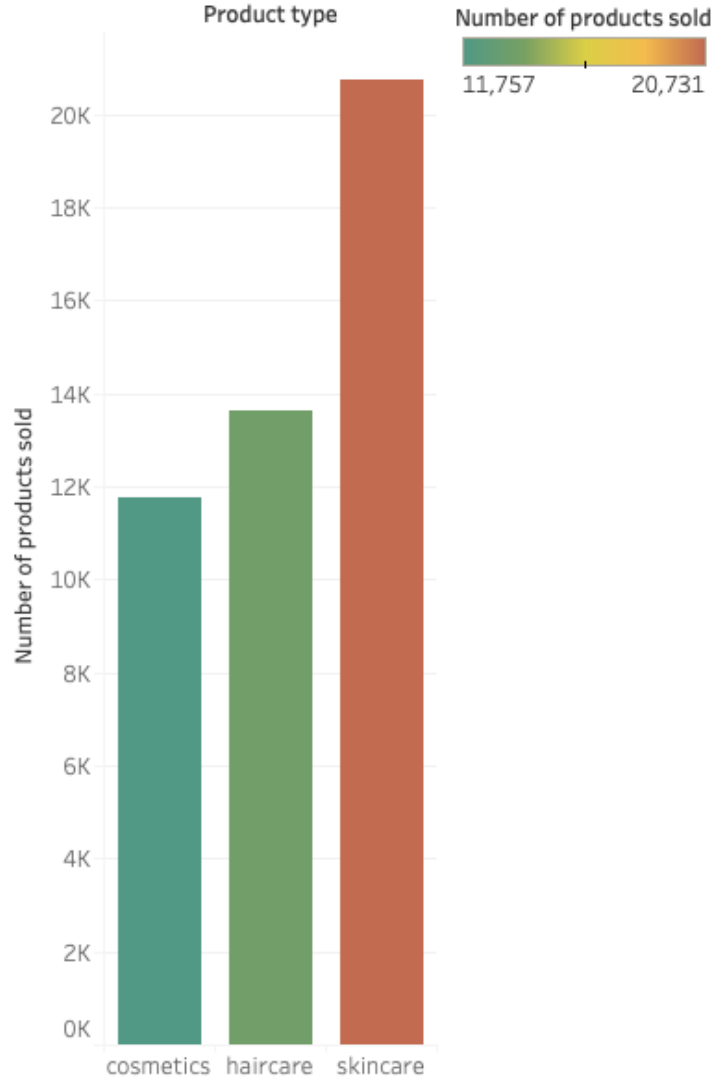
SUPPLY CHAIN ANALYTICS

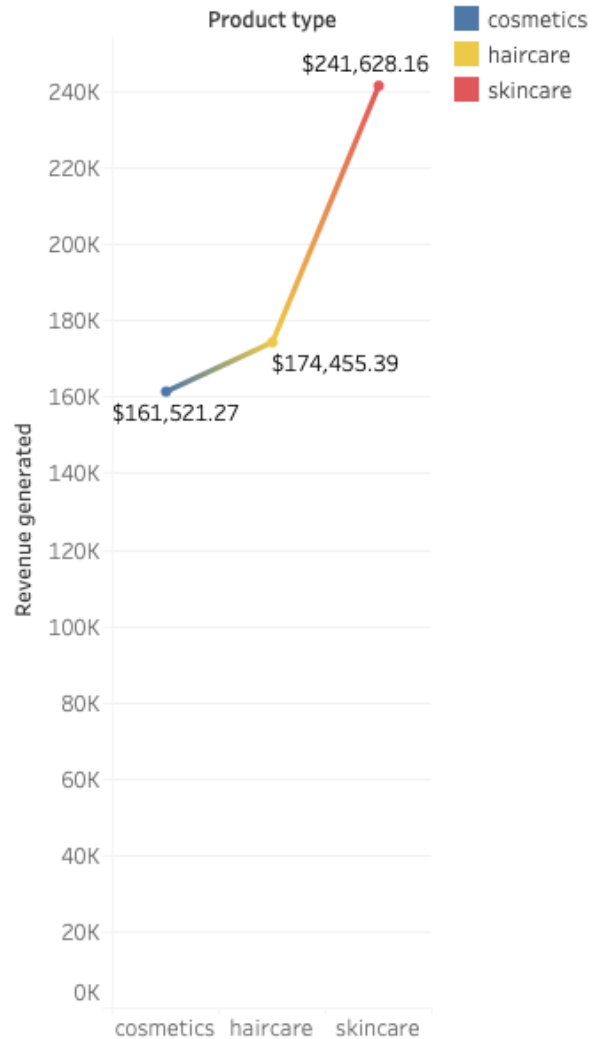
Supply chain analytics plays a crucial role in data-driven decision-making across industries like manufacturing, retail, healthcare, and logistics. By collecting and interpreting data on the movement of products from suppliers to customers, businesses can optimize operations and enhance efficiency. This dataset is from a Fashion and Beauty startup focuses on the supply chain of makeup products, featuring key metrics such as product type, pricing, sales, and shipping details. Analyzing these features can uncover valuable insights for strategic growth.

Number of products sold for each Product Type.



