

# Supply Chain Management Dashboard

Insights from Fashion and Beauty Startup Data

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# Introduction

## Purpose of the Dashboard:

This Supply Chain Management Dashboard provides comprehensive insights into the performance of makeup products, helping stakeholders make data-driven decisions to optimize sales, inventory, and supply chain efficiency.



## Significance of Supply Chain Management:

Effective supply chain management is crucial in the fashion and beauty industry to ensure timely delivery of products, minimize costs, and enhance customer satisfaction. Understanding these dynamics will allow the business to respond quickly to market trends and consumer demands.

# Analyzing Product Performance, Supply Chain Efficiency and Customer Demographics

- Product Type that generates the highest revenue
- Significant correlations between Lead times and Order quantities
- Variation of Shipping costs by Shipping carrier and Location
- Suppliers with the most efficient manufacturing processes
- Demographic group that contributes the most to sales



# SUPPLY CHAIN MANAGEMENT DASHBOARD

Total Revenue Generated

577.60K

Total Stock levels

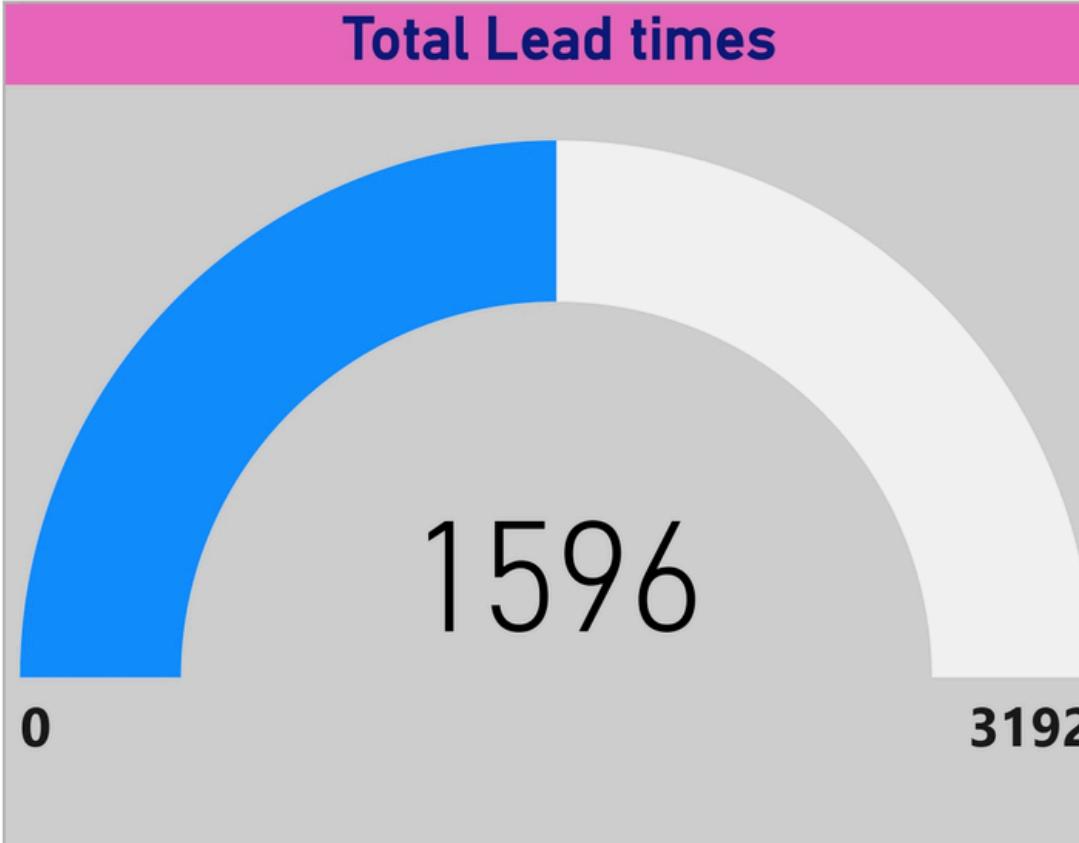
4777

Total ordered Quantity

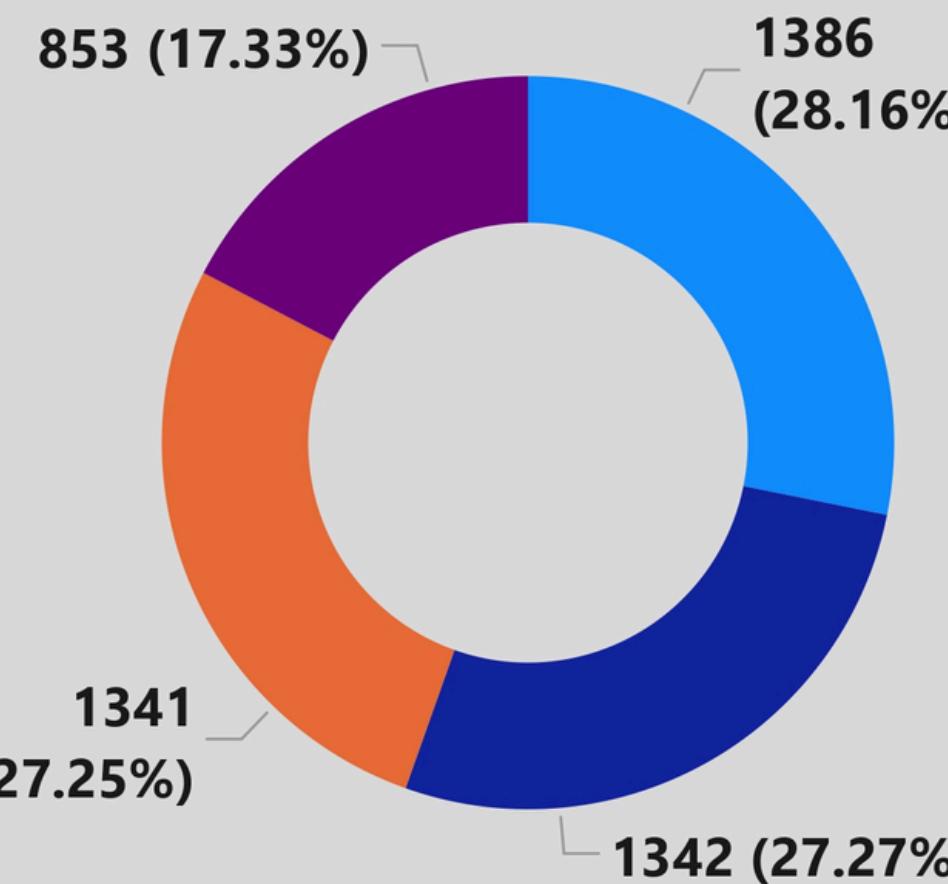
4922

Total Lead times

1596



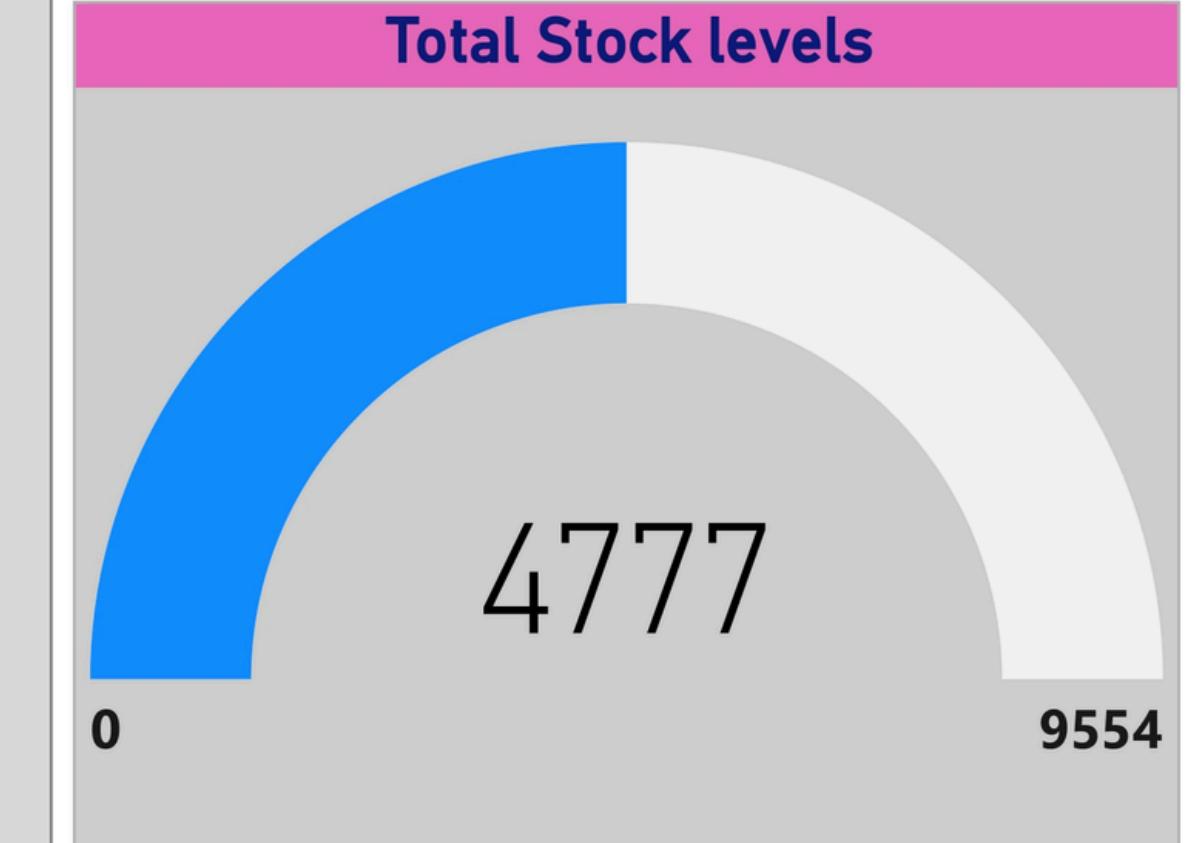
Total Order quantities by Transportation modes



