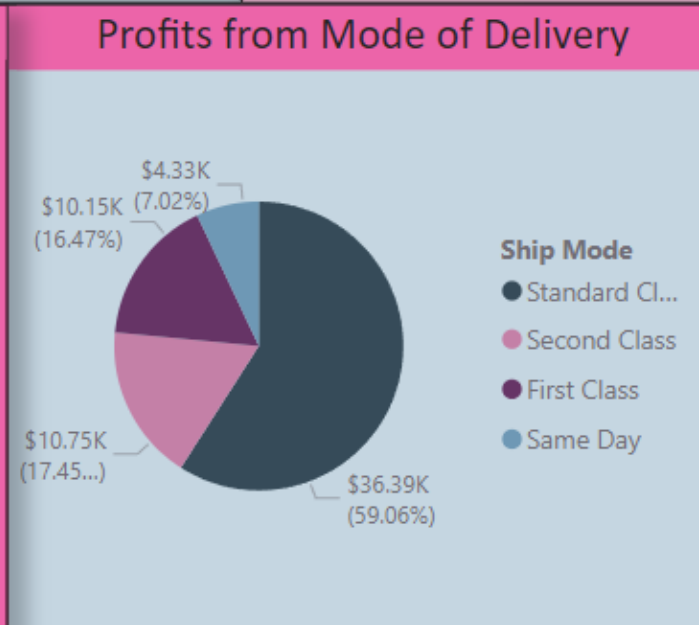
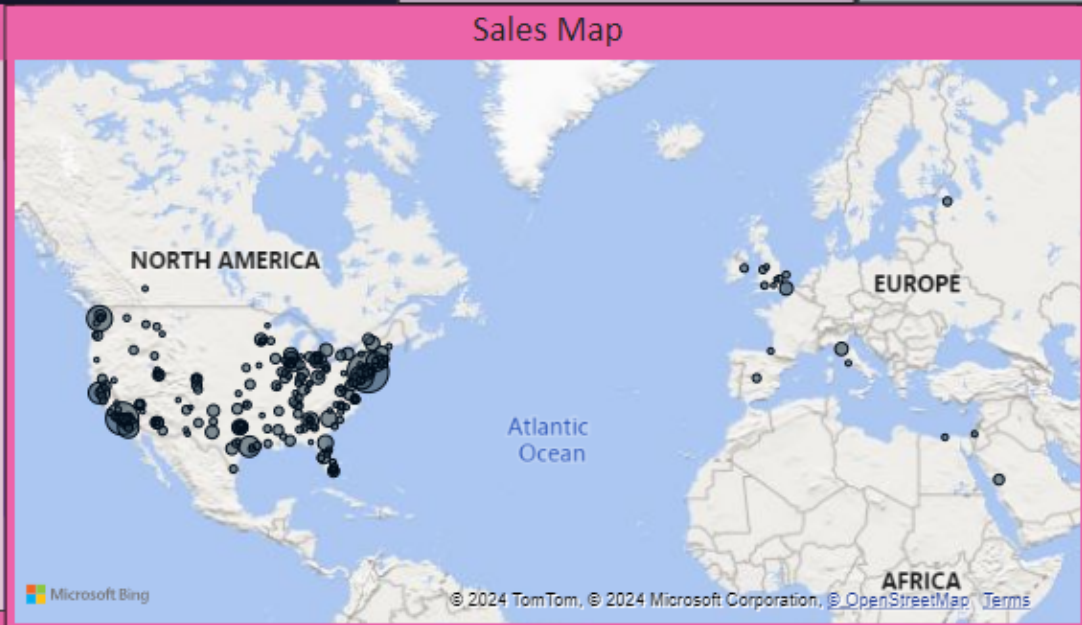
