Supply Chain Analysis

Iyabo Sindiku

Overview
Revenue
Products
Shipping
Defect Rate
SKU

₹ 577.60K
Generated Revenue

₹ 5.55
Average Shipping Cost

3
Product Type

4922
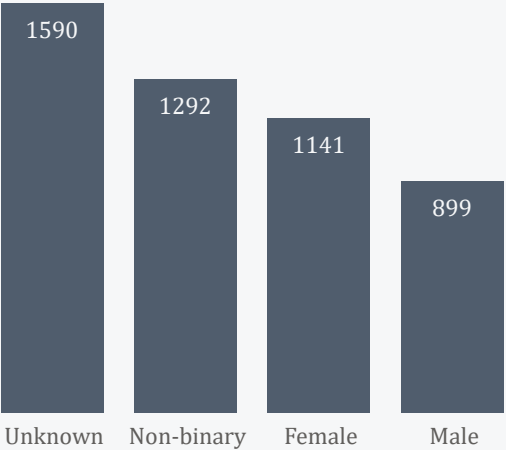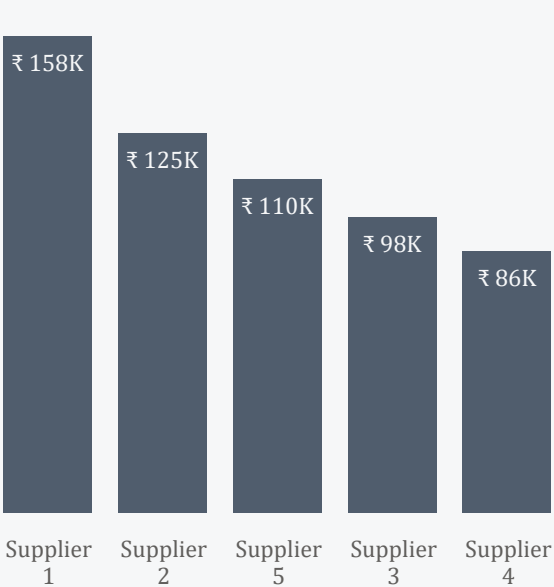Order Quantities

46.1K
Sales

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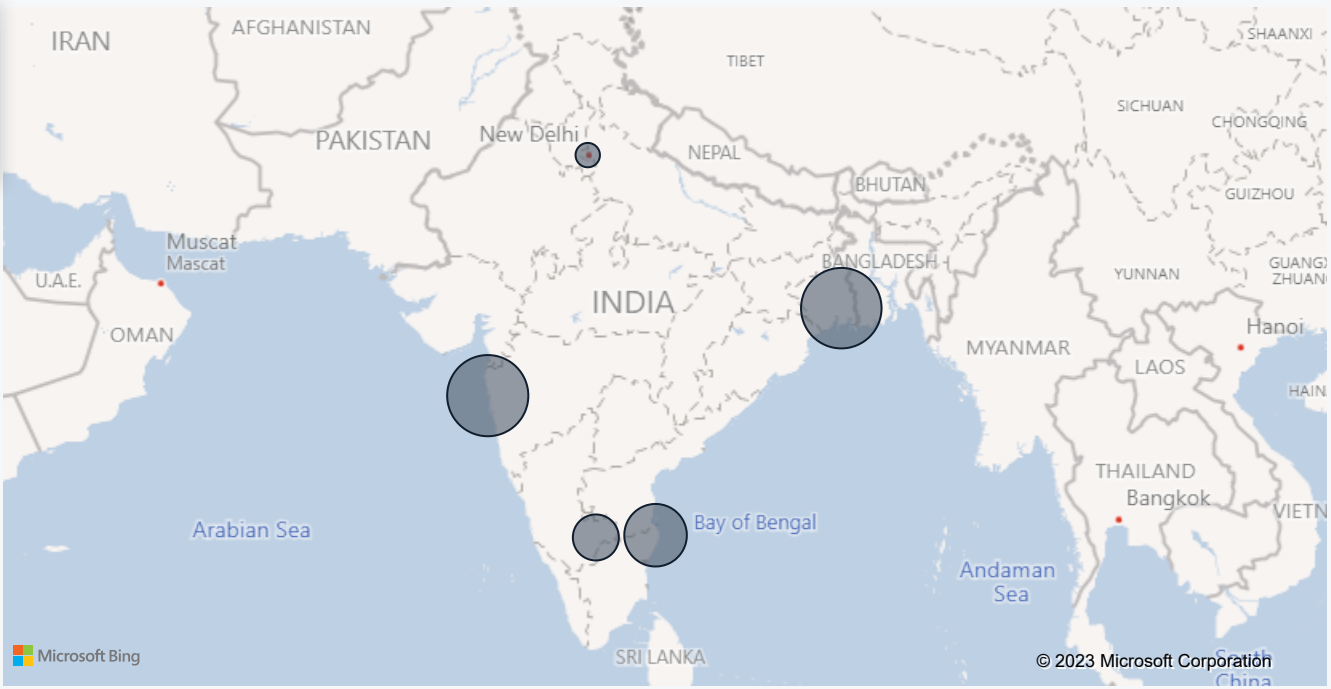
Supply chain analysis is the analysis of information that companies draw from a number of applications that is tied to their supply chain, such as execution systems for procurement, inventory, order and warehouse management and fulfillment, and transportation management (including shipping).