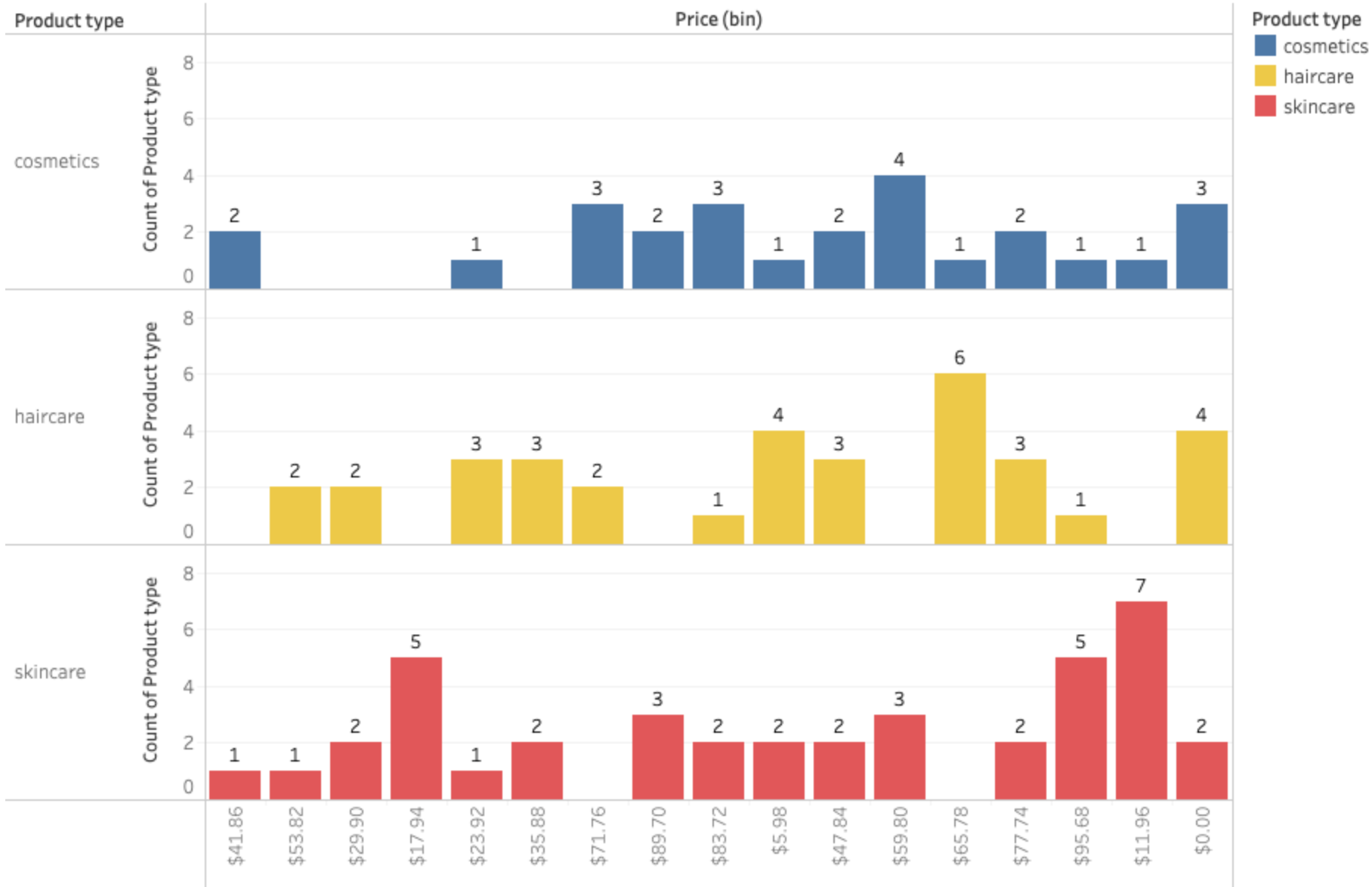
Sum of Number of products sold for each Product type. Color shows sum of Number of products sold. The data is filtered on Location and Routes. The Location filter keeps Bangalore, Chennai, Delhi, Kolkata and Mumbai. The Routes filter keeps Route A, Route B and Route C.

Revenue generated over time



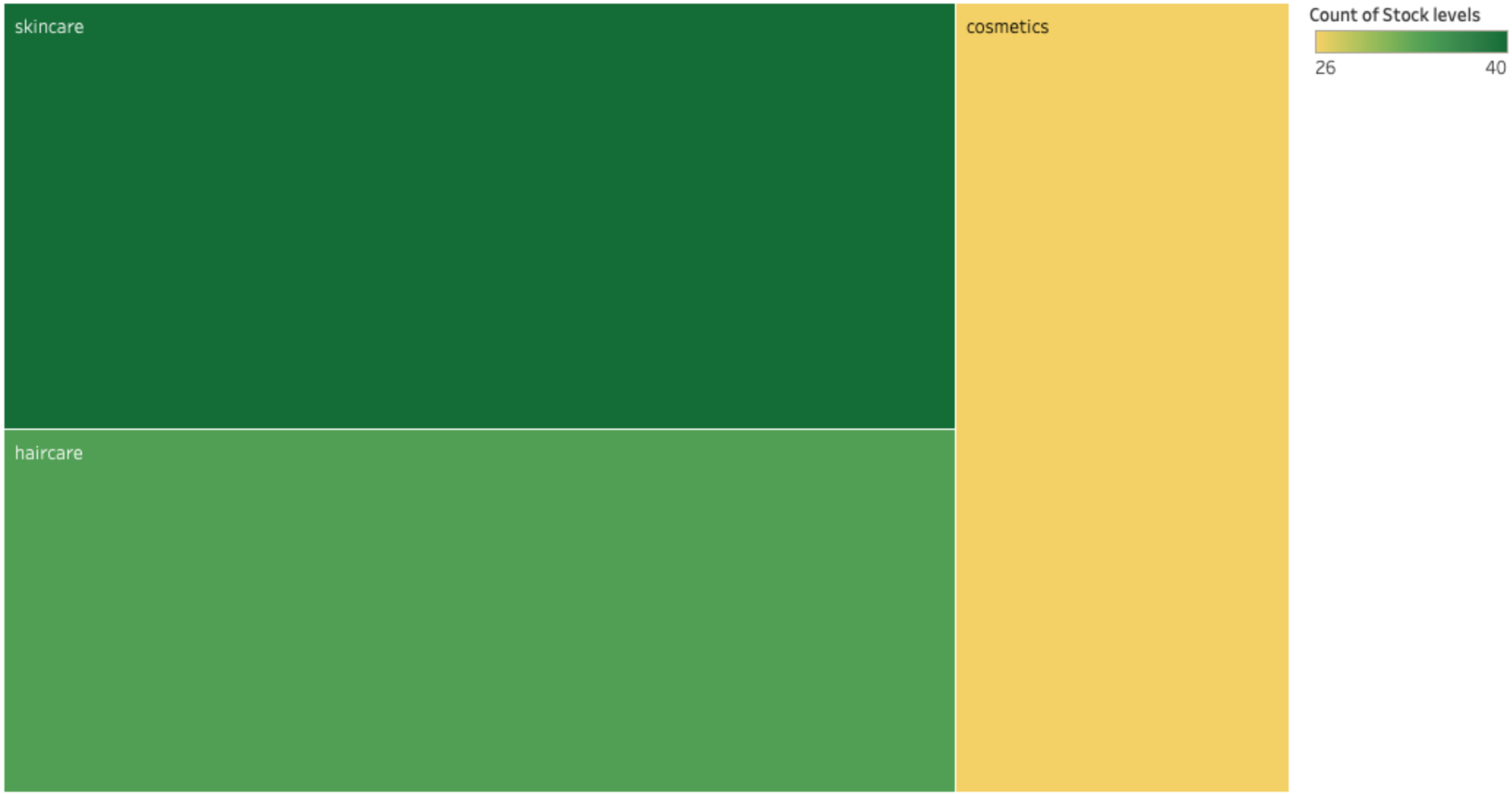
The trend of sum of Revenue generated for Product type. Color shows details about Product type. The marks are labeled by sum of Revenue generated. The data is filtered on Supplier name, which keeps Supplier 1, Supplier 2, Supplier 3, Supplier 4 and Supplier 5. The view is filtered on Product type, which keeps cosmetics, haircare and skincare.