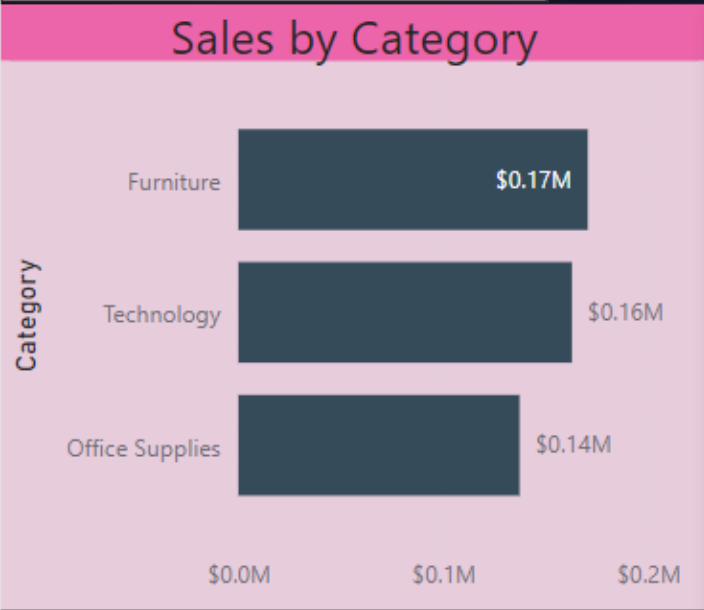
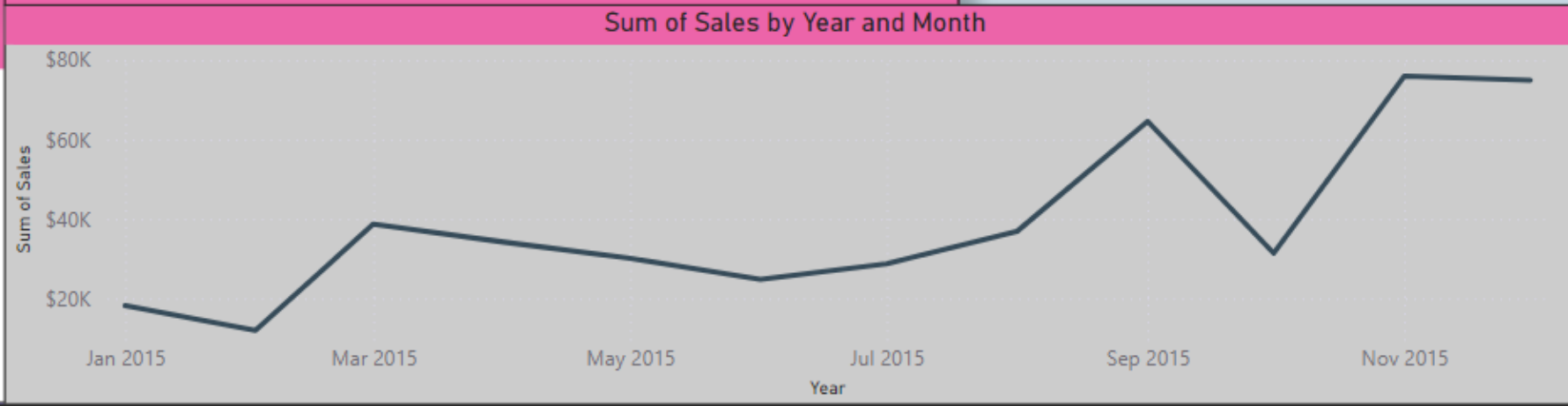


