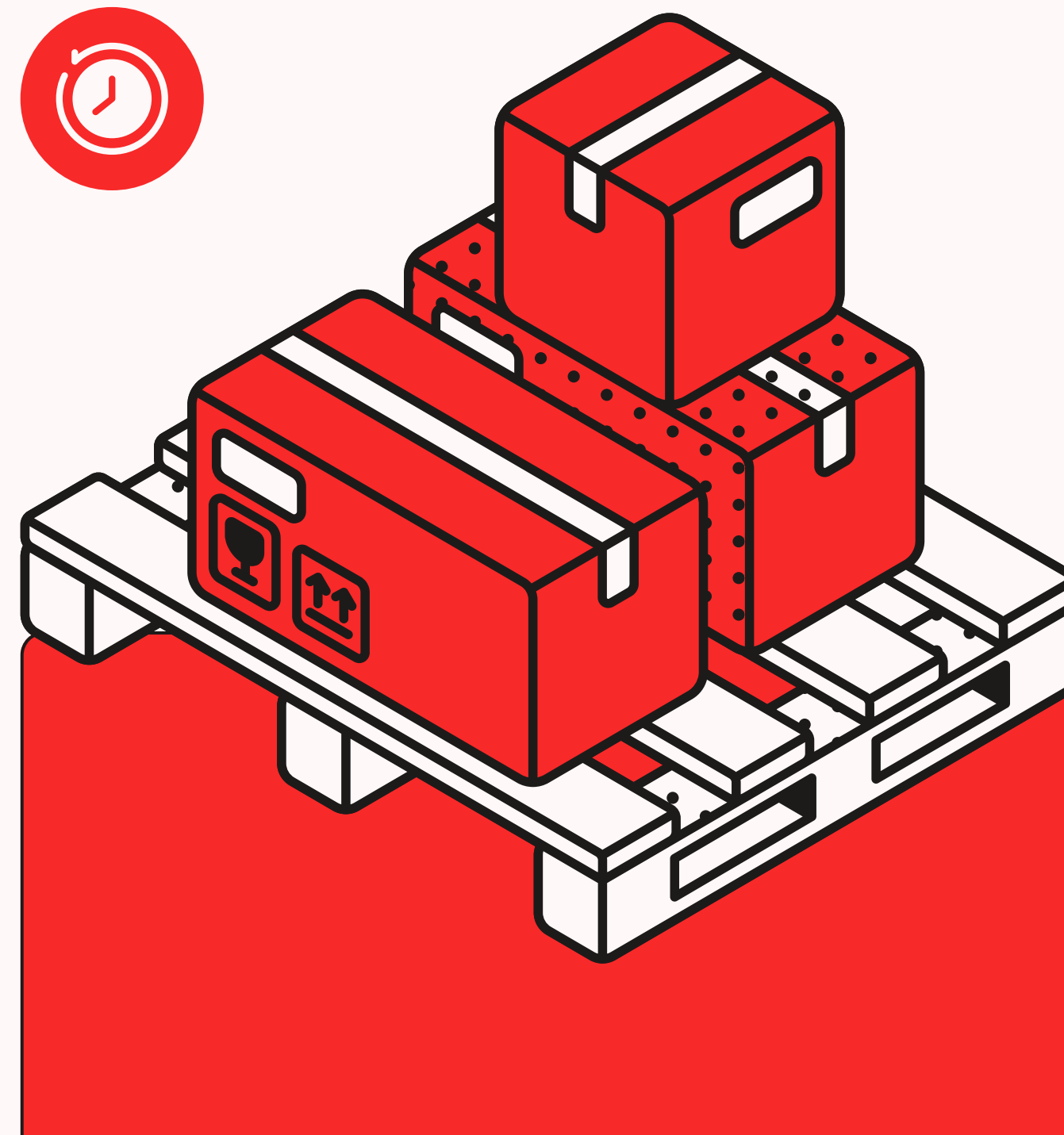