Distribution of Price for different Product Types



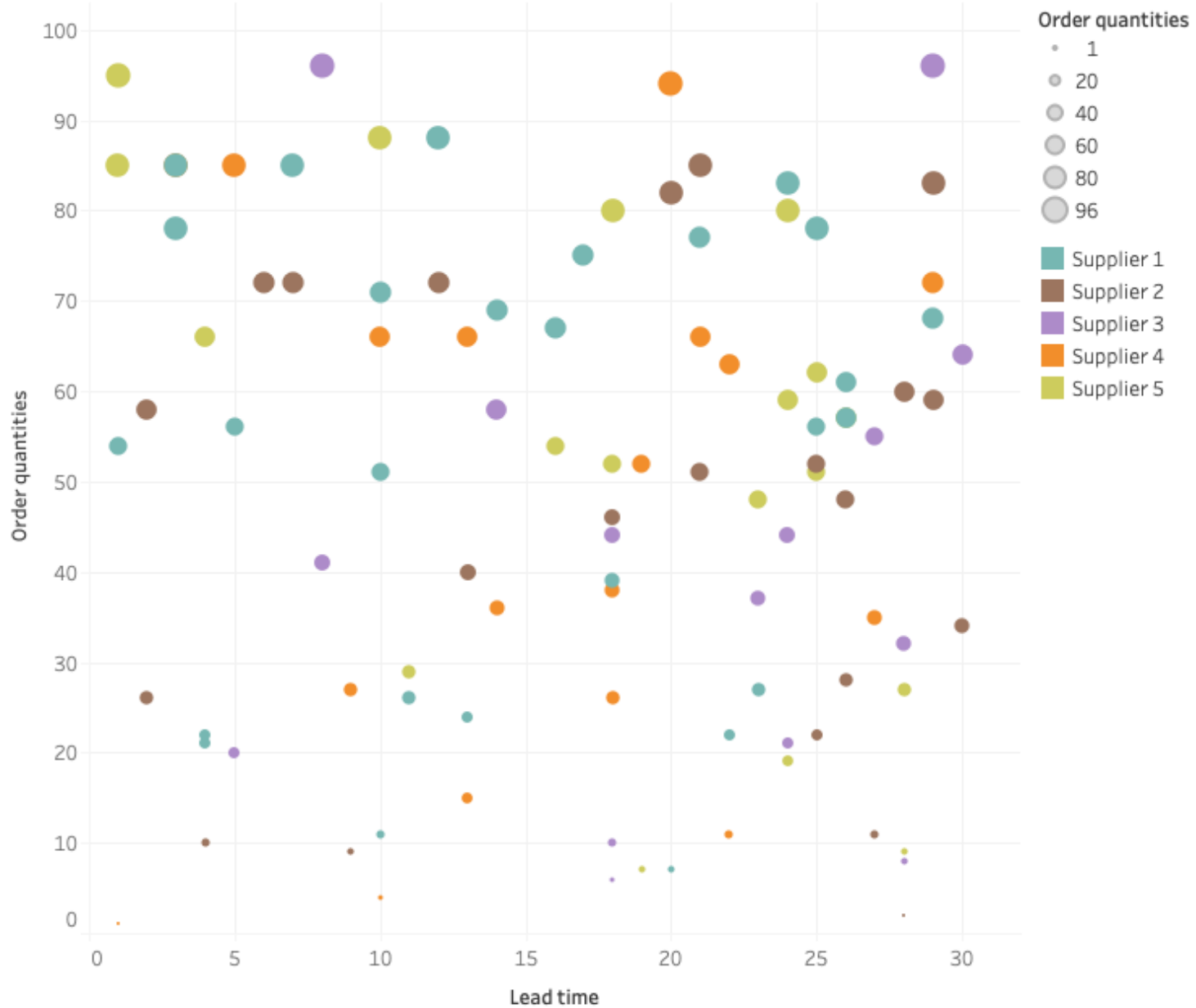
Count of Product type for each Price (bin) broken down by Product type. Color shows details about Product type.

Stock levels across different SKU and Product Type



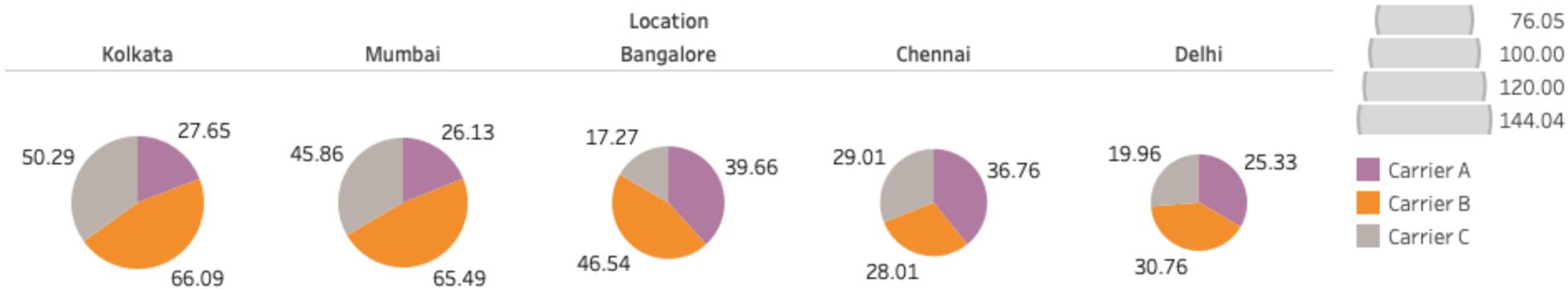
Product type. Color shows count of Stock levels. Size shows count of SKU. The marks are labeled by Product type. The data is filtered on Supplier name, which keeps Supplier 1, Supplier 2, Supplier 3, Supplier 4 and Supplier 5.

Lead times and Order quantities across different Supplier names



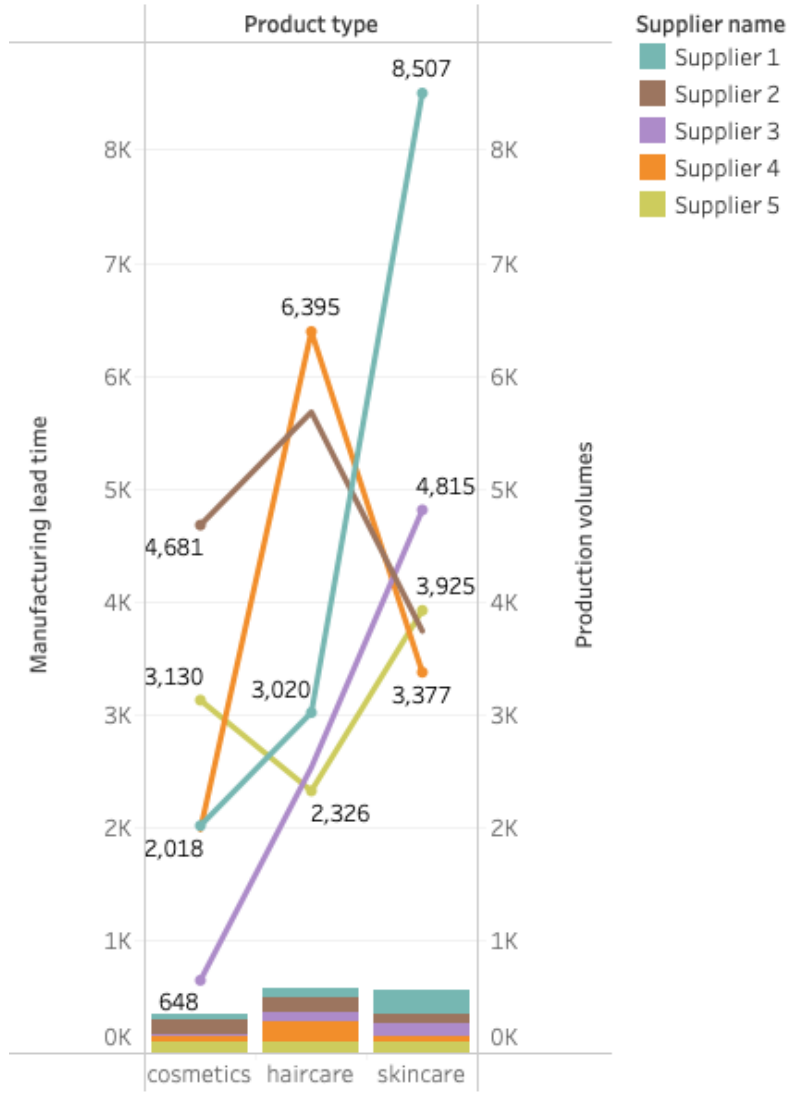
Lead time vs. Order quantities. Color shows details about Supplier name. Size shows Order quantities. Details are shown for Supplier name. The view is filtered on Supplier name, which keeps Supplier 1, Supplier 2, Supplier 3, Supplier 4 and Supplier 5.