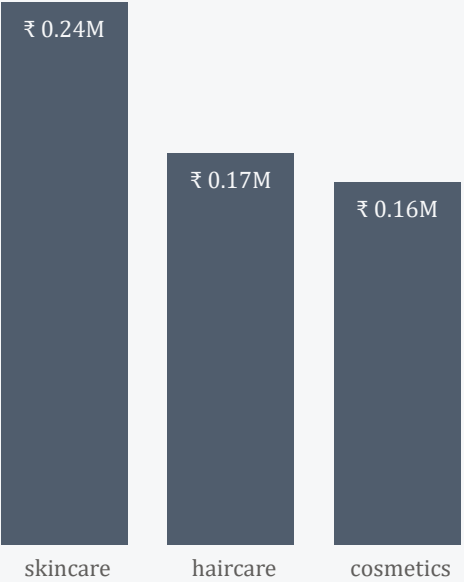This report covers the analysis of the supply chain of an Indian personal care company.

Clear all slicers

Order Quantity by Customer Demographic

Demographic	Order Quantity
Unknown	1590
Non-binary	1292
Female	1141
Male	899

Generated Revenue by Supplier

Supplier	Revenue
Supplier 1	₹ 158K
Supplier 2	₹ 125K
Supplier 5	₹ 110K
Supplier 3	₹ 98K
Supplier 4	₹ 86K