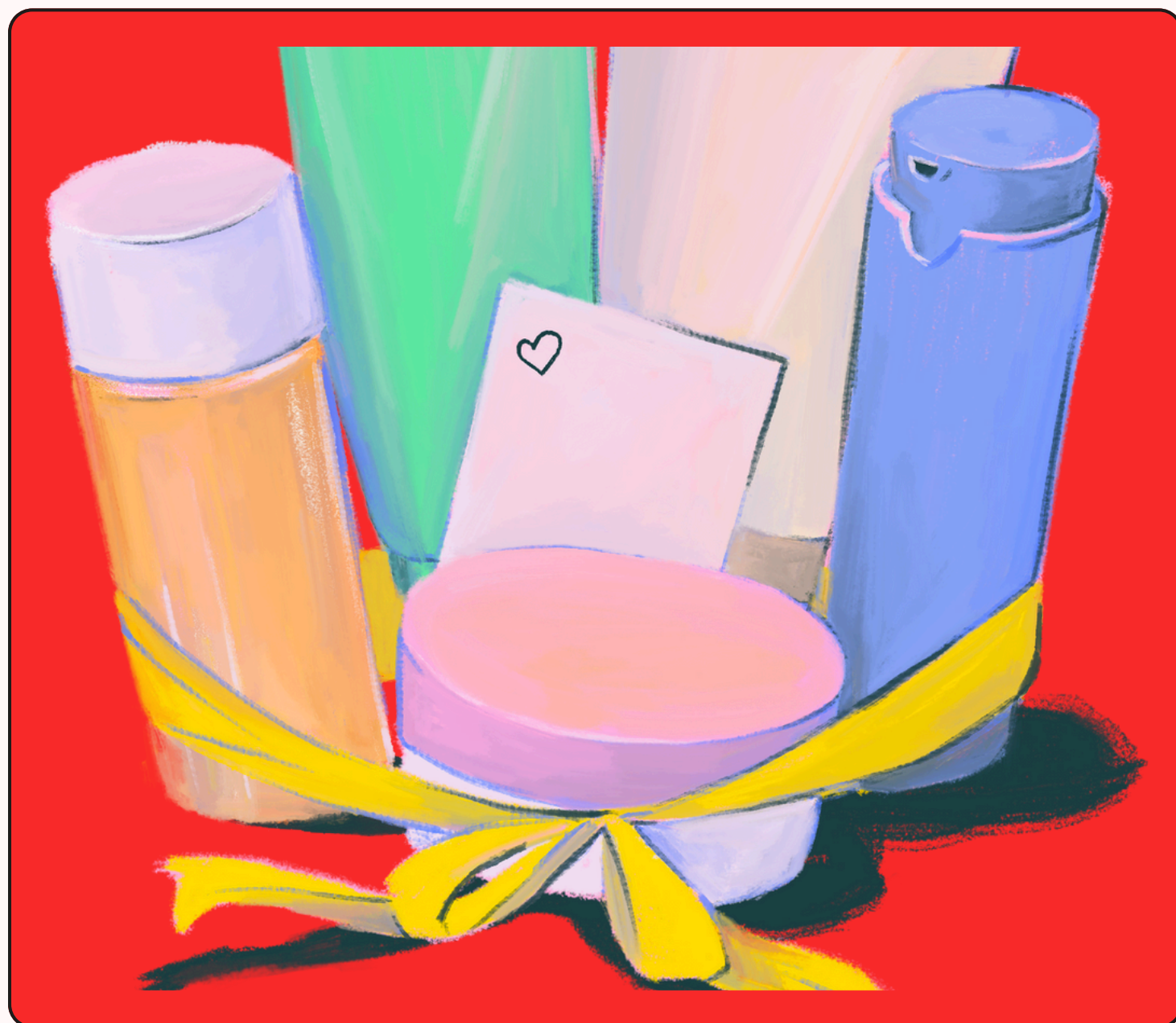