Year			Quarter				Total Sales	Profit Margin	Average Order Value
2014	2015	2016	Qtr 1	Qtr 2	Qtr 3	Qtr 4	2102	13.10%	\$453.31
2017									



Categorized Profits

Segment	Sum of Sales	Sum of Profit
Home Office	\$75,239.27	\$12,470.11
Corporate	\$1,28,757.31	\$20,688.32
Consumer	\$2,66,535.93	\$28,460.17
Total	\$4,70,532.51	\$61,618.60





Visualizing Supply Chain Operations for
Data-Driven Decision Making

Dashboard for Costco Wholesale Corporation

Introduction

Costco Wholesale Corporation is a leading global retailer that aims to enhance its operational efficiency and customer satisfaction while maintaining low prices and high member retention.

This executive dashboard will serve as a comprehensive tool to visualize and analyze key metrics, facilitating informed decision-making across the organization.

Goals

- Create an executive dashboard to visually present supply chain operations.

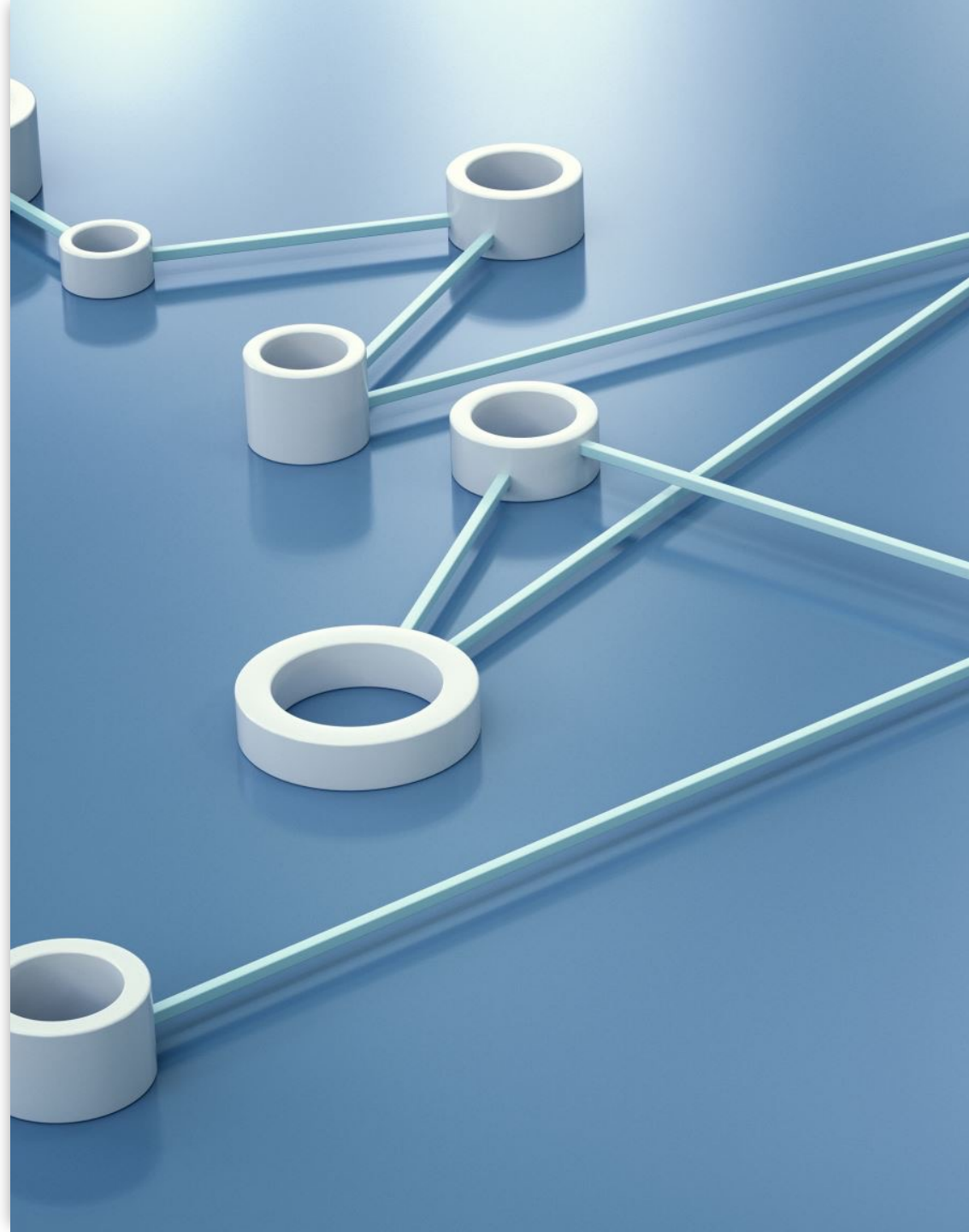
Key Insights

- Sales
- Shipping
- Customer Segmentation
- Profitability Metrics



Purpose

- Facilitate data-driven decision-making.
- Present relevant information in a clear, digestible format.



Metrics and KPIs to Track Operational and Strategic Objectives



Total Sales: To assess revenue generation.



Average Order Value (AOV): Calculated by dividing total sales by the number of orders to understand customer spending behavior.



Profit Margin: This will show profitability by analyzing total profit relative to sales.

Metrics and KPIs to Track Operational and Strategic Objectives



Sales by Category: To see the breakdown of sales by product category, helping to identify high-demand products.



