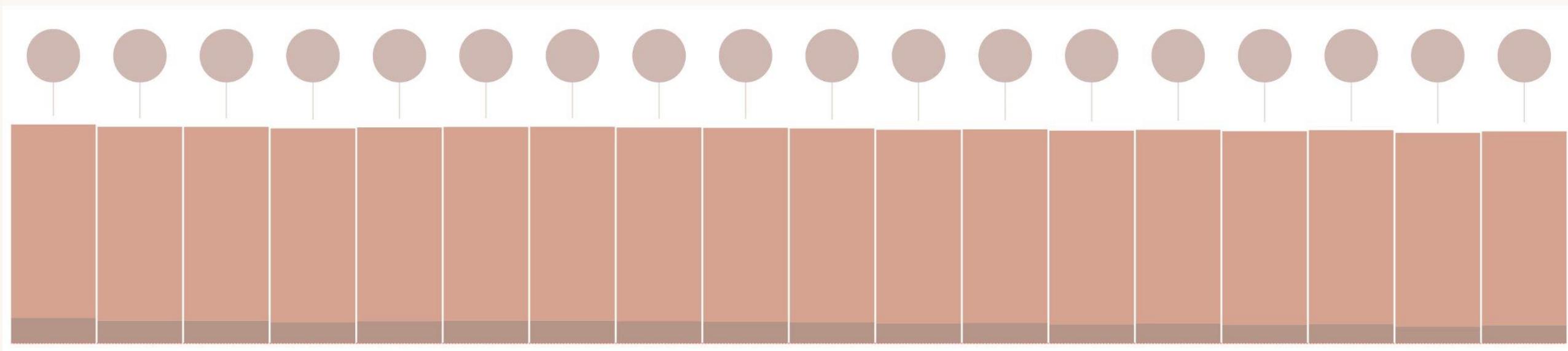


SK

# SUPPLY CHAIN EFFICIENCY REPORT / SEPTEMBER, 2025 /



MARKET

REGION

COUNTRY

SHIPPING MODE

CUSTOMER SEGMENT

MONTH

YEAR

All

All

All

All

All

All

All


**\$36.42M**  
 TOTAL SALES

**\$3.93M**  
 TOTAL PROFIT

**178K**  
 TOTAL NUMBER OF ORDERS

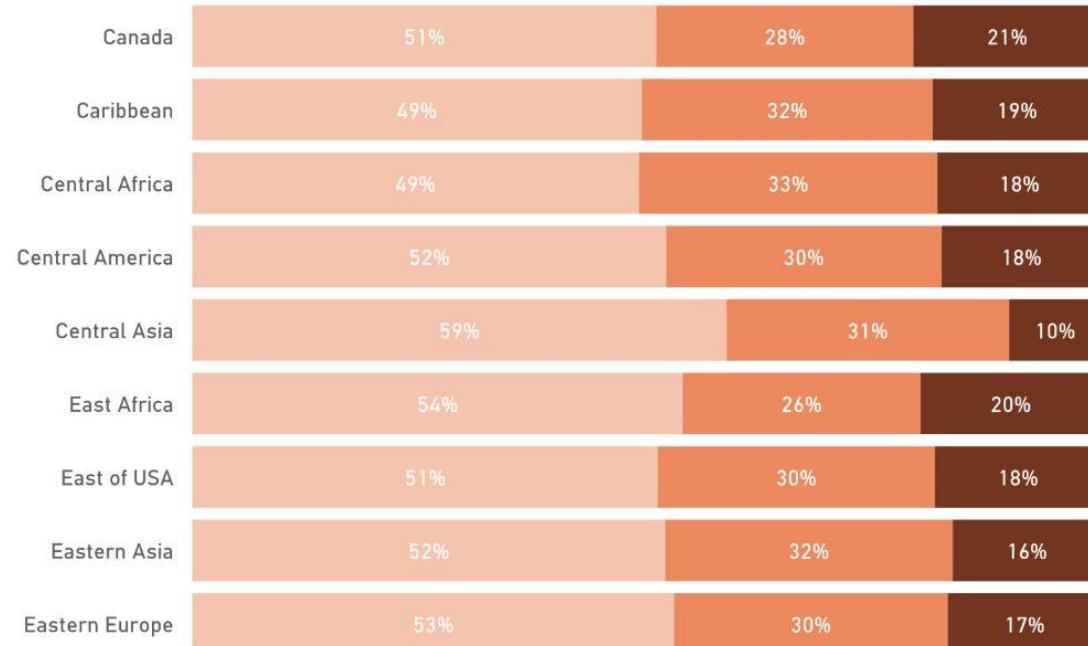
**382K**  
 TOTAL QUANTITY SOLD

**18.53K**  
 NUMBER OF CUSTOMERS

**18 %**  
 ON TIME DELIVERY