SUPPLY CHAIN ANALYSIS

For Fashion and Beauty Startup

Let's Move





INTRODUCTION

The aim of this project is to increase revenue for a fashion and beauty startup without compromising on product quality

TOOLS AND DATASET USED

Dataset obtained from Kaggle [here](#)

Contains features such as product types,
number sold, revenue, shipping
information, manufacturing information and
transportation information

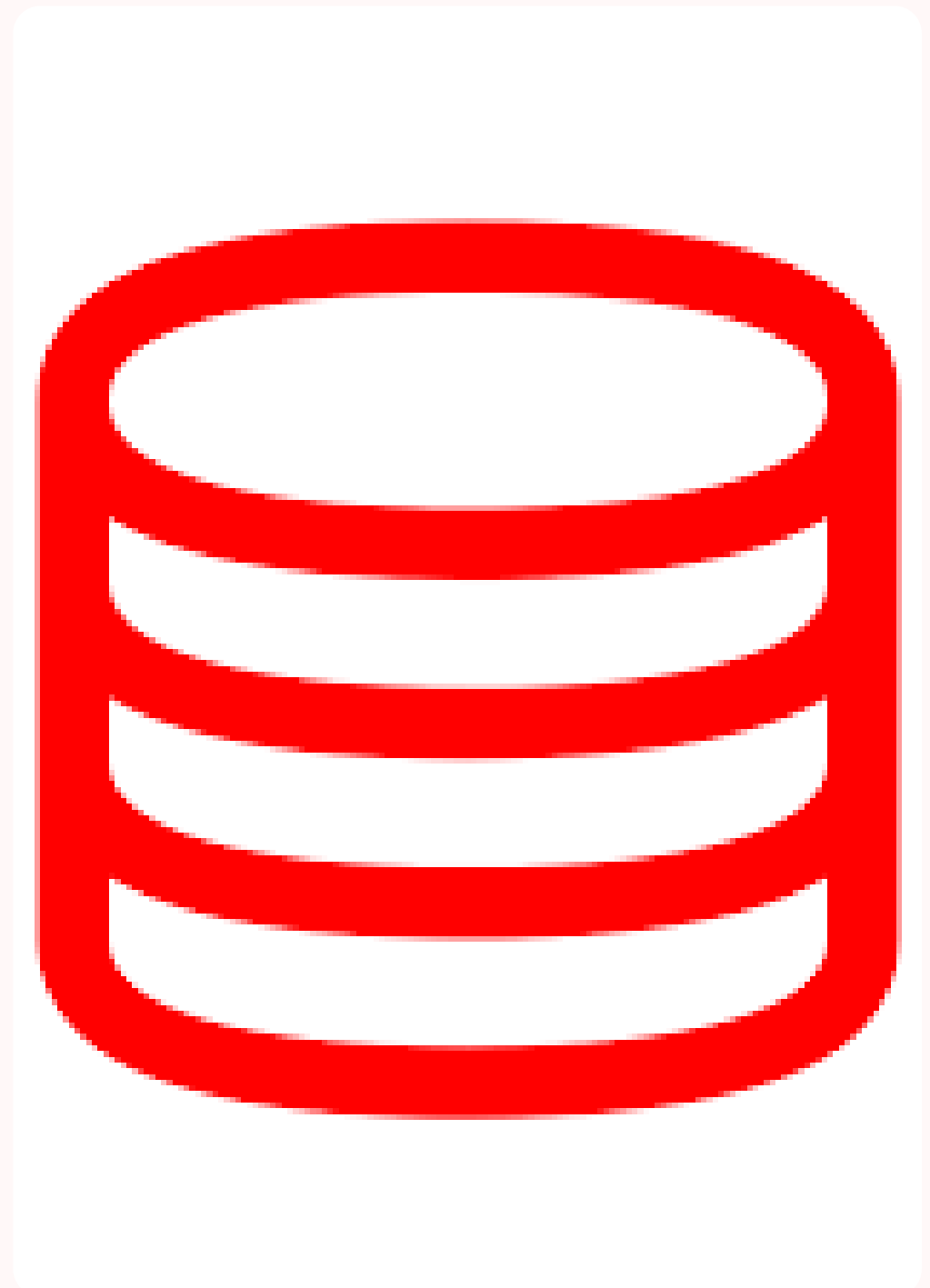
Tools used

PostgreSQL

Tableau Public

GitHub

Click [here](#) to view GitHub repository





DASHBOARD

Interactive dashboard with side navigation bar to view the four different dashboards

Overall KPI metrics (total number of products sold, total revenue generated, average defect rates) displayed at the top

View the dashboard [here](#)