Shipping costs per Shipping carrier



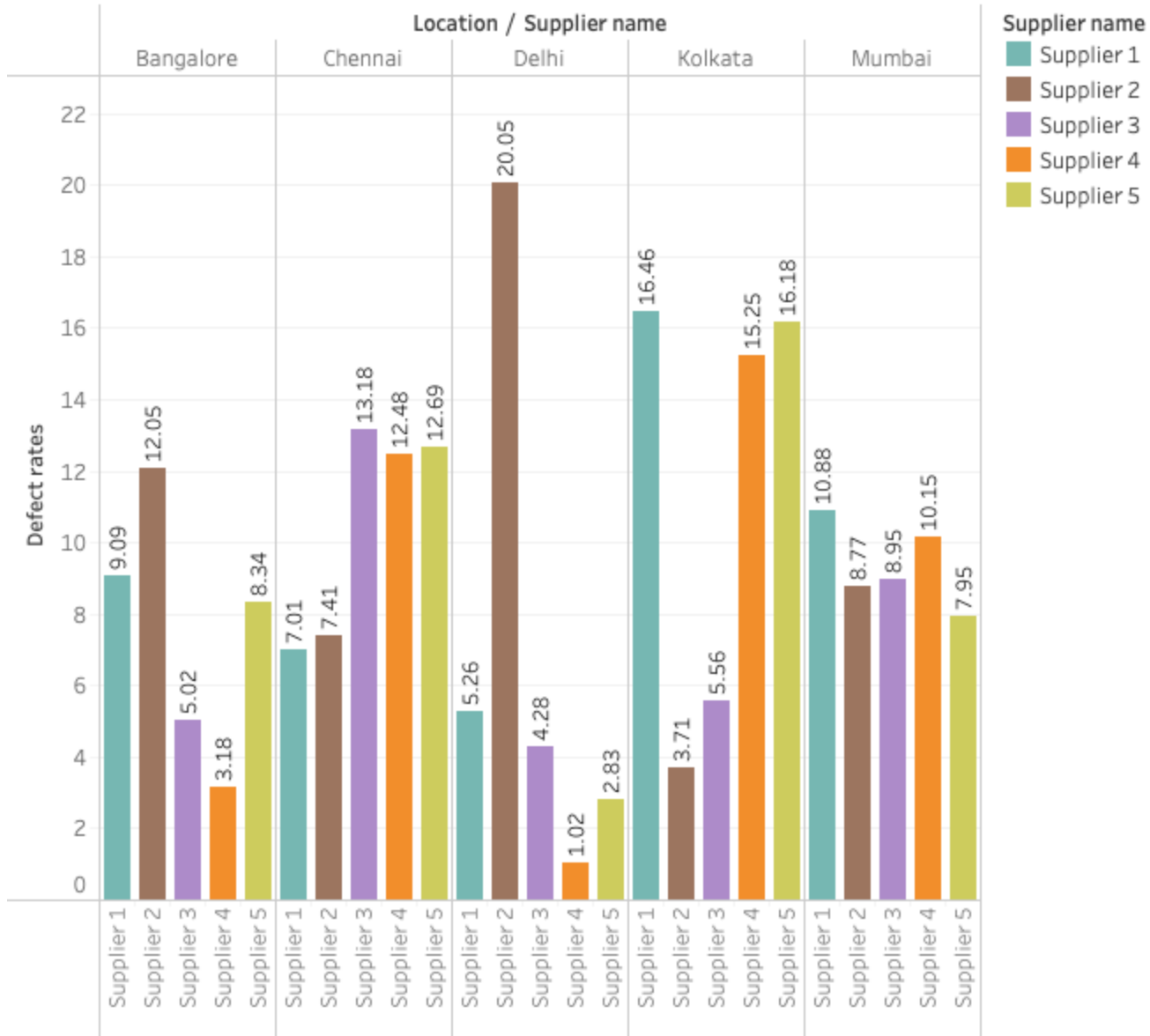
Shipping carriers (color) and sum of Shipping costs (size) broken down by Location. The data is filtered on Transportation modes, which keeps Air, Rail, Road and Sea. The view is filtered on Location, which keeps Bangalore, Chennai, Delhi, Kolkata and Mumbai.

Analyzing manufacturing efficiency over time.



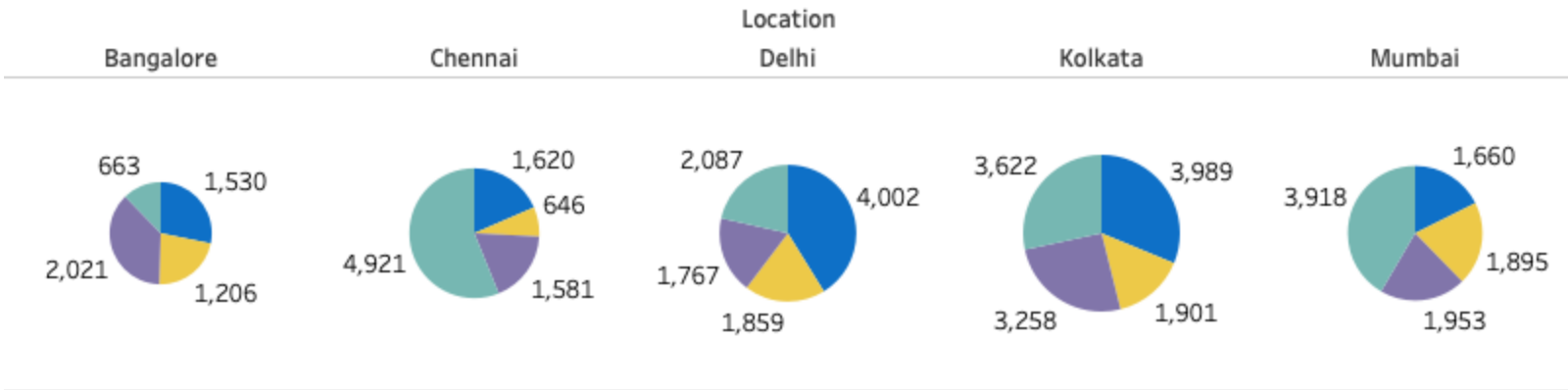
The trends of sum of Manufacturing lead time and sum of Production volumes for Product type. Color shows details about Supplier name. The view is filtered on Supplier name, which keeps Supplier 1, Supplier 2, Supplier 3, Supplier 4 and Supplier 5.