Generated Revenue by Product Type

Product Type	Revenue
skincare	₹ 0.24M
haircare	₹ 0.17M
cosmetics	₹ 0.16M

Revenue Table

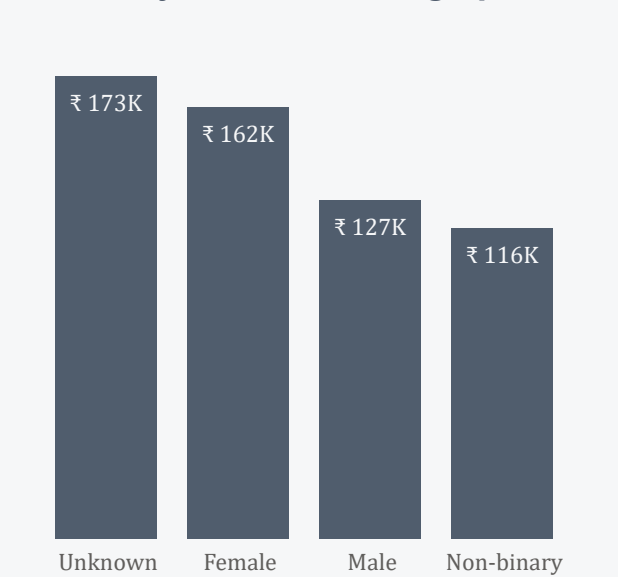| Product		Orders	Sales	Manufacturing Costs	Shipping Costs	Total Revenue
⊟	skincare	2099	20731.0	₹ 1,959.73	₹ 196.39	₹ 241,628.16
	Kolkata	644	8101.0	₹ 468.86	₹ 69.25	₹ 77,886.27
	Chennai	472	4704.0	₹ 492.99	₹ 36.98	₹ 58,957.42
	Mumbai	368	3101.0	₹ 228.97	₹ 39.81	₹ 44,174.54
	Bangalore	358	1719.0	₹ 474.23	₹ 33.81	₹ 31,637.82
	Delhi	257	3106.0	₹ 294.68	₹ 16.54	₹ 28,972.12
⊟	haircare	1480	13611.0	₹ 1,647.57	₹ 200.86	₹ 174,455.39
	Bangalore	297	2160.0	₹ 455.79	₹ 51.49	₹ 51,654.35
	Mumbai	359	3117.0	₹ 322.15	₹ 46.80	₹ 44,423.98
	Kolkata	435	3407.0	₹ 391.31	₹ 46.53	₹ 35,027.71
	Chennai	318	2321.0	₹ 279.85	₹ 32.56	₹ 28,723.45
	Delhi	71	2606.0	₹ 198.47	₹ 23.48	₹ 14,625.90
⊟	cosmetics	1343	11757.0	₹ 1,119.37	₹ 157.56	₹ 161,521.27
	Mumbai	356	3208.0	₹ 256.96	₹ 50.86	₹ 49,156.51
	Delhi	405	4003.0	₹ 240.05	₹ 36.03	₹ 37,429.68
	Chennai	319	1743.0	₹ 250.07	₹ 24.24	₹ 31,461.95
	Kolkata	149	1262.0	₹ 186.41	₹ 28.25	₹ 24,163.57
	Bangalore	114	1541.0	₹ 185.89	₹ 18.18	₹ 19,309.56
	Total	4922	46099.0	₹ 4,726.67	₹ 554.81	₹ 577,604.82

It is most likely that most of those falling into the Unknown customer demographic are those that did not want to disclose their gender.

At ₹ 173,090.13, Unknown had the highest generated revenue and was 48.75% higher than Non-binary, which had the lowest at ₹ 116,365.80.

Unknown had the highest generated revenue at ₹ 173,090.13, followed by Female, Male, and Non-binary.

Unknown accounted for

Revenue by Customer Demographic

Unknown	Female	Male	Non-binary
₹ 173K	₹ 162K	₹ 127K	₹ 116K

Microsoft Bing

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46.1K
Sales

3
Product Type

4
Customer Demographics

56.78K
Production Volume

Overview

Revenue

Products

Shipping

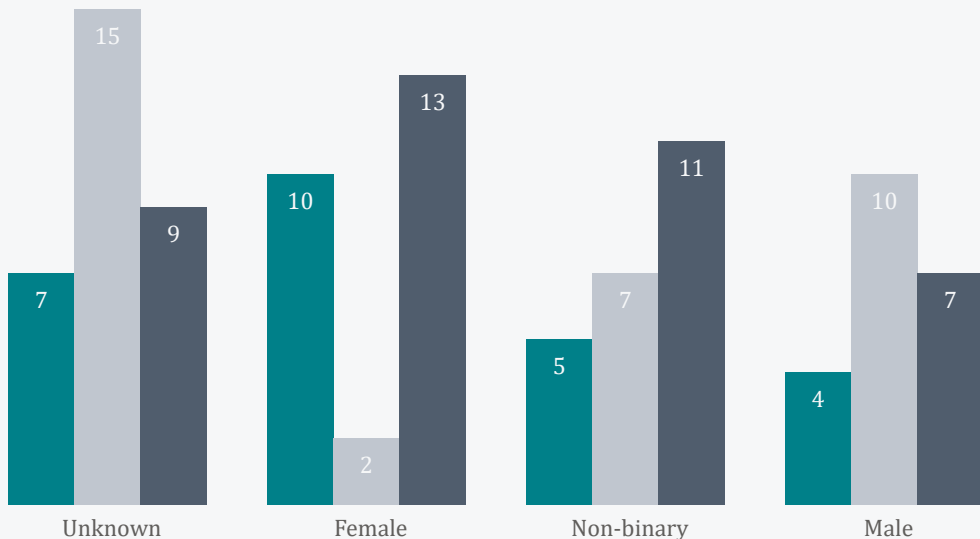Defect Rate

SKU

Clear all slicers

Relationship between the price of the products and the revenue generated by them.

