



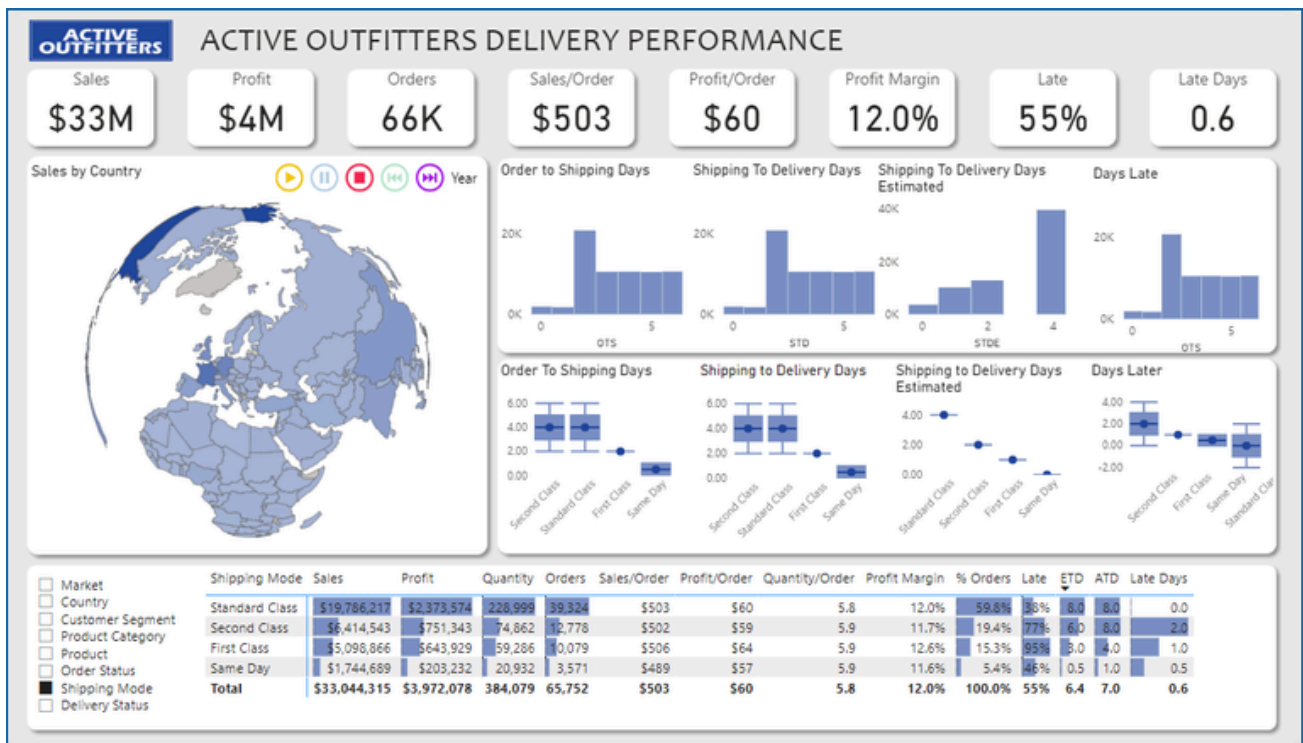
Recommendations Active Outfitters

SUPPLY CHAIN

Done By
Manar Alsayed



Delivery Performance



Recommendations

- With \$33M in sales and a 12% profit margin, ensure these figures meet your business objectives. Consider pricing or cost adjustments if needed.
- A 55% late delivery rate is high. Investigate and resolve logistics or supply chain issues to improve timeliness.
- Analyze and optimize shipping modes with higher delays to reduce costs and improve delivery speed.
- Focus on strengthening high-performing markets and address challenges in weaker areas to boost overall sales.
- Communicate openly about delivery times and offer compensations for delays to maintain satisfaction.
- Leverage predictive analytics for better demand forecasting and inventory management to prevent delays.