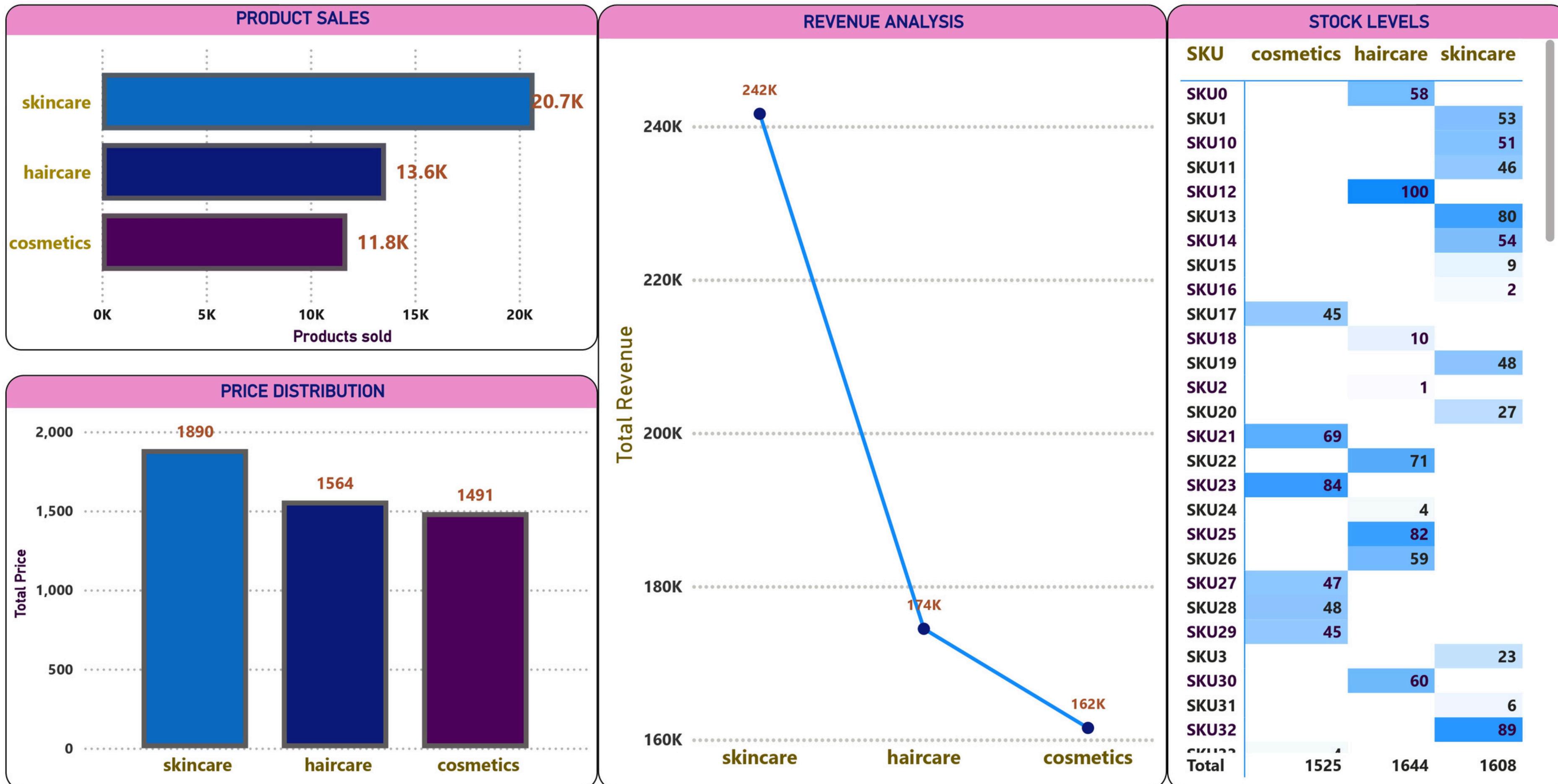
● Road ● Rail ● Air ● Sea

Total Stock levels

4777

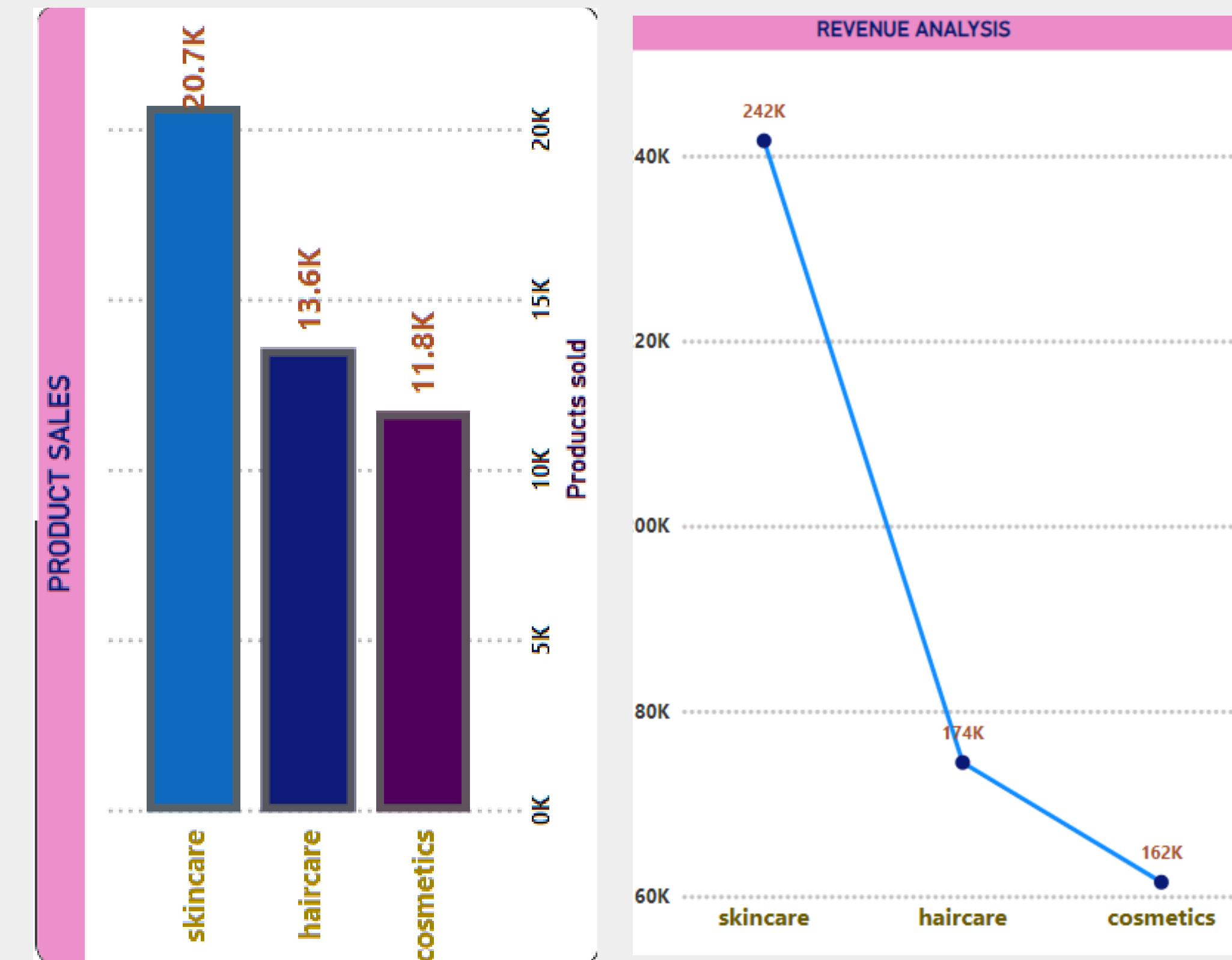


# PRODUCT PERFORMANCE DASHBOARD



# Key Insights from Product Performance

- Product Type that generates the highest revenue is **SKINCARE**. It indicates strong market demand.
- **SKINCARE** is the most selling product type indicating strong consumer preference.