Skincare had the highest product Sales at 20731 accounting for 45% of all sales, followed by haircare at 13611 (29.5%), and cosmetics at 11757 (25.5%).
Since the company derives more revenue from skincare products, the higher the price of skincare products, the more revenue they generate.

Avg lead times and manufacturing costs for all company products

Product Type	Avg Lead Time	Avg Manufacturing Costs
cosmetics	13.54	₹ 43.05
haircare	18.71	₹ 48.46
skincare	18.00	₹ 48.99
Total	**17.08**	**₹ 47.27**

Product Type by Customer Demographic

● cosmetics ● haircare ● skincare

Unknown: 7, 15, 9
Female: 10, 2, 13
Non-binary: 5, 7, 11
Male: 4, 10, 7

Sales by Product Type

● skincare ● haircare ● cosmetics

cosmetics 11.8K (25.5%)
skincare 20.7K (44.97%)
haircare 13.6K (29.53%)
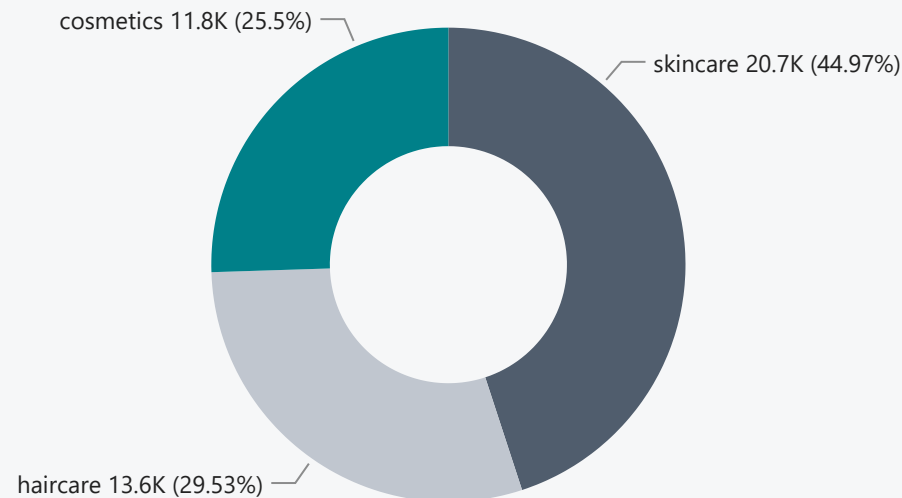
Shipping Costs by Shipping Carrier

Transportation Mode ▼
All ▼

Shipping Carrier ▼
All ▼

₹ 236.90 — Carrier B
₹ 162.38 — Carrier C
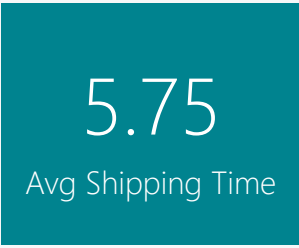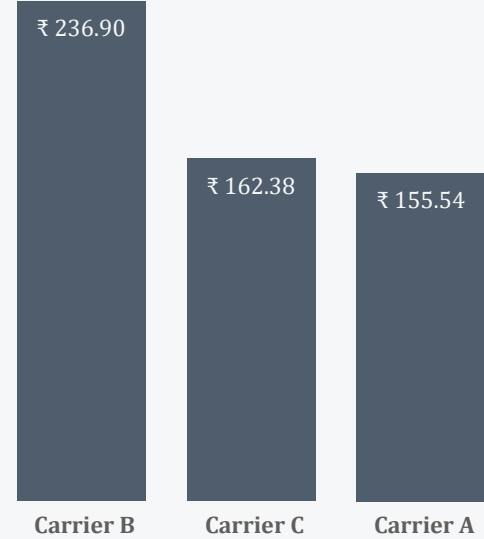₹ 155.54 — Carrier A

