

Supply Chain Report

1. Skincare emerges as the most lucrative product category, contributing significantly to the total revenue of INR17,32,814, with skincare products alone accounting for INR7,24,884.
2. The total number of products sold amounted to 1,38,297 units.
3. Road emerged as the primary mode of transportation, followed by rail.
4. Among cities, Mumbai stands out as the top revenue-generating hub, while Delhi records the least revenue.
5. However, Kolkata leads in terms of the highest volume of products sold, followed by Chennai.
6. "Route A" emerges as the preferred transportation route, facilitating the transit of over 43% of the products.
7. The overall satisfaction rate averages at 2.72, falling short of our target rate of 3.00.
8. The average lead time for delivery stands at 20.52 days.