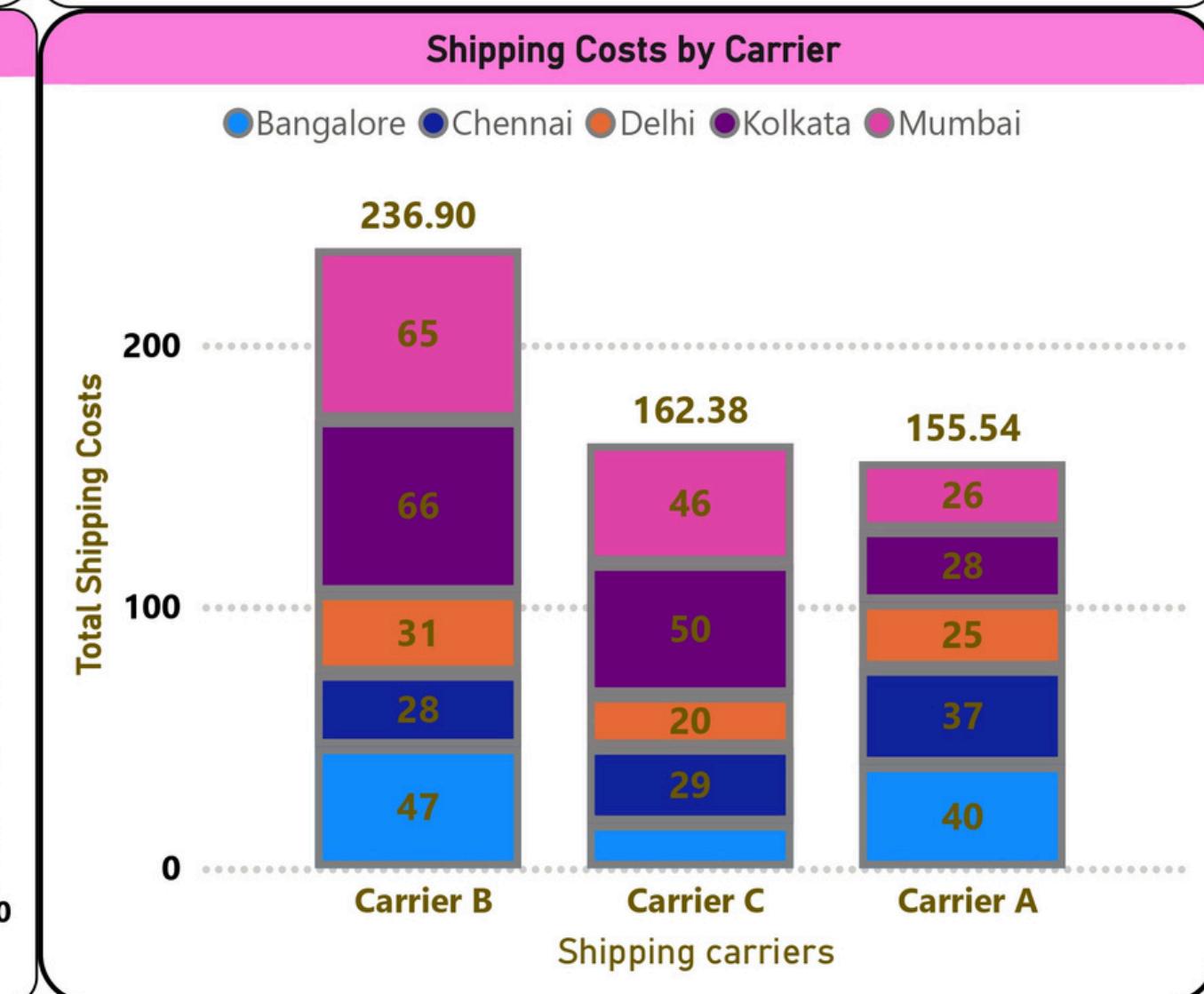
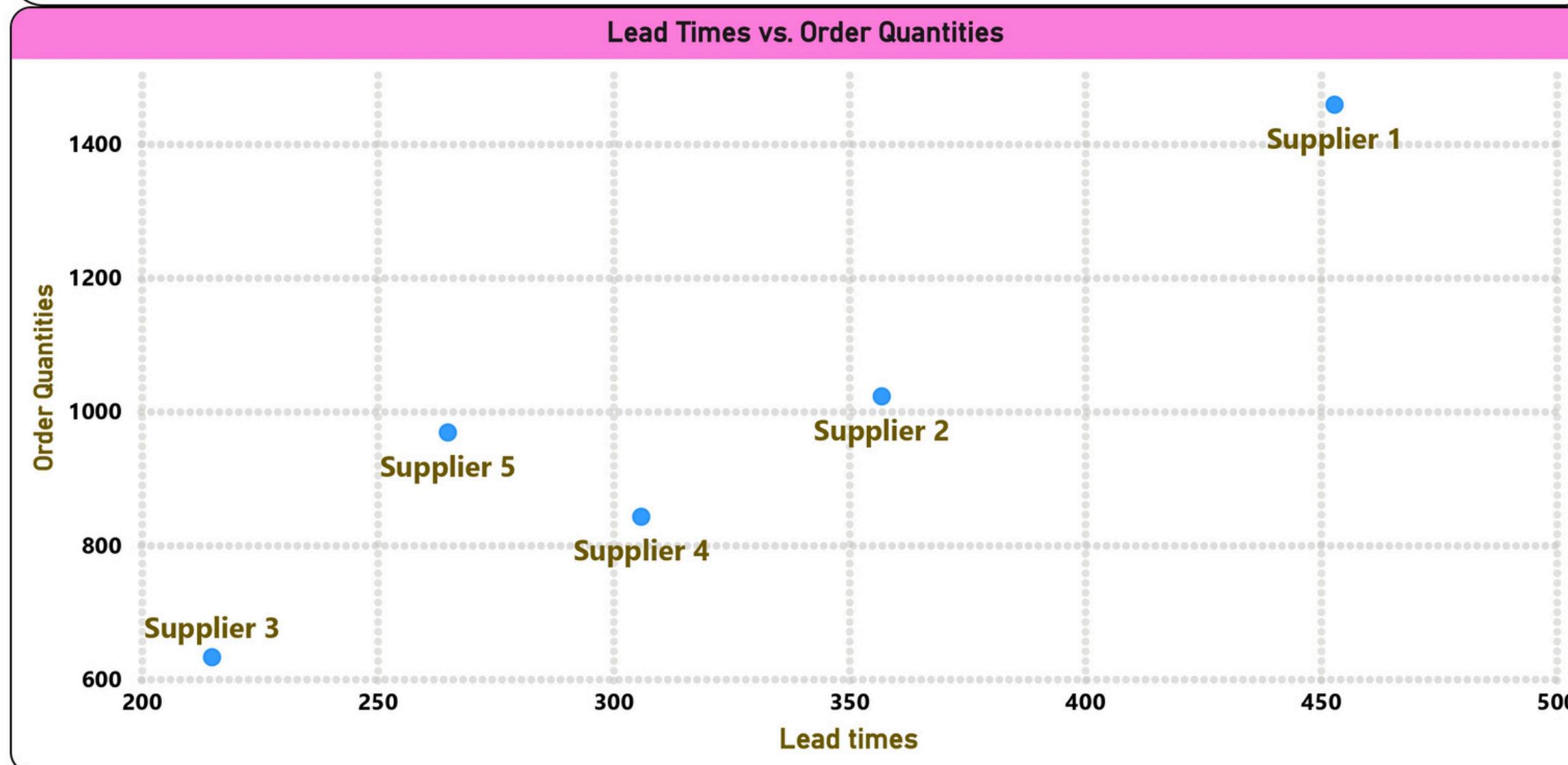
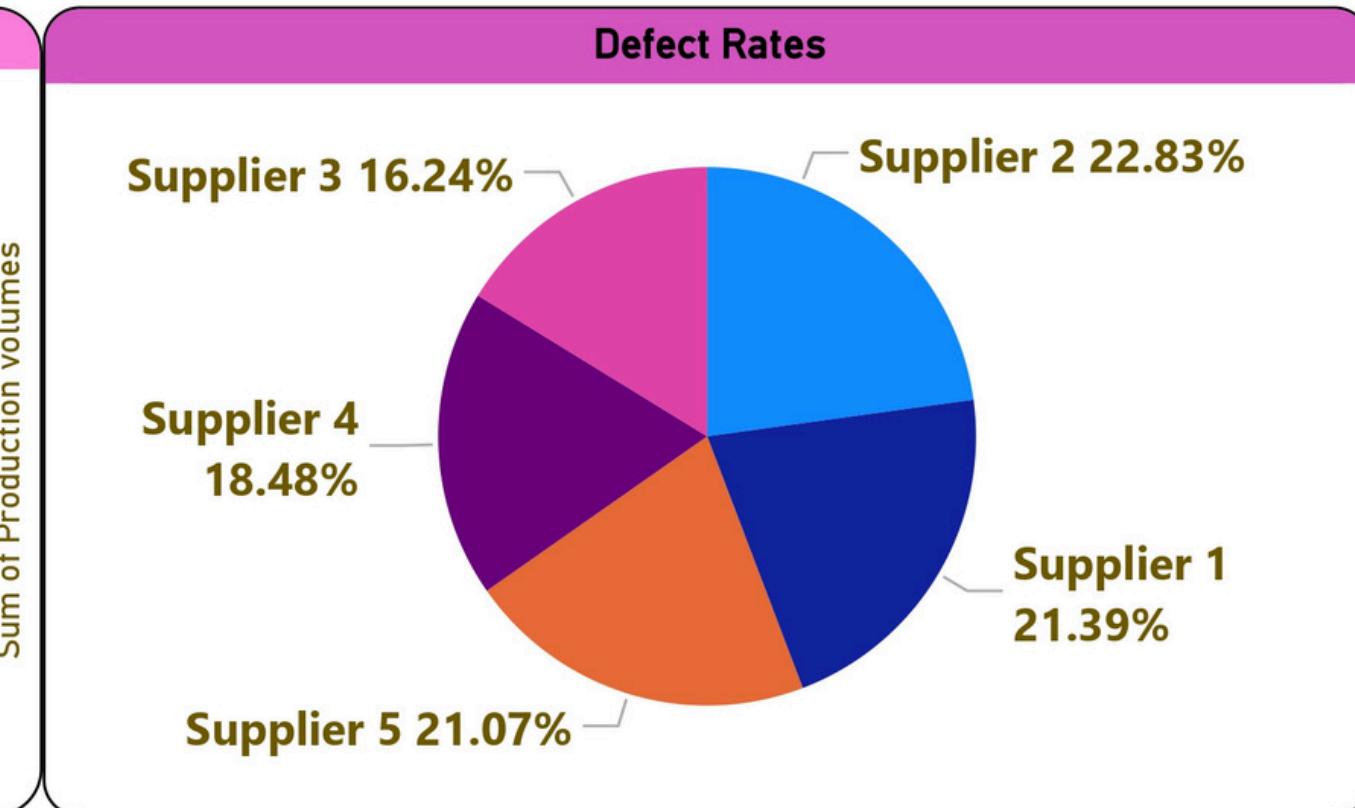