₹ 5.55
Average Shipping Cost
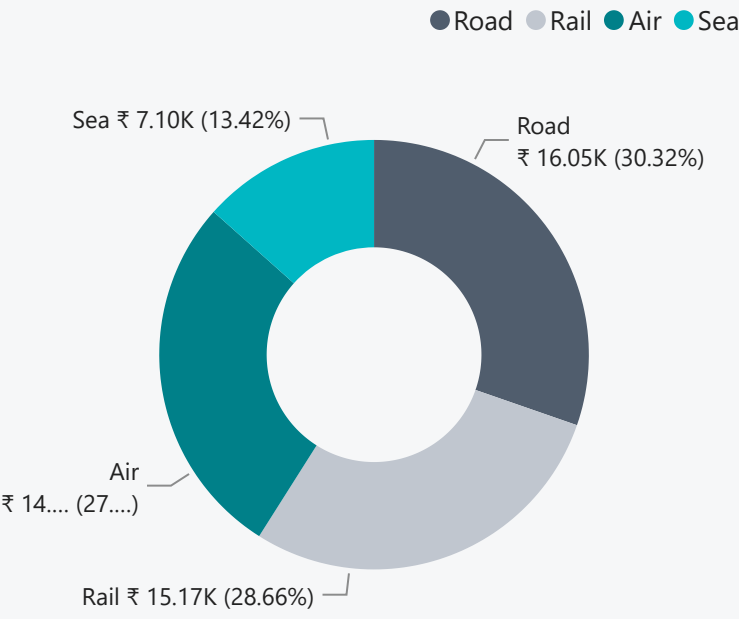
5.75
Avg Shipping Time

3
# of Shipping Carriers

Analysis of the shipping time & cost

- Carrier B had the highest Shipping Costs at ₹ 236.90, followed by Carrier C at ₹ 162.38 and Carrier A at ₹ 155.54.

- Carrier B generates the most revenue for the company. However, it is also the most costly Carrier amongst the three.

- Carrier B accounted for 42.70% of Shipping Costs.

- Carrier B had ₹ 236.90 Shipping Costs, Carrier A had ₹ 155.54, and Carrier C had ₹ 162.38.
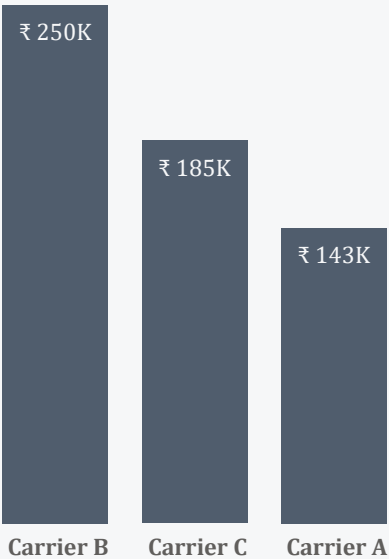
Cost distribution by transportation mode.

- The company spends more on Road and Rail modes for the transportation of Goods, with road transport being the highest.

Shipping Costs by Transportation Mode

₹ 160.72 — Road
₹ 156.46 — Air
₹ 153.13 — Rail
₹ 84.49 — Sea

Cost Distribution by Transport Mode

● Road ● Rail ● Air ● Sea

Sea ₹ 7.10K (13.42%)
Road ₹ 16.05K (30.32%)
Air ₹ 14.... (27....)
Rail ₹ 15.17K (28.66%)