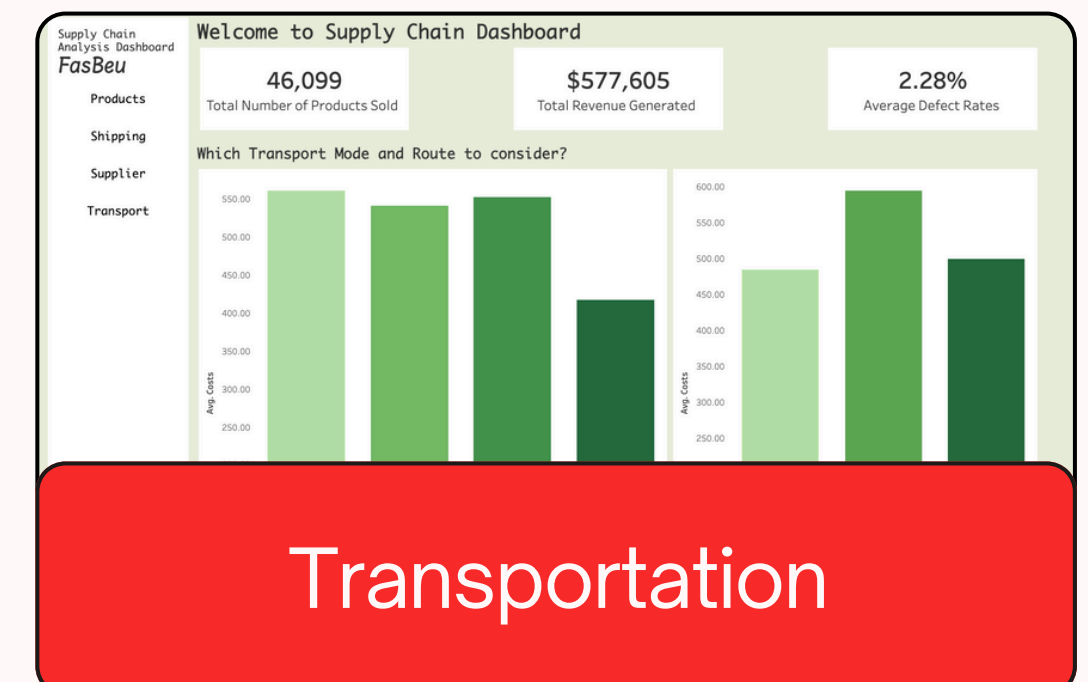
Products Sales



Shipping Carriers



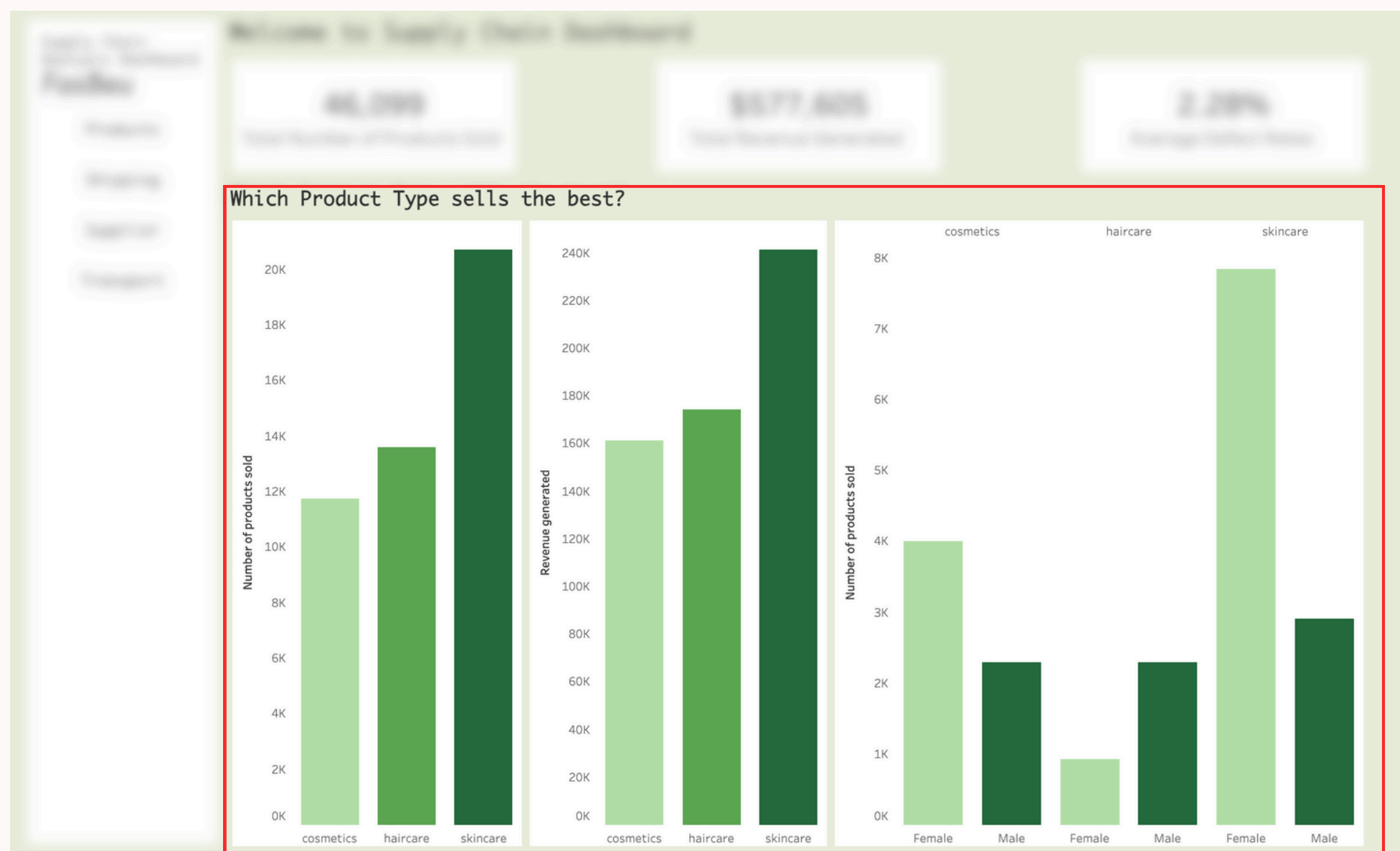
Supplier



Transportation

INSIGHTS #1

Product Sales dashboard



Observations:

- Looking at product type alone, skincare is the most popular product, with over 20k sold, while cosmetics is the least popular, with slightly over 11k sold.
- Revenue obtained is the highest for skincare, and lowest for cosmetics
- Both cosmetics and skincare are more popular among the females, while haircare is more popular among the males