Defect rates by Supplier name or Location.



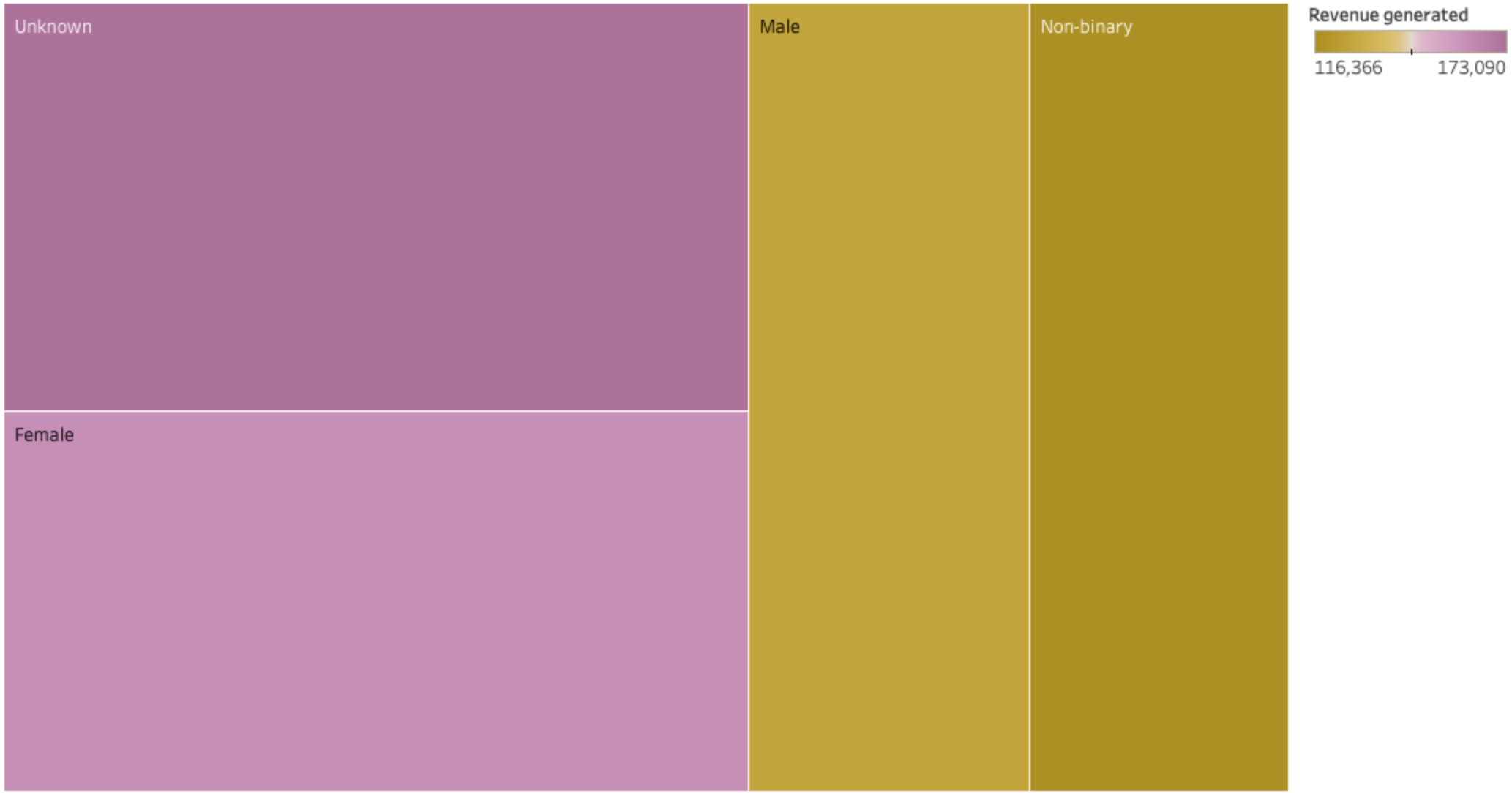
Sum of Defect rates for each Supplier name broken down by Location. Color shows details about Supplier name. The data is filtered on Routes, which keeps Route A, Route B and Route C.

Breakdown of customers by age group, gender, or other available demographics.



Customer demographics (color) and sum of Number of products sold (size) broken down by Location. The data is filtered on Routes, which keeps Route A, Route B and Route C.

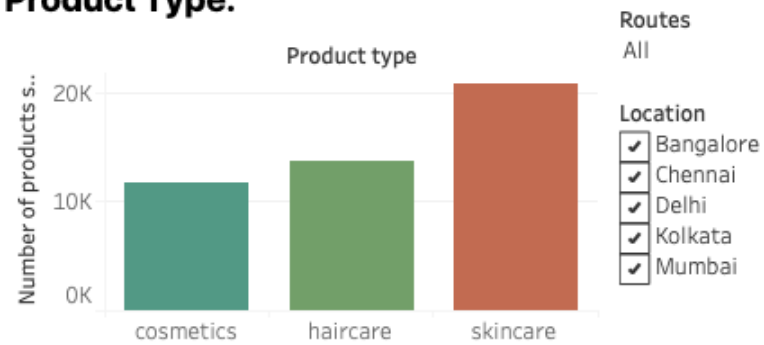
Revenue generated segmented by Customer demographics.



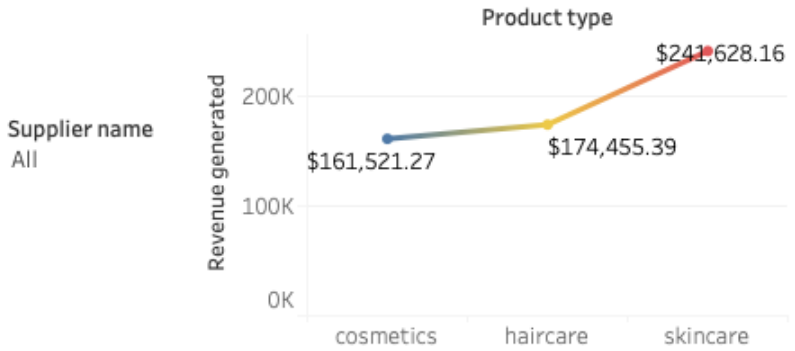
Customer demographics. Color shows sum of Revenue generated. Size shows sum of Revenue generated. The marks are labeled by Customer demographics. The data is filtered on Location, which keeps Bangalore, Chennai, Delhi, Kolkata and Mumbai.

