

# **Problem Statement**

## **Samsung Selling & Supply Chain Analytics Dashboard**

In today's fast-evolving consumer electronics industry, companies such as Samsung operate across complex ecosystems that include multi-channel sales platforms, regional markets, suppliers, logistics partners, warehouses, and diverse customer segments. These interconnected operations generate massive volumes of transactional, inventory, shipment, and customer data daily. Despite having access to this data, organizations often face significant challenges in transforming raw information into meaningful business insights due to fragmented reporting systems, disconnected datasets, and limited real-time analytical capabilities.

On the sales side, businesses must monitor revenue growth, profit margins, product performance, and customer purchasing behavior across multiple platforms such as online marketplaces, retail stores, and distributor networks. Without a centralized analytics framework, decision-makers struggle to identify top-performing products, analyze regional demand trends, or evaluate platform effectiveness. Traditional static reports fail to provide dynamic filtering, deep analysis, or clear visualization of sales performance, resulting in delayed strategic decisions and inefficient marketing or promotional planning.

Simultaneously, supply chain operations introduce additional complexity. Organizations need continuous visibility into supplier lead times, procurement efficiency, inventory levels, shipment performance, and logistics reliability. The absence of integrated dashboards often leads to operational bottlenecks such as delayed deliveries, poor inventory planning, inefficient supplier selection, and reduced customer satisfaction. Without clear Key Performance Indicators (KPIs) and structured data storytelling, stakeholders find it difficult to assess overall business health or forecast potential risks.

The primary problem addressed in this project is the need for an industry-level, unified Samsung Selling & Supply Chain Analytics Dashboard that consolidates sales and operational data into a single interactive platform. The solution aims to provide stakeholders with a comprehensive view of business performance by integrating customer analytics, product sales insights, supplier performance, inventory management, and shipment tracking into a centralized Power BI reporting environment.

By bridging the gap between raw business data and strategic decision-making, this project focuses on enabling data-driven growth, improving operational transparency, optimizing logistics and sales strategies, and enhancing overall customer experience through intuitive visualizations, real-time KPI monitoring, and advanced business intelligence capabilities.