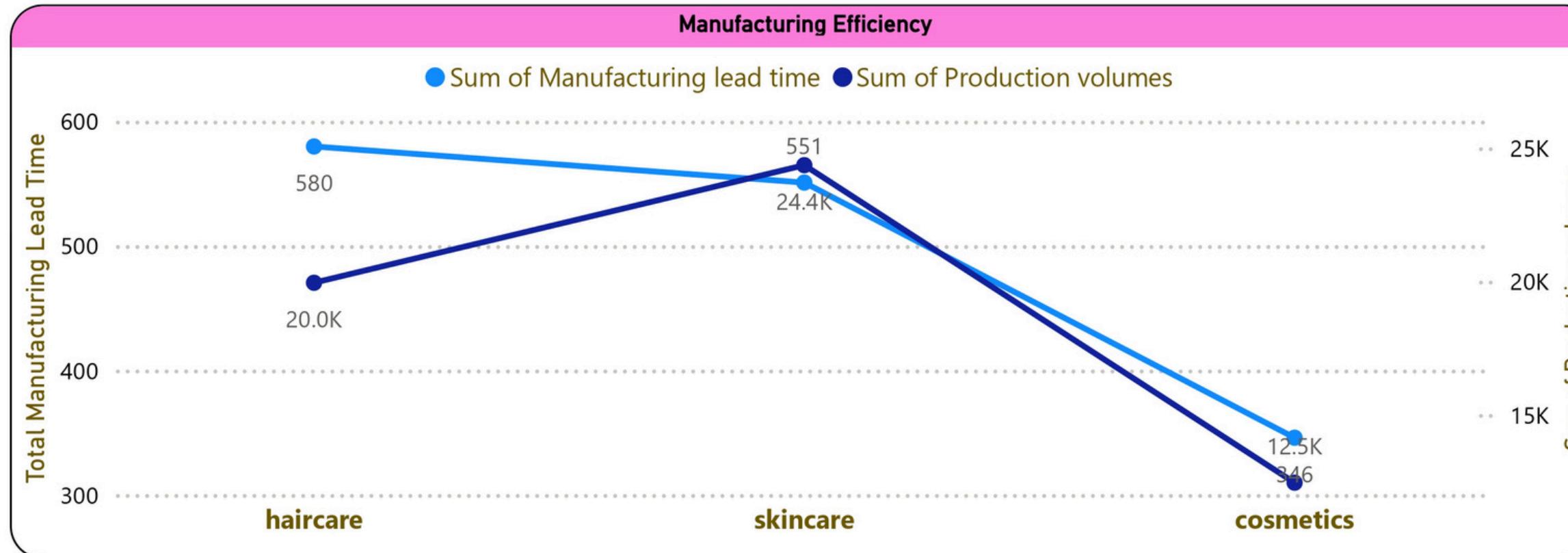
# Optimizing Ecommerce Supply Chain Efficiency