1. Product Performance Dashboard:

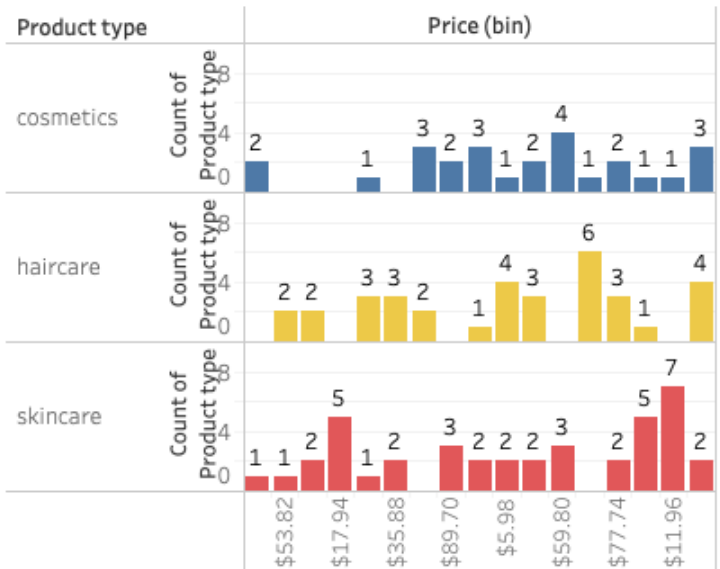
Number of products sold for each Product Type.



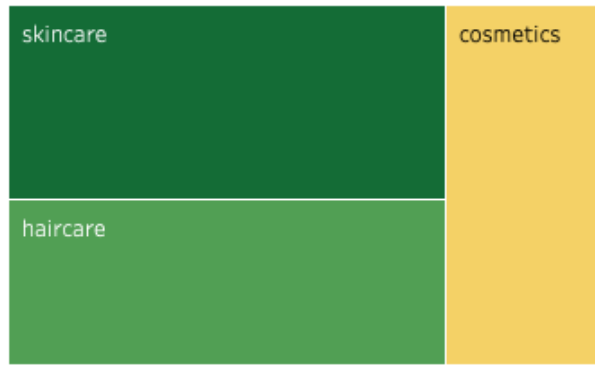
Revenue generated over time



Distribution of Price for different Product Types

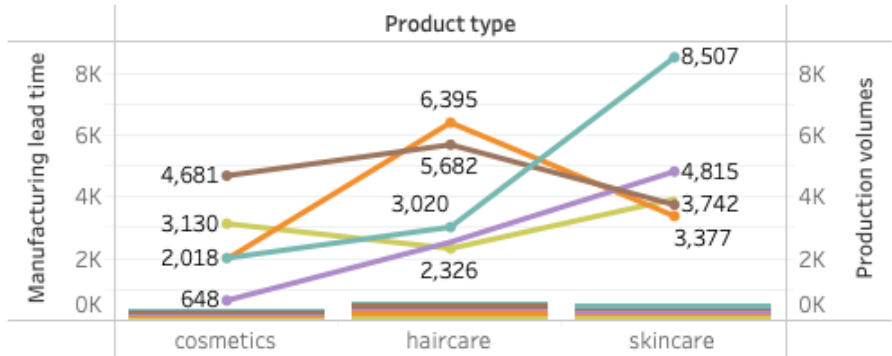


Stock levels across different SKU and Product Type

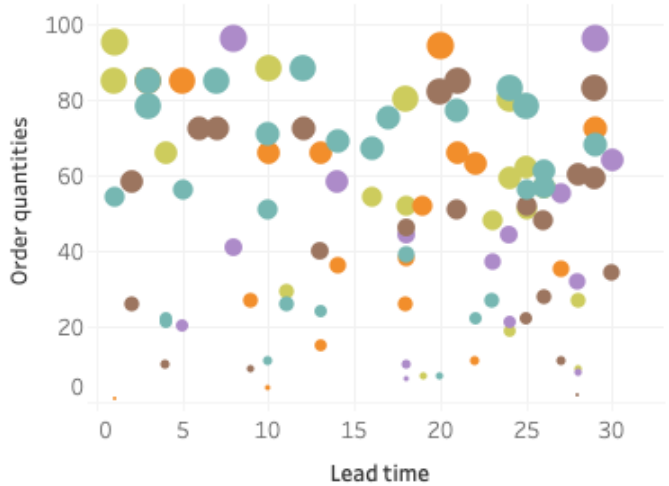


2. Supply Chain Efficiency Dashboard:

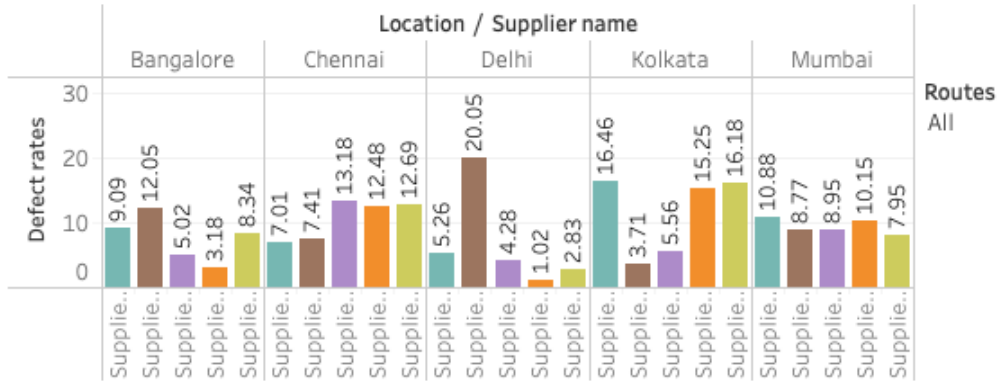
Analyzing manufacturing efficiency over time.



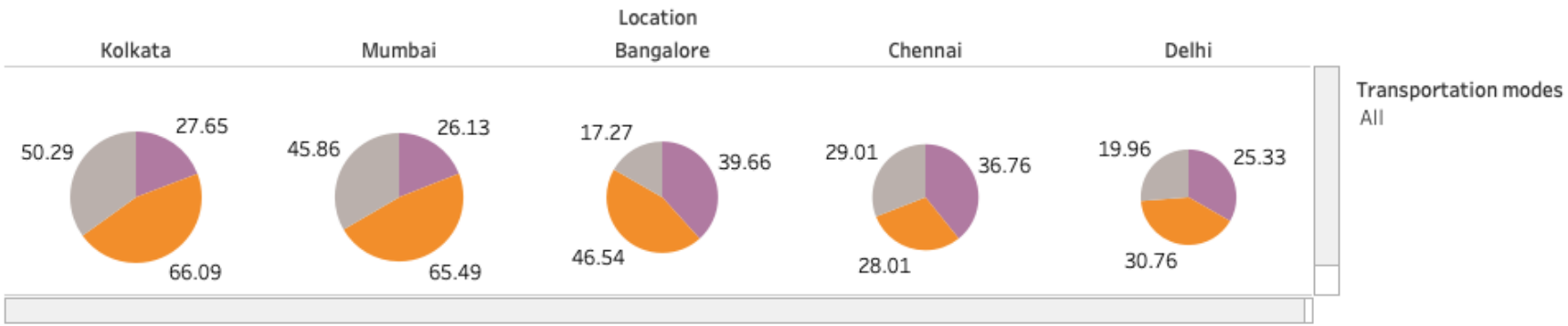
Lead times and Order quantities across different Supplier names



Defect rates by Supplier name or Location.