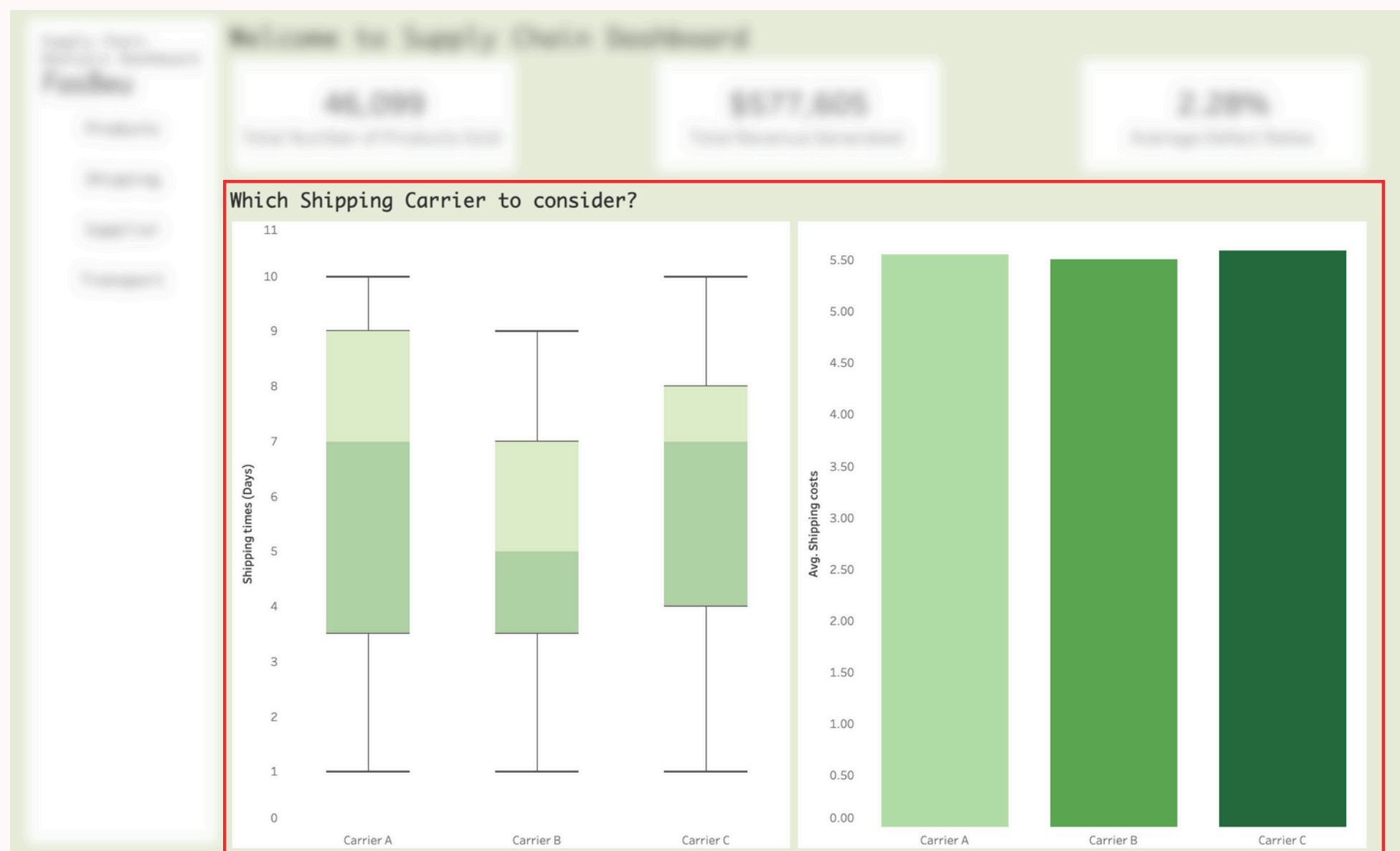
Insights:

- Consider having more marketing campaigns and strategies for cosmetics and haircare to increase sales for both products
- Consider having more targeted strategies and expand on current products for different gender groups for each product, such as the male audience for cosmetics and skincare, and female audience for haircare
- Conduct user research to find out more about consumer opinions regarding current products in the market to find out the reason why some products are more popular among certain gender group



INSIGHTS #2

Shipping Carrier dashboard



Observations:

- Carrier B has the lowest range for shipping days and lowest median shipping days while Carrier A has the largest range but has the same median shipping days as Carrier C
- Average shipping costs for all 3 carriers are relatively the same, where Carrier A is \$5.55, Carrier B is \$5.51, and Carrier C is \$5.60

Insights:

- Choosing Carrier B would be the safest option as the shipping days has a higher chance of being the shortest and it has the lowest average shipping cost among the three.
- If Carrier A and C is required, consider using them for non-urgent deliveries instead and use Carrier B for more urgent deliveries.





INSIGHTS #3

Supplier dashboard



Observations:

- Supplier 2 has produced the most number of products, followed by Supplier 1, Supplier 4, Supplier 5, and lastly Supplier 3
- Supplier 2 has the lowest average manufacturing cost, followed by Supplier 3, Supplier 5, Supplier 1, and lastly Supplier 4
- Supplier 1 has the lowest average defect rates, followed by Supplier 4, Supplier 2, Supplier 3, and lastly Supplier 5

Insights:

