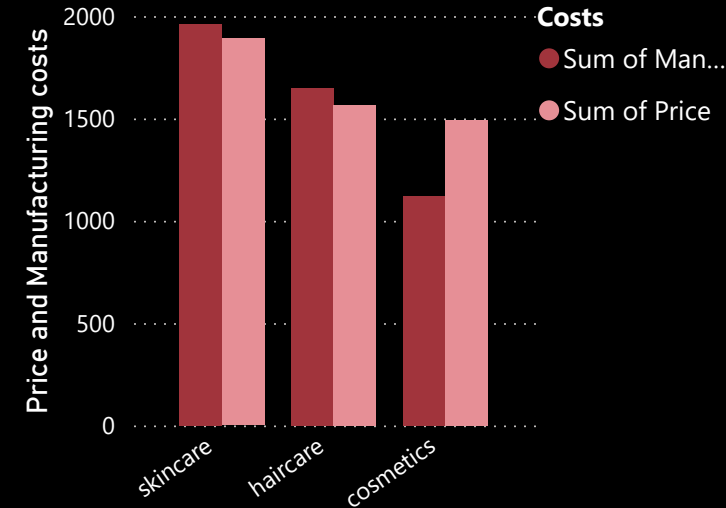
Manufacturing costs by Inspection results

Inspection results
- Fail
- Pending
- Pass

Pie chart: 1.06K (22.5%), 1.8... (3...), 1.79K (37.8%).
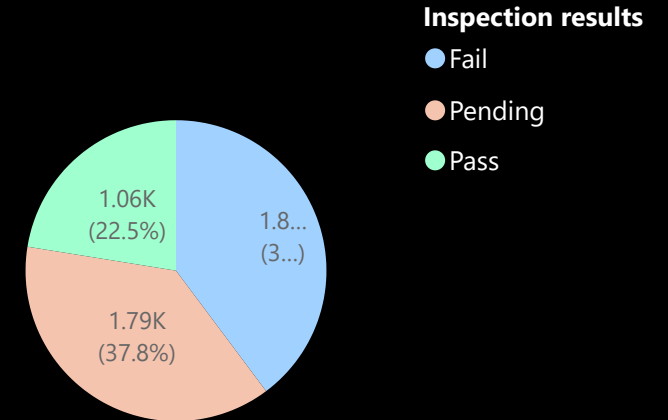
Product sold By Customer Demoghaphics

Customer demogr.
- Unknown
- Female
- Non-binary
- Male

15.21K (33.0%)

7.51K (16.3%)

12.80K (27.8%)

10.... (2...)

Revenue Generated by Customer demographics
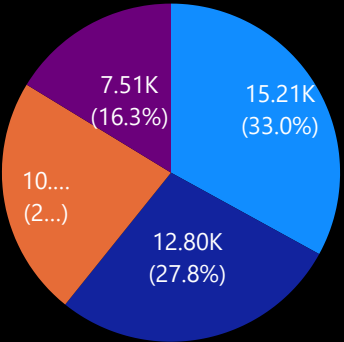
Customer demographics	✕	Product type	✕	Number of products sold	✕
Female		skincare			

Total Revenue
$5,77,604.82

Unknown
$1,73,090.13

Female
$1,61,514.49

Male
$1,26,634.39

Non-binary
$1,16,365.80

skincare
$79,241.11

cosmetics
$69,548.54

haircare
$12,724.83

963
$10,011.74

380
$8,864.08

913
$8,525.95

134
$8,458.73

704
$8,367.72

736
$7,460.90

280
$6,453.80

960
$6,099.94

○ Which Product Type generated the highest revenue ?

Finding: **Skincare** products generated the highest revenue, totaling **$241,628.16**.

Explanation: Skincare is the most profitable product category, indicating strong market demand. This suggests an opportunity to further invest in marketing, inventory, and product development for skincare to maximize profits

Implication: Focus on skincare in marketing and inventory strategies to maximize profits

○ What demographic group contributes the most to sales?

Finding: **The "Unknown" demographic group c**ontributed the most to sales, with 15,211 units sold across 31 customers. **Females were the second largest group** with 12,311 units sold to 25 customers.

Explanation: The dominance of the "Unknown" group highlights a gap in demographic data, which could hinder targeted marketing efforts. However, female customers show strong engagement with skincare products

Implication: Improve demographic data for better targeting and leverage female customer preferences in skincare.

○ Which suppliers have the most efficient manufacturing processes based on Manufacturing lead time and Production volumes?

Finding: **Supplier 1** is the most efficient with an average manufacturing lead time o**f 12.59 days.**

Explanation: Shorter lead times indicate more efficient production processes, allowing quicker response to market demands. Partnering more closely with Supplier 1 could improve time-to-market and reduce costs, providing a competitive advantage.

Implication: Strengthen partnership with Supplier 1 to reduce lead times and enhance responsiveness.

○ How do Shipping costs vary by Shipping carrier and Location ?

Finding: Shipping costs are highest with **Carrier B in Kolkata and Mumbai,** while Carrier C offers the lowest shipping costs.

Explanation: Carrier B's higher costs in these locations may indicate less efficient routes or higher operational expenses. In contrast, Carrier C's lower costs suggest more competitive pricing or better logistical efficiency. This insight can guide decisions on carrier selection to optimize shipping expenses.