Order Tracking

ACTIVE OUTFITTERS

ACTIVE OUTFITTERS ORDER TRACKING

Order Id

Customer Id

1/1/2015

1/31/2018

All

10001

Customers

Customer Id

Customer City

Customer Segment

10001

Washington

Corporate

Orders

Order Id

Order City

Order Status

Shipping Mode

Order Date

Shipping Date

Delivery Date

OTS

STD

STDE

ETD

ATD

Late Days

Delivery Status

21456

Shantou

COMPLETE

Standard Class

11/10/2015 4:38:00 AM

11/12/2015 4:38:00 AM

11/14/2015 12:00:00 AM

2

2

4

6.0

4.0

-2.0

Advance ship

41239

Anaheim

PENDING_PAYMENT

Second Class

8/24/2016 11:30:00 PM

8/29/2016 11:30:00 PM

9/3/2016 12:00:00 AM

5

5

2

7.0

10.0

3.0

Late delivery

54756

Quetzaltenango

COMPLETE

Standard Class

3/10/2017 7:06:00 AM

3/12/2017 7:06:00 AM

3/14/2017 12:00:00 AM

2

2

4

6.0

4.0

-2.0

Advance ship

65275

La Seyne-sur-Mer

PENDING_PAYMENT

Standard Class

8/10/2017 8:23:00 PM

8/16/2017 8:23:00 PM

8/22/2017 12:00:00 AM

6

6

4

10.0

12.0

2.0

Late delivery

5188

San Francisco

CLOSED

First Class

4/20/2015 12:16:00 PM

5/3/2015 12:16:00 PM

5/14/2015 12:00:00 AM

2

2

1

3.0

4.0

-1.0

Late delivery

Total

6.4

6.8

0.4

Order Items

Order Id

Order Item Id

Product Id

Product Name

Order Item Quantity

Product Price

Order Item Discount Rate

Sales

21456

53670

957

Diamondback Women's Serene Classic Comfort Bl

1

\$299.98

0.18

\$246

41239

102930

957

Diamondback Women's Serene Classic Comfort Bl

1

\$299.98

0.17

\$249

41239

102931

276

Under Armour Women's Ignite Slide

1

\$31.99

0.03

\$31

41239

102932

627

Under Armour Girls' Toddler Spine Surge Runni

1

\$39.99

0.00

\$40

54756

136949

365

Perfect Fitness Perfect Rip Deck

5

\$59.99

0.18

\$246

54756

136950

1014

O'Brien Men's Neoprene Life Vest

4

\$49.98

0.17

\$166

54756

136951

926

Glove It Imperial Golf Towel

2

\$15.99

0.07

\$30

54756

136952

1014

O'Brien Men's Neoprene Life Vest

1

\$49.98

0.07

\$46

65275

163127

957

Diamondback Women's Serene Classic Comfort Bl

1

\$299.98

0.05

\$285

65275

163128

502

Nike Men's Dri-FIT Victory Golf Polo

4

\$50

0.17

\$166

65275

163129

1073

Pelican Sunstream 100 Kajak

1

\$199.99

0.17

\$166

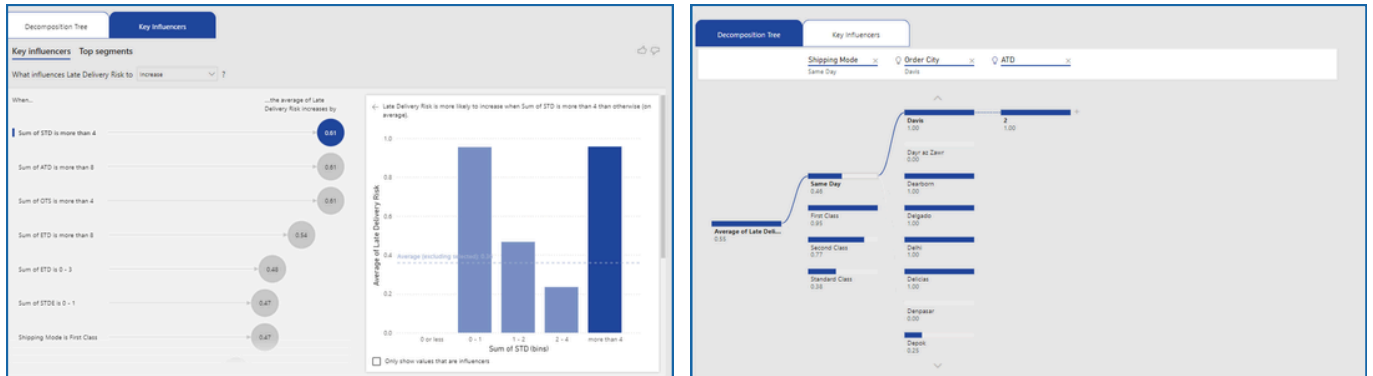
Total

\$2,578

Recommendations

- Several orders are pending or have delayed payments. Streamline the payment process to reduce pending orders and improve cash flow.
- Most orders use Standard Class, but delays are noted. Evaluate and optimize this mode for faster delivery.
- Focus on corporate clients like Washington, as they may yield higher value orders. Tailor services to enhance their experience.
- Average late days are 0.4. Investigate causes and implement strategies to minimize delays, such as better inventory management.
- High sales in specific products suggest demand trends. Ensure stock availability on popular items to capitalize on these trends.

Late Prediction



Recommendations

- High when the sum of STD is over 4. Focus on optimizing processes in these areas to reduce delays.
- Same Day and First Class have higher late delivery risks. Investigate causes and enhance logistics for these modes.
- Cities like Davis show increased late deliveries. Analyze local factors and adjust strategies to improve performance.
- Use insights from key influencers and decomposition tree to prioritize improvements in identified high-risk areas.