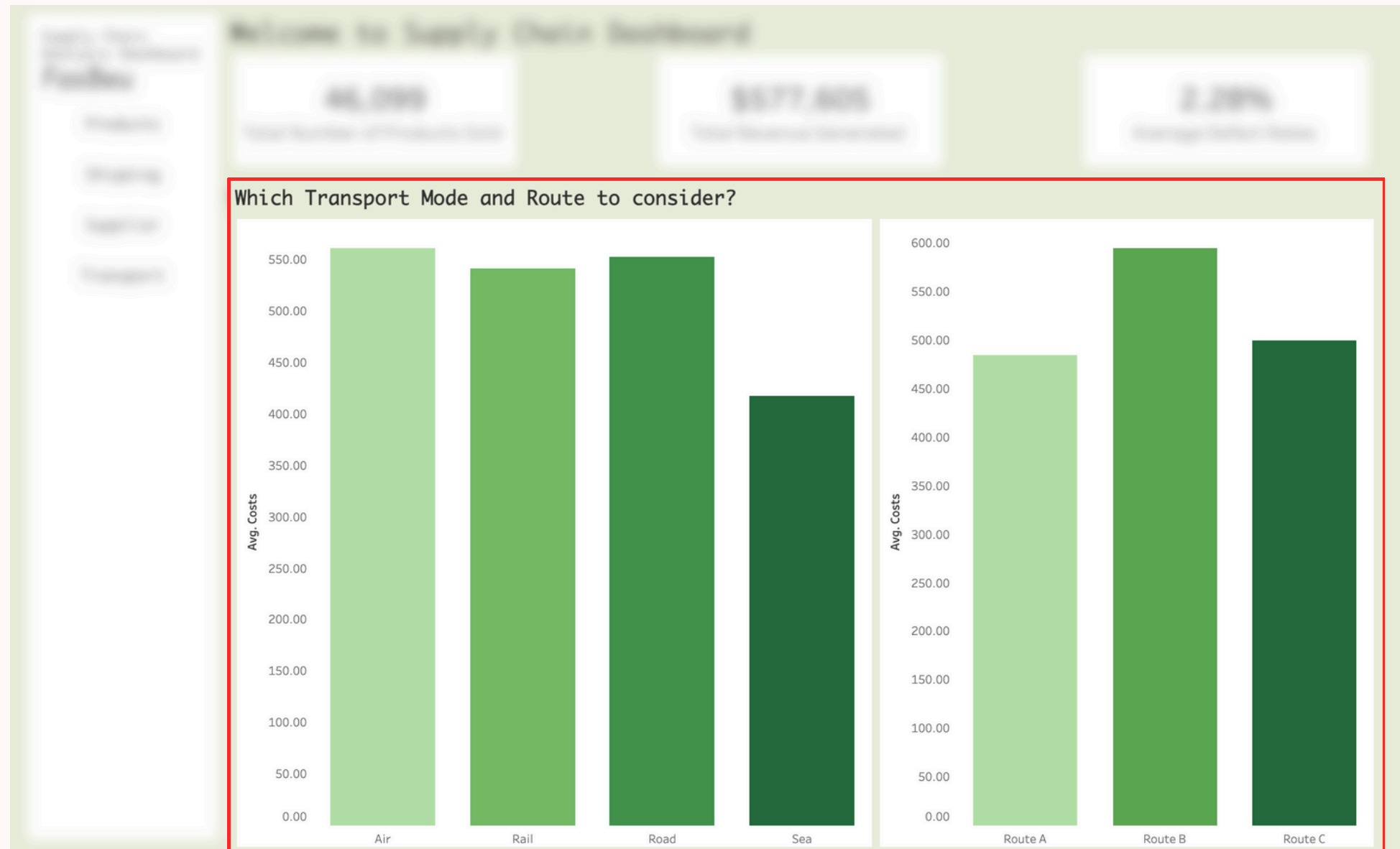
- Choosing Supplier 1 would be the best option. Although Supplier 1 has the second most expensive manufacturing costs, the costs does not differ much from the other suppliers, with the difference in cost being ~\$4 between Supplier 1 and Supplier 2, which has the lowest manufacturing cost. Moreover, Supplier 1 has a much lower defect rate compared to the other 4 suppliers, which means the opportunity costs for Supplier 1 would be the lowest
- Supplier 2 can also be considered due to its low manufacturing costs, but would need to find out the reason for the defect rates before going with them.





INSIGHTS #4

Transportation dashboard



Observations:

- Transporting by Sea requires the least cost and transporting by Air is the most expensive
- Route A requires the least cost and Route B is the most expensive

Insights:

- Choosing Sea as the transportation mode and route A would be the most cost effective method.
- Route C can also be considered as the costs is not too far off from Route A
- Although Air is the most expensive, the cost is likely due to the speed of transporting. Hence, consider Air as a mode of transport for urgent products.



THANK YOU

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