Sales by Mode of Delivery: A breakdown of how different shipping methods affect overall costs and profit.

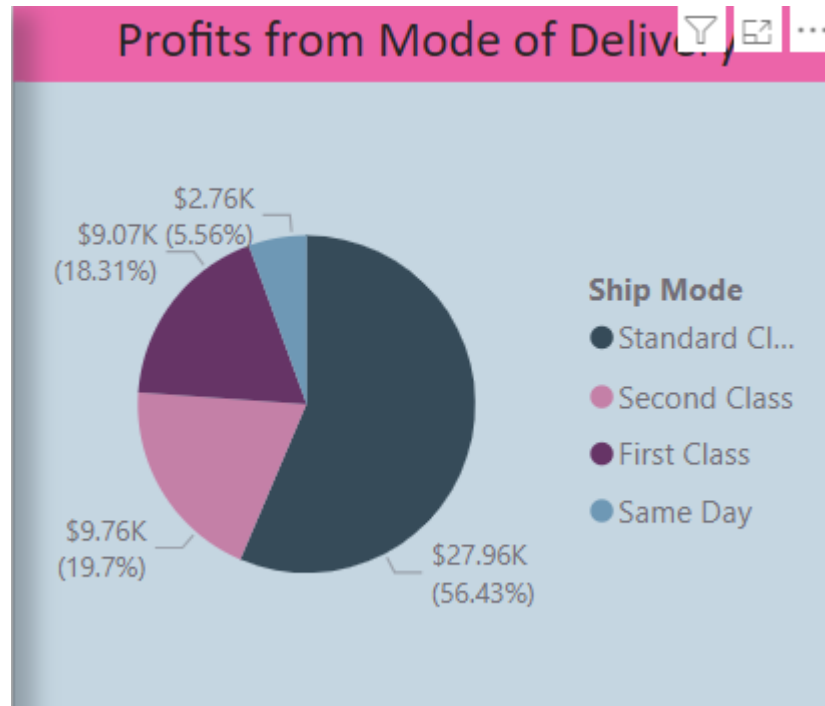
Data Source

- Kaggle Retail Datasets
- Supply Chain Data for Retail Businesses was used containing the following information applies to model supply chain performance;
 - Technology
 - Furniture
 - Office Supplies

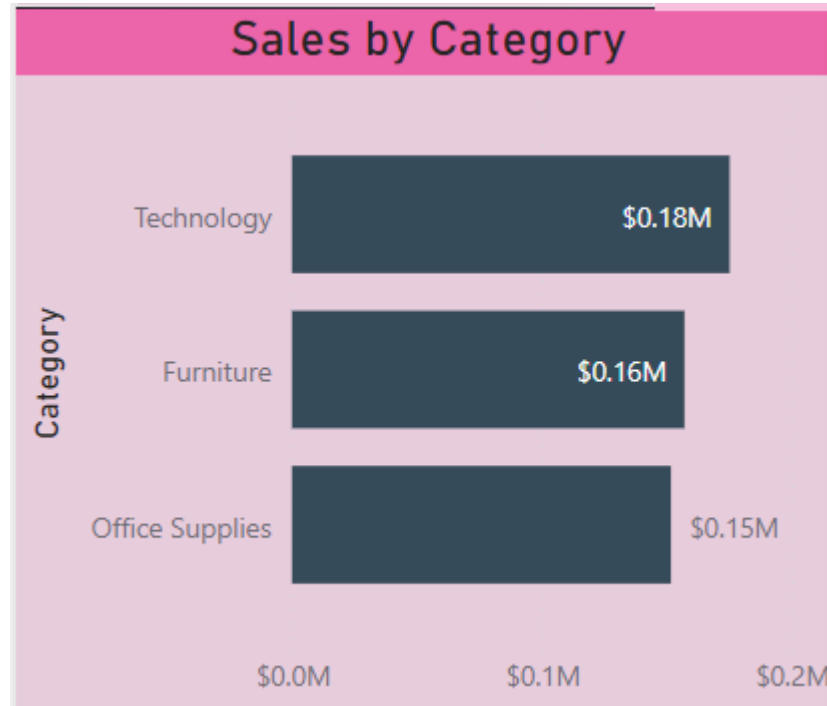
Row ID	Order ID	Order Date	Ship Date	Ship Mode	Cust ID	Cust Name	Sales	Quantity	Discount	Profit
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Visuals