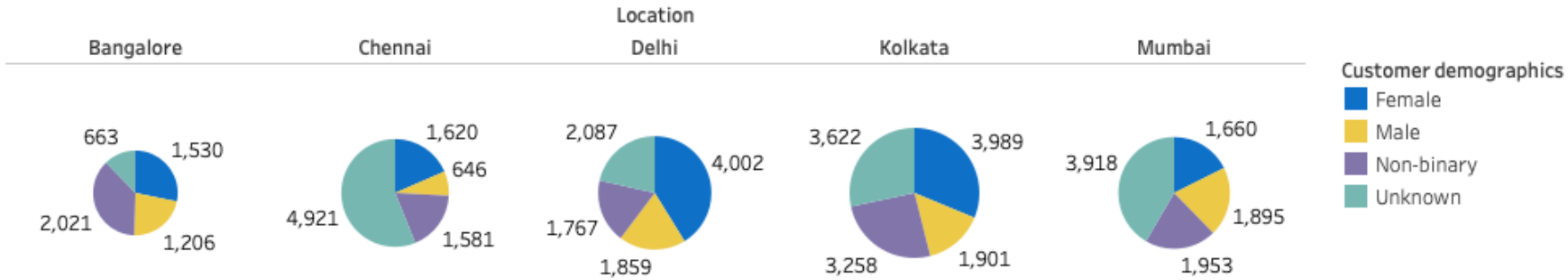


Shipping costs per Shipping carrier

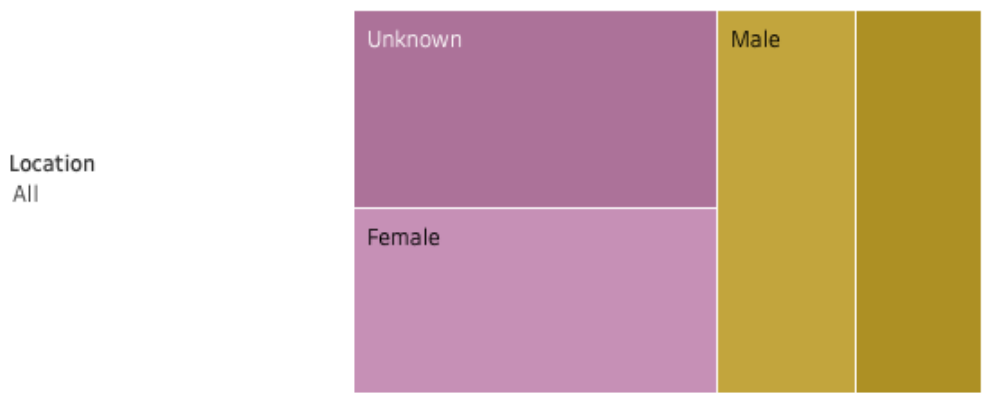


3. Customer Demographics:

Breakdown of customers by age group, gender, or other available demographics.



Revenue generated segmented by Customer demographics.



storytelling

Shows the performance of products	Shows the supply chain efficiency over various products	Shows the customer demographics across various products with sales

1. Product Performance Dashboard:

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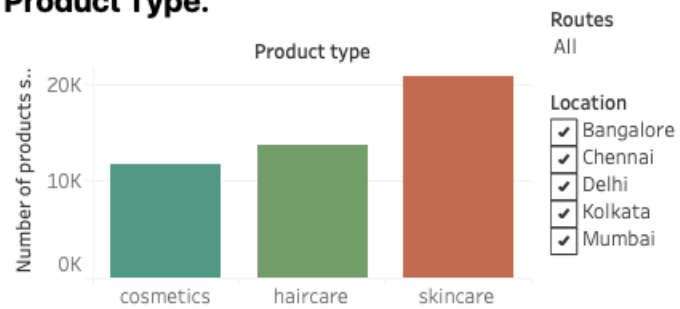

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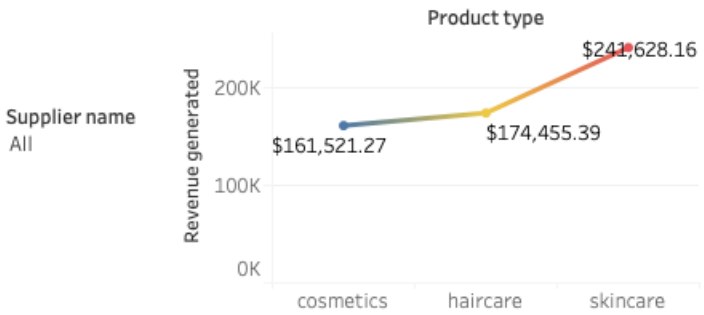

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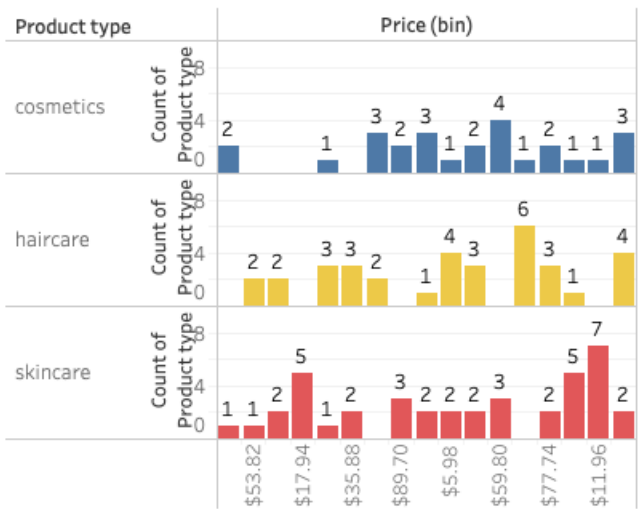