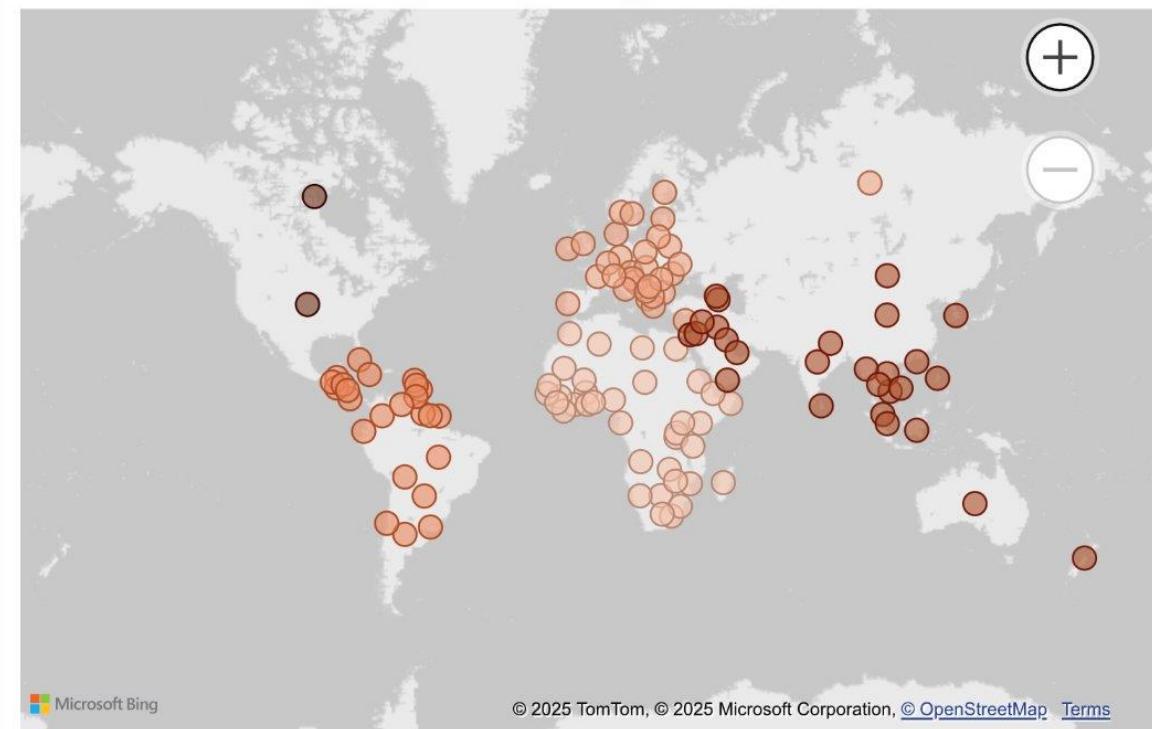
## SALES SHARE BY REGION AND CUSTOMER SEGMENTS

● Consumer ● Corporate ● Home Office



## ORDERS GEOGRAPHY BY MARKET

● Africa ● Europe ● LATAM ● Pacific Asia ● USCA



MARKET

REGION

COUNTRY

SHIPPING MODE

CUSTOMER SEGMENT

MONTH

YEAR

All

All

All

All

All

All

2022



**\$12.34M**  
TOTAL SALES

**\$1.32M**  
TOTAL PROFIT

**63K**  
TOTAL NUMBER OF ORDERS

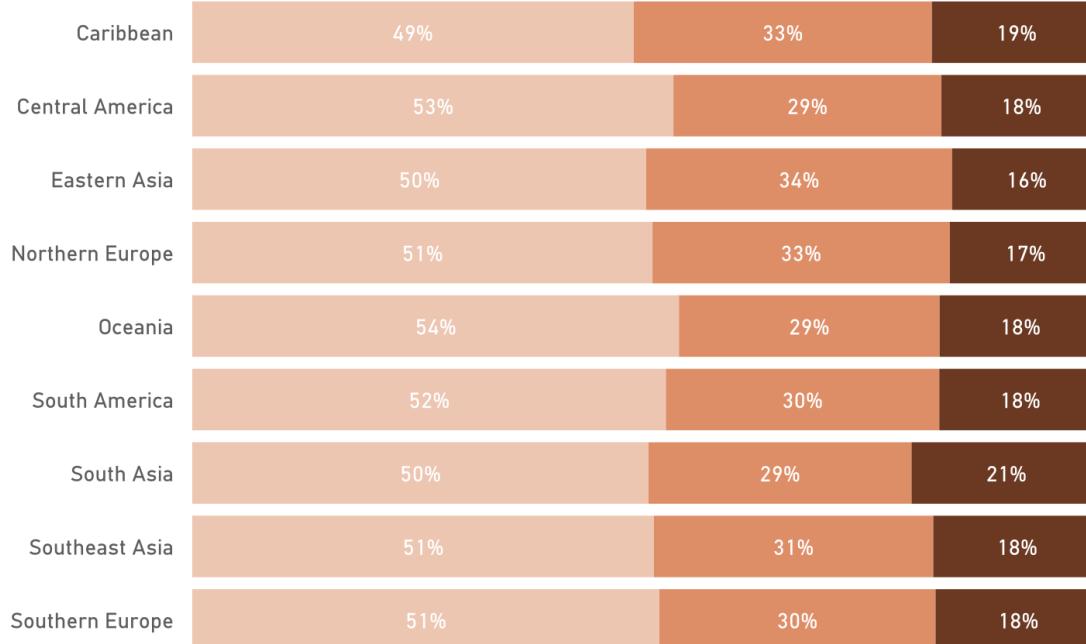