Leveraging data analysis to enhance supply chain performance and customer satisfaction.

Through effective data analysis, we can identify bottlenecks, improve inventory management, and streamline logistics for better results.



# SUPPLY CHAIN EFFICIENCY DASHBOARD



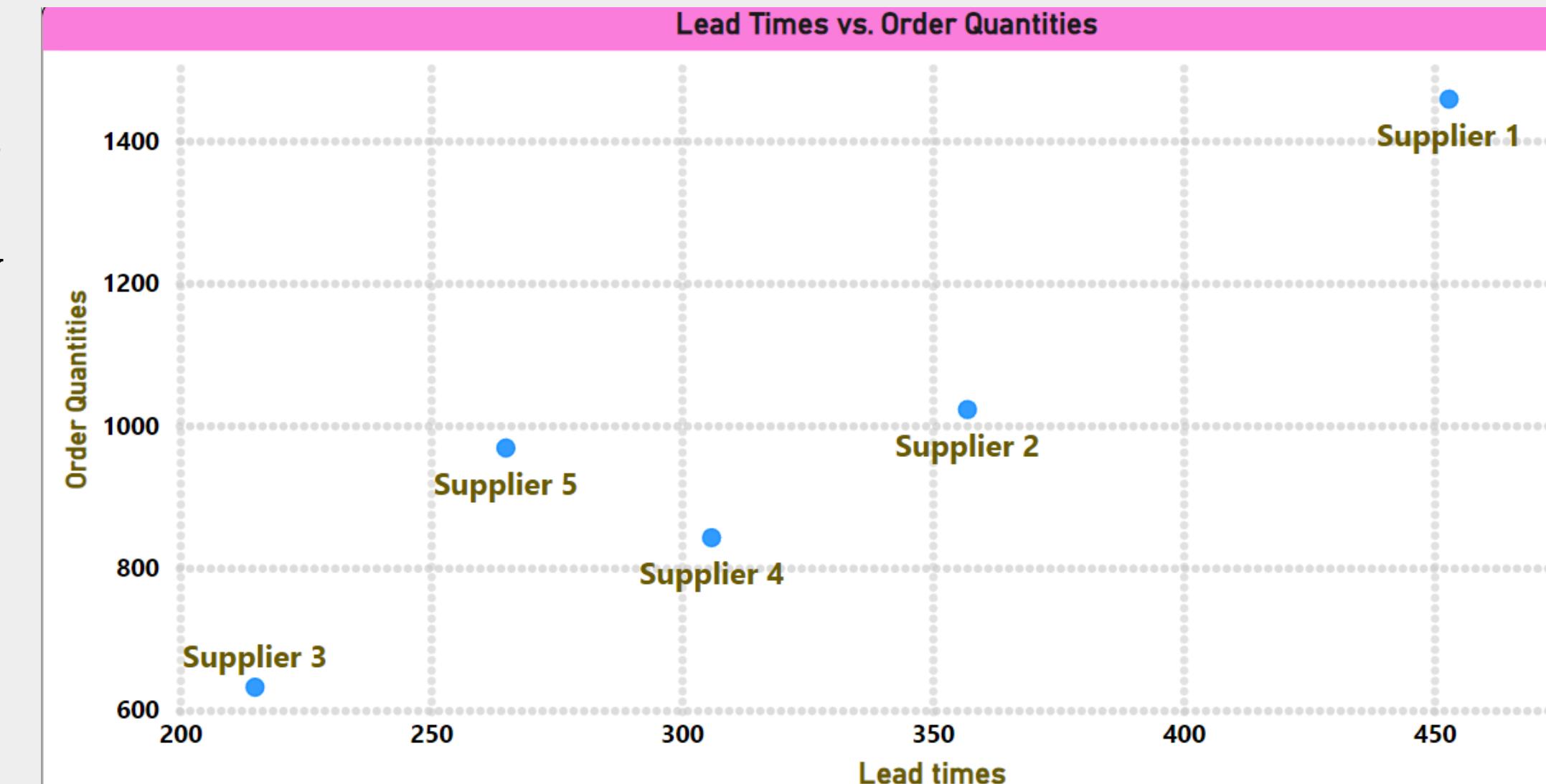
# Key Insights from Supply Chain Efficiency

Correlation between lead times and order quantities:

"There is a significant correlation between lead times and order quantities, suggesting that longer lead times are associated with larger orders, potentially affecting inventory management strategies."