Total Revenue by Shipping Carrier

₹ 250K — Carrier B
₹ 185K — Carrier C
₹ 143K — Carrier A

Product

All

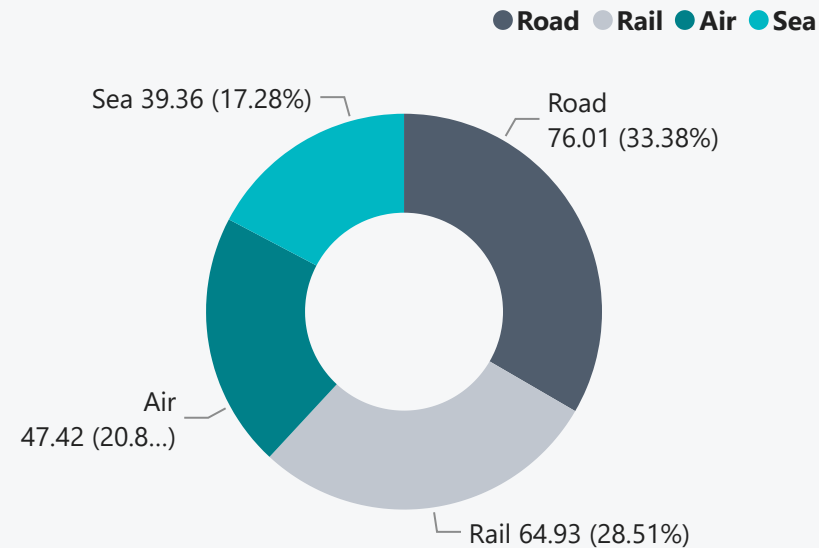**Transportation Mode**

All

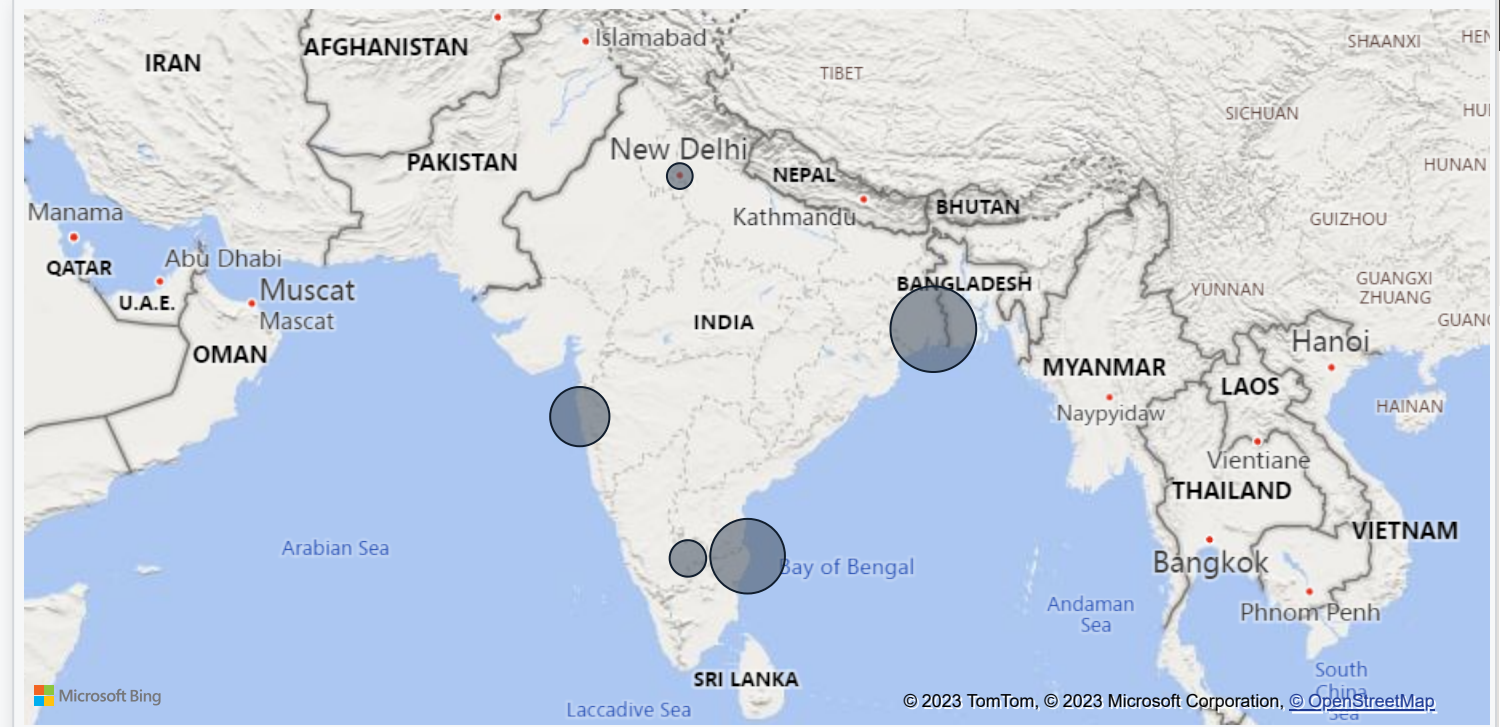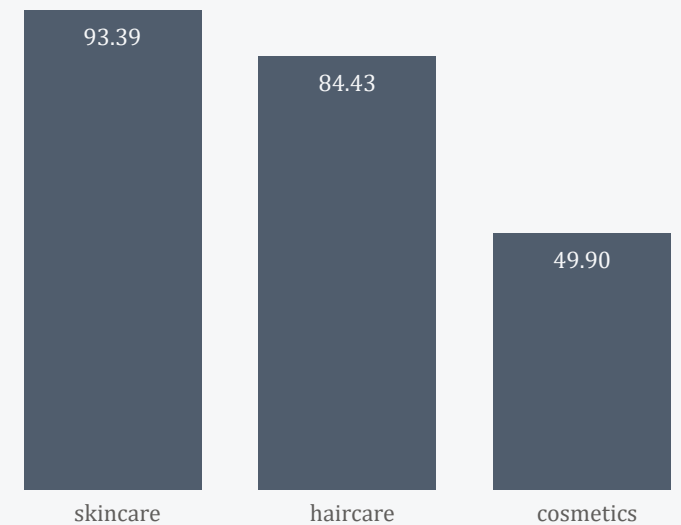## 2.28
Average Defect Rate

