



MODEL MANAGERIAL PROCESS

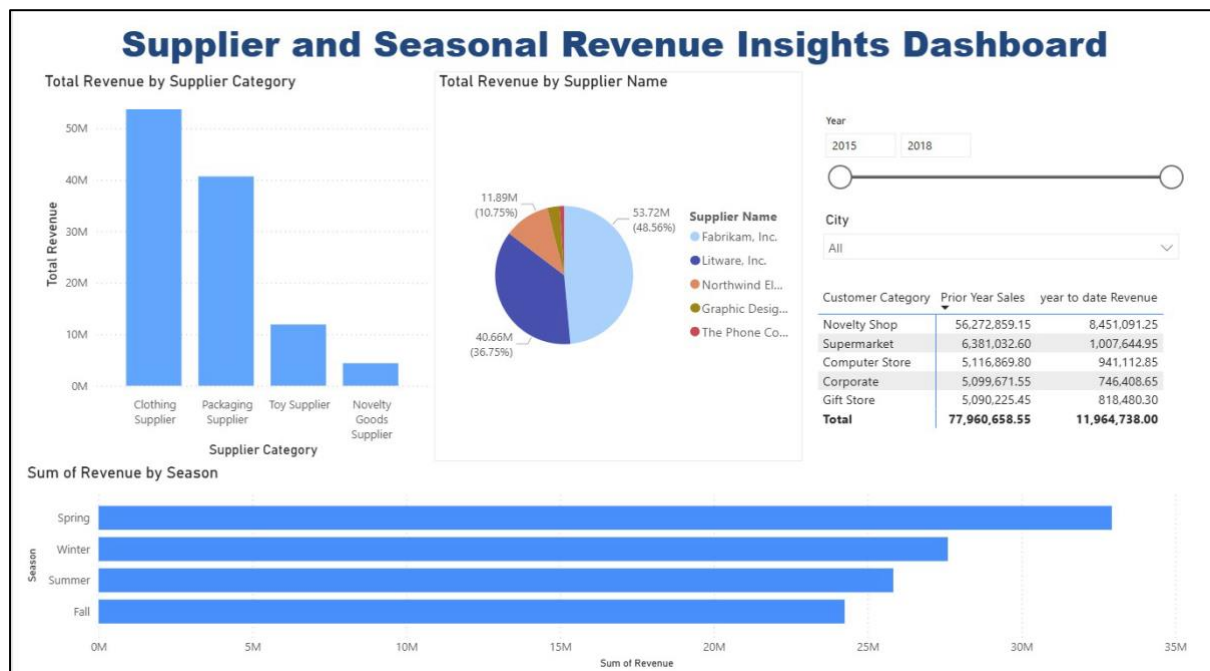
**SUPPLIER AND SEASONAL
REVENUE INSIGHTS
DASHBOARD (2015–2018)**

Submitted By:

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Introduction

This report aims to provide a detailed analysis of total revenue performance across different supplier categories, supplier names, seasons, and customer types from 2015 to 2018. Using an integrated star schema data model, the dashboard empowers business users to identify high-performing suppliers, seasonal trends, and customer segments that contribute most to revenue generation. The primary objective is to uncover actionable insights for supplier strategy, seasonal campaign planning, and customer targeting.



Key Insights

1. Top Supplier Categories

- Clothing Suppliers** led with over **\$50M** in total revenue, followed by **Packaging Suppliers** (~\$40M).
- Toy Suppliers** and **Novelty Goods Suppliers** contributed less, indicating niche or underperforming segments.

2. Top Performing Suppliers

- Fabrikam, Inc.** was the leading supplier, contributing **48.56%** of the total supplier revenue (~\$53.72M).
- Litware, Inc.** followed with 36.75% (~\$40.66M), highlighting a concentrated supplier performance distribution.

3. Seasonal Revenue Patterns

- **Spring** emerged as the most lucrative season with nearly **\$33M** in revenue.
- **Winter** and **Summer** followed closely, suggesting consistent revenue flow year-round.
- **Fall** had the lowest seasonal contribution but remained significant.