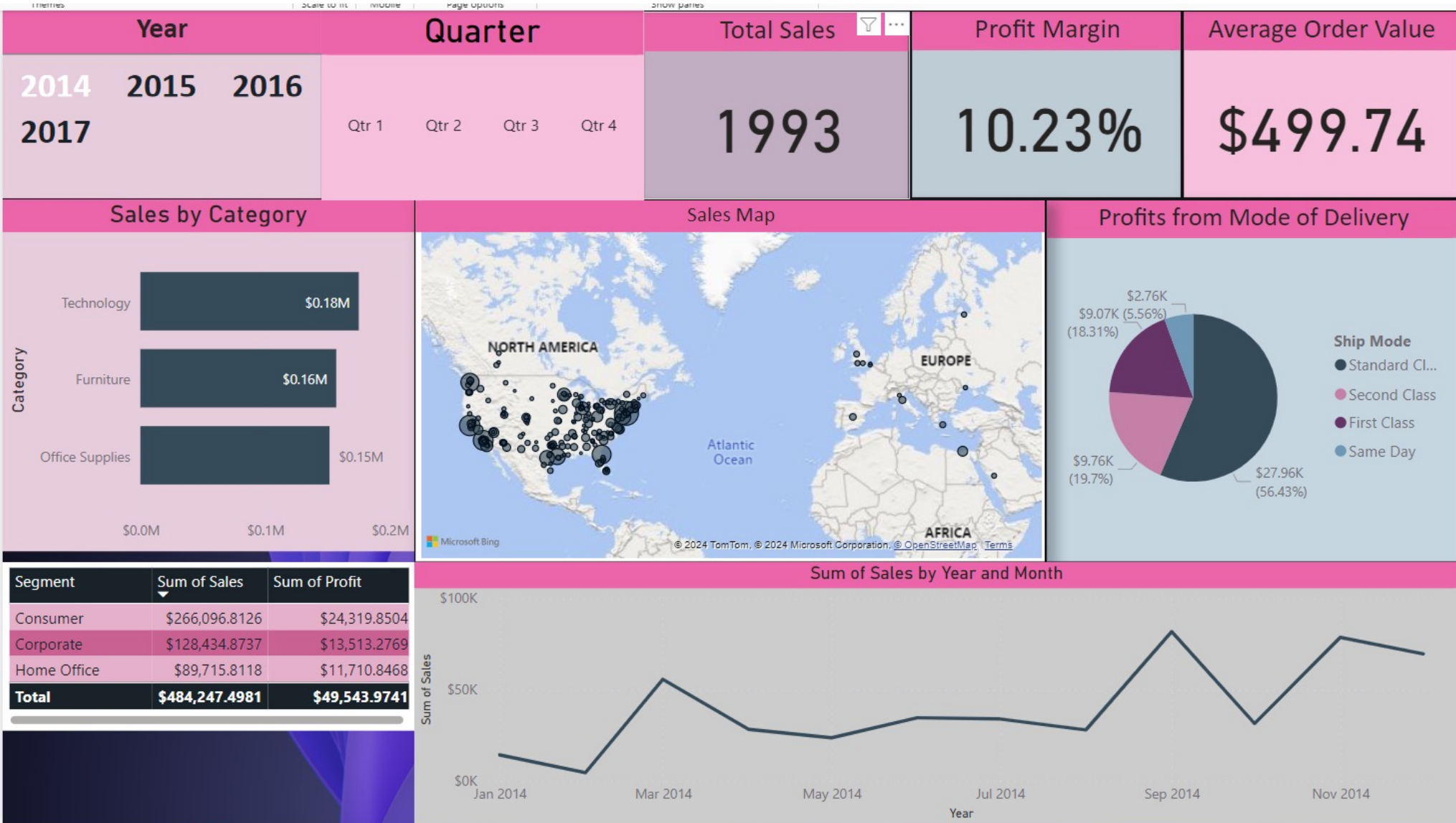
Pie Chart



Bar Chart



Visuals

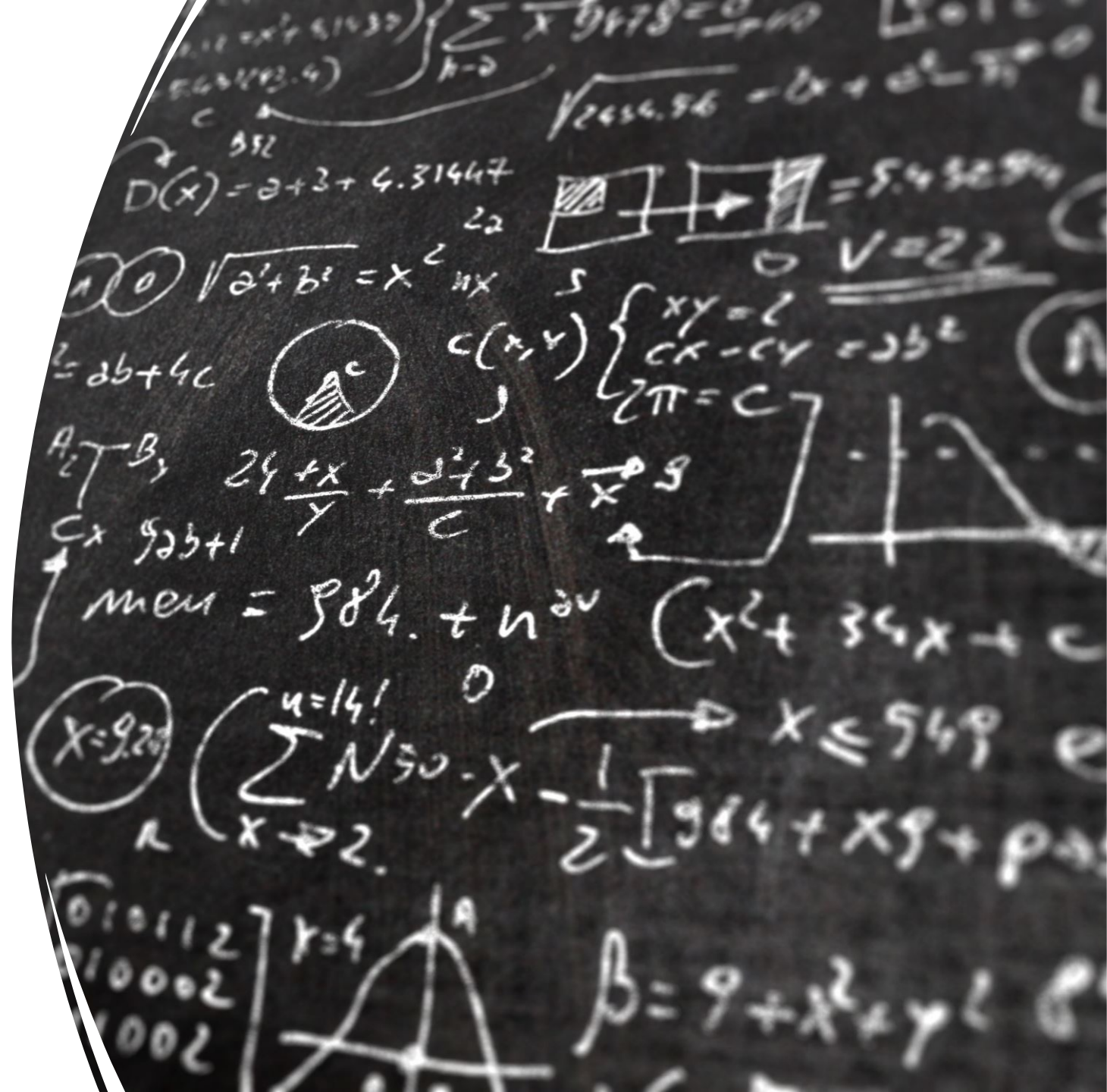


Conclusion

- The executive dashboard will provide a holistic view of Costco's supply chain operations.
- By effectively presenting key metrics and insights, the dashboard will empower stakeholders to make informed, strategic decisions that drive growth and enhance profitability.

Contribution

- **Lucky Patel** : Created Dashboard awith measures
- **Jeewanjot** : Dataset searching and ppt creation
- **Mourison** : Strategy and Planning , Documented everything





Thank You

Any Questions