Recommendations for Improvement:

- Identify and evaluate other suppliers who may offer shorter lead times or more efficient processes.
- Work closely with suppliers to identify bottlenecks in their processes that lead to longer lead times. Collaborative problem-solving can help streamline operations.

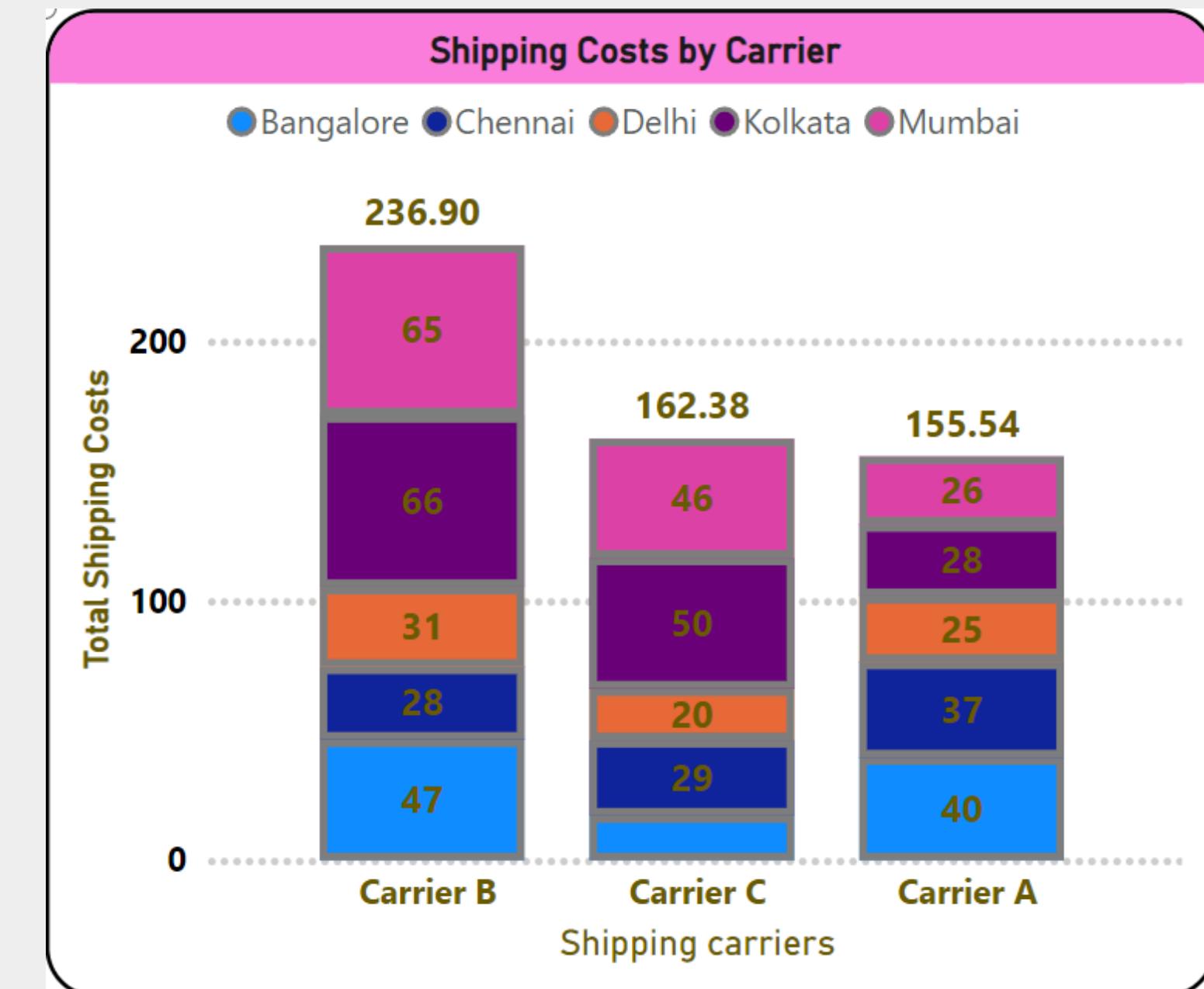


**SUPPLIER 1**, with the highest order quantity of 1458, has the longest lead time of 453, which supports the observed trend."