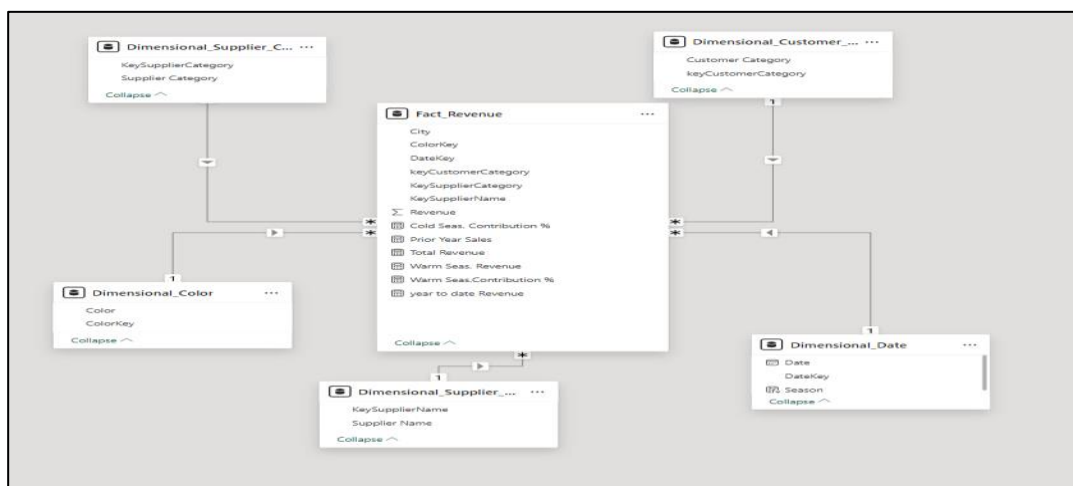
4. Customer Category Performance

- **Novelty Shops** significantly outperformed others with **\$56.27M** in prior year sales and **\$8.45M** year-to-date.
- **Supermarkets** and **Computer Stores** showed moderate performance.
- **Corporate** and **Gift Stores** had similar but lower figures, suggesting potential for growth or reevaluation.

Data Model Overview

The model uses a **star schema** structure with the **Fact_Revenue** table at the center, linked to the following dimension tables:

- **Dimensional_Supplier_Category**
- **Dimensional_Supplier_Name**
- **Dimensional_Customer_Category**
- **Dimensional_Color**
- **Dimensional_Date**



This structure allows for efficient slicing and filtering across supplier, customer, time, and visual indicators (color coding).

Conclusion

This revenue analysis highlights key business dynamics across suppliers, seasons, and customer segments from 2015 to 2018. It is evident that **Clothing Suppliers**, particularly **Fabrikam, Inc.**, play a dominant role in driving revenue, contributing nearly half of the total supplier-based sales. **Spring** emerged as the most profitable season, indicating strong seasonal influence on consumer purchasing behavior.

Among customer segments, **Novelty Shops** stand out as the top contributors in both prior year and year-to-date revenue, presenting a clear opportunity for focused engagement and retention strategies. In contrast, **Gift Stores** and **Corporate clients** show potential for growth and may benefit from tailored promotions or improved product alignment.

However, the concentration of revenue among a few suppliers and categories suggests a need for diversification and strategic risk management. Furthermore, while seasonal performance is relatively balanced, the underperformance in **Fall** indicates an opportunity to enhance campaign timing or product offerings during that period.

Moving forward, businesses can use these insights to:

- Strengthen partnerships with high-performing suppliers while nurturing emerging ones.
- Capitalize on peak seasonal windows through targeted promotions.
- Expand efforts to uplift underperforming customer categories and balance revenue distribution.

By aligning marketing, supply chain, and customer strategies with these data-driven insights, organizations can unlock new growth opportunities and ensure sustainable revenue performance across future periods.