Stock levels across different SKU and Product Type

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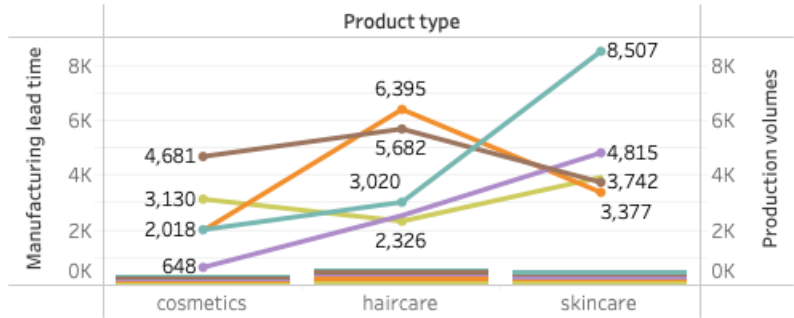
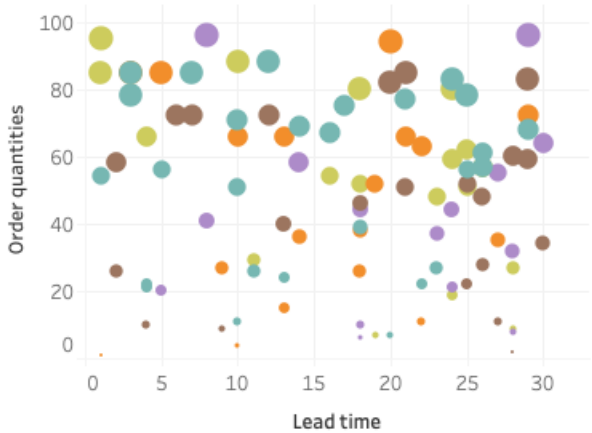


Lead times and Order quantities across different Supplier names



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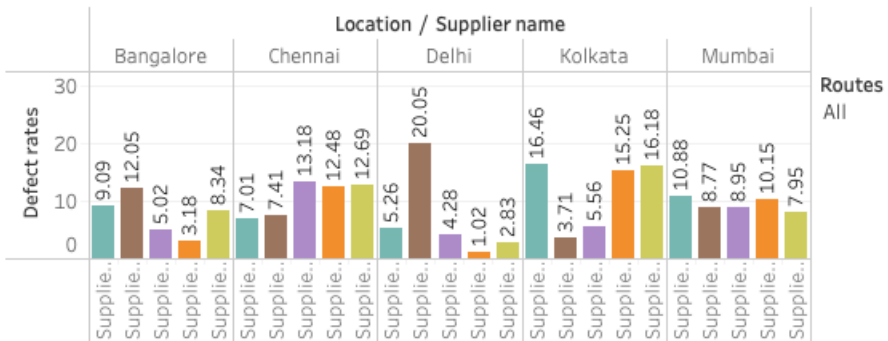

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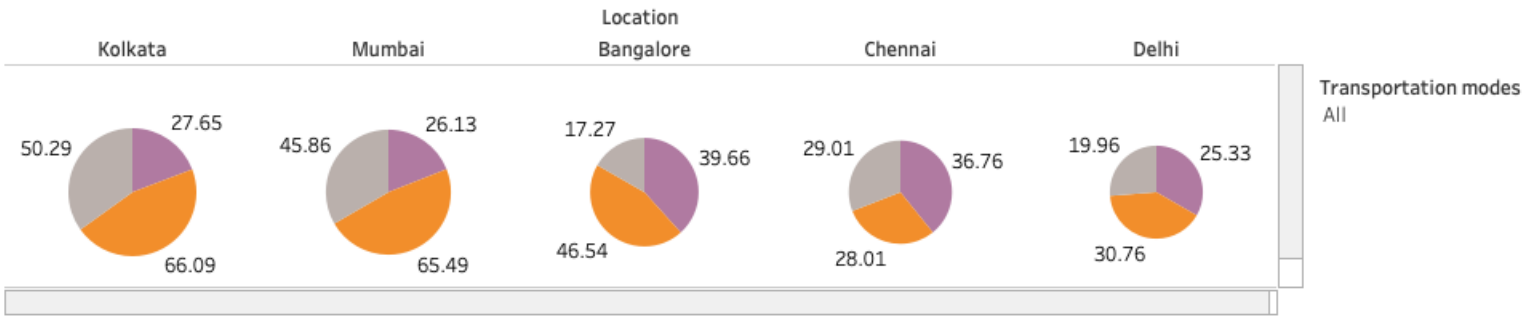

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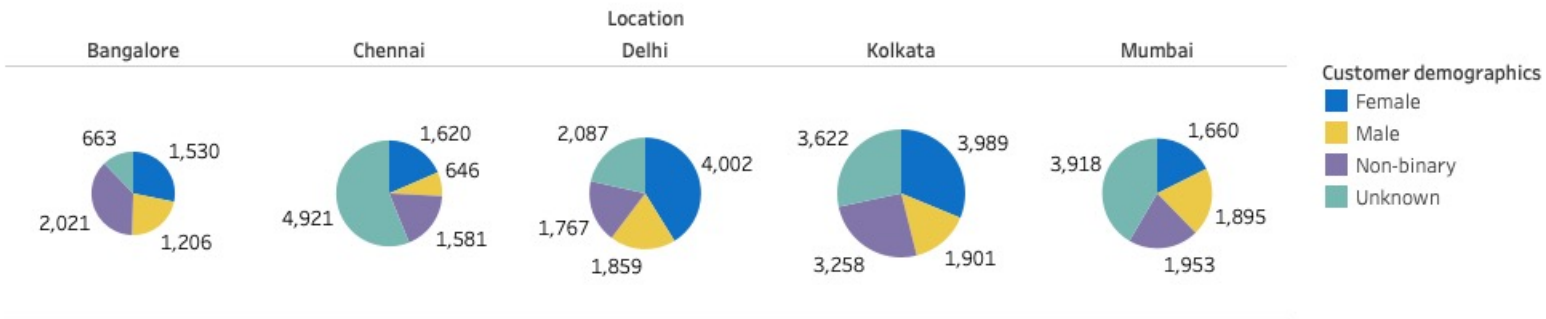
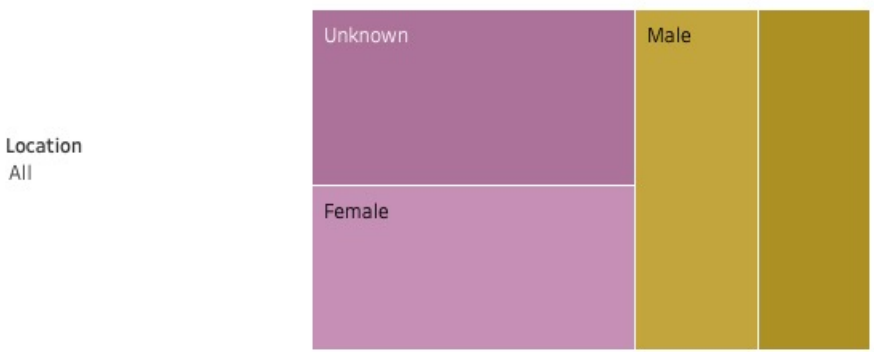


Revenue generated segmented by Customer demographics.



Analysis Questions:

- **Which Product Type generates the highest revenue?**
  Skincare

- **Are there any significant correlations between Lead times and Order quantities?**
  They are independent

- **How do Shipping costs vary by Shipping carrier and Location?**
  An increasing trend is observed in shipping cost across locations with carrier A
  A decreasing trend is observed in shipping cost across locations with carrier B
  A decreasing trend is observed in shipping cost across locations with carrier C

- **Which suppliers have the most efficient manufacturing processes based on Manufacturing lead time and Production volumes?**
  Supplier 1

- **What demographic group contributes the most to sales?**
  Unknown