**138K**  
TOTAL QUANTITY SOLD

**10.13K**  
NUMBER OF CUSTOMERS

**18 %**  
ON TIME DELIVERY

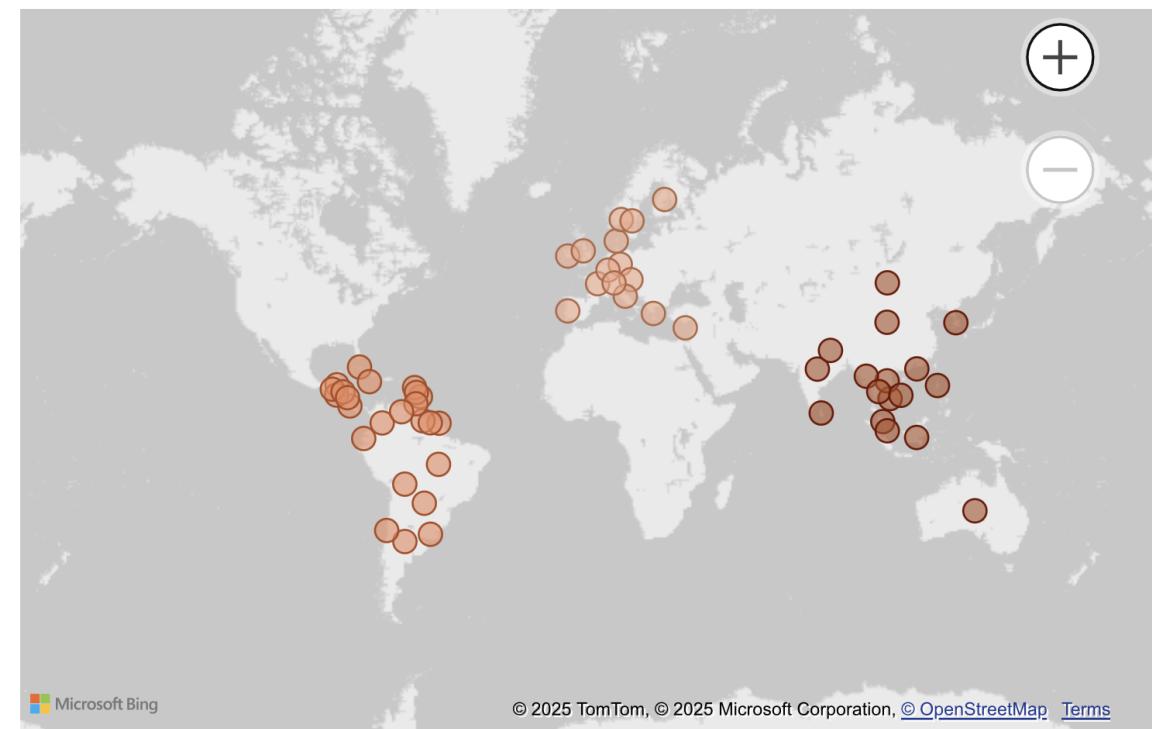
### SALES SHARE BY REGION AND CUSTOMER SEGMENTS

● Consumer ● Corporate ● Home Office



### ORDERS GEOGRAPHY BY MARKET

● Europe ● LATAM ● Pacific Asia



MARKET

REGION

COUNTRY

SHIPPING MODE

CUSTOMER SEGMENT

MONTH

YEAR

All

All

All

All

All

All

2023



**\$12.27M**  
TOTAL SALES

**\$1.31M**  
TOTAL PROFIT