# Key Insights from Supply Chain Efficiency

Variation of Shipping costs by Shipping carrier and Location:

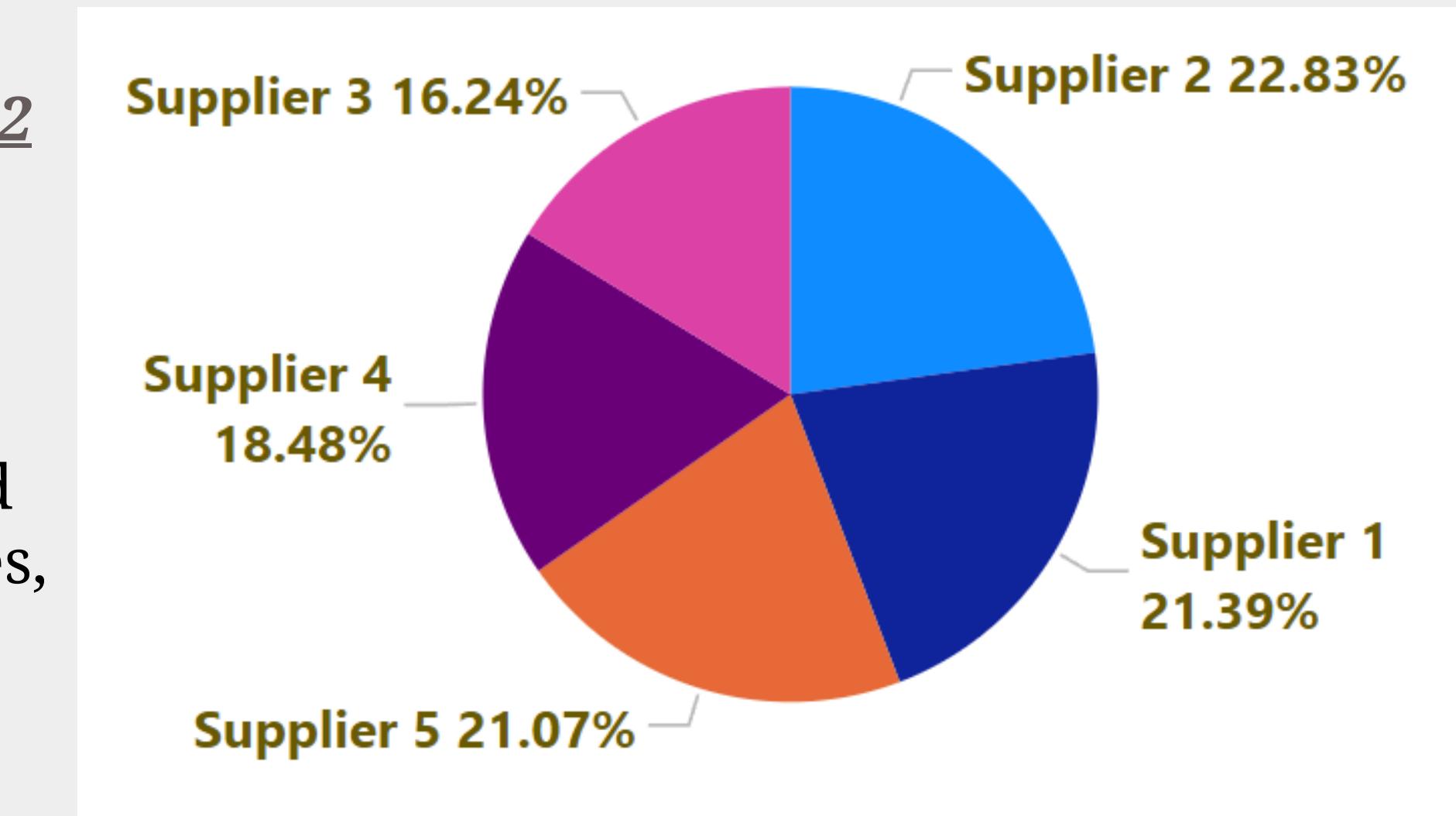
- CARRIER B has the highest shipping costs compared to other shipping carriers.
- KOLKATA HAS THE HIGHEST SHIPPING COSTS COMPARED TO OTHER CITIES ACROSS ALL CARRIER OPTIONS.
- Shipping costs vary significantly by carrier, with CARRIER A being the most cost-effective option.



# Key Insights from Supply Chain Efficiency

Suppliers with the most efficient manufacturing processes:

- Quality control is a concern, with **SUPPLIER 2** showing the highest defect rate, highlighting the need for closer supplier evaluations.
- **SUPPLIER 3** is regarded as having the most efficient manufacturing processes compared to other suppliers, as it has lower defect rates, indicating better manufacturing quality and efficiency.



# Key Insights from customer demographics

Demographic group that contributes the most to sales:

By observing the treemap that depicts revenue by demographics, we can conclude that the *Unknown* group contributes the most to the company's sales, generating \$173.09K in revenue.