Analyzing Defect Rate

The defect rate in the supply chain refers to the percentage of products that have something wrong or are found broken after shipping

- At 93.39, skincare had the highest defect rates and was 87.14% higher than cosmetics, which had the lowest Defect Rates at 49.90.

- skincare accounted for 41.01% of defect rates.

- Road transportation resulted in the highest defect rate, while Air transportation has the lowest rate.

Defect Rates by Transport Mode

● Road ● Rail ● Air ● Sea

Sea 39.36 (17.28%)

Road
76.01 (33.38%)

Air
47.42 (20.8...)

Rail 64.93 (28.51%)

Average Defect Rates by Product Type

skincare	haircare	cosmetics
93.39	84.43	49.90

Revenue Generated by SKU

₹ 10K
₹ 5K
₹ 0K

SKU00 SKU01 SKU02 SKU03 SKU04 SKU05 SKU06 SKU07 SKU08 SKU09 SKU10 SKU11 SKU12 SKU13 SKU14 SKU15 SKU16 SKU17 SKU18 SKU19 SKU20 SKU21 SKU22 SKU23 SKU24 SKU25 SKU26 SKU27 SKU28 SKU29 SKU30 SKU31 SKU32 SKU33 SKU34 SKU35 SKU36 SKU37 SKU38

Stock Levels by SKU

100
50
0

SKU00 SKU01 SKU02 SKU03 SKU04 SKU05 SKU06 SKU07 SKU08 SKU09 SKU10 SKU11 SKU12 SKU13 SKU14 SKU15 SKU16 SKU17 SKU18 SKU19 SKU20 SKU21 SKU22 SKU23 SKU24 SKU25 SKU26 SKU27 SKU28 SKU29 SKU30 SKU31 SKU32 SKU33 SKU34 SKU35 SKU36 SKU37 SKU38

Order Quantity by SKU

100
50
0

SKU00 SKU01 SKU02 SKU03 SKU04 SKU05 SKU06 SKU07 SKU08 SKU09 SKU10 SKU11 SKU12 SKU13 SKU14 SKU15 SKU16 SKU17 SKU18 SKU19 SKU20 SKU21 SKU22 SKU23 SKU24 SKU25 SKU26 SKU27 SKU28 SKU29 SKU30 SKU31 SKU32 SKU33 SKU34 SKU35 SKU36 SKU37 SKU38

Navigation

Overview

Revenue

Products

Shipping

Defect Rate

SKU

Clear all slicers

Metrics

4777
Stock Levels

100
Count of SKU

SKU - Stock Keeping Units

The special codes that help companies keep track of all the different things they have for sale.

Stock levels are the number of products which the store has in its inventory.

- At ₹ 9,866.47, SKU51 had the highest Revenue and was 829.38% higher than SKU59, which had the lowest Generated Revenue at ₹ 1,061.62.

- SKU51 accounted for 1.71% of Revenue .

- Across all 100 SKU's, Generated Revenue ranged from ₹ 1,061.62 to ₹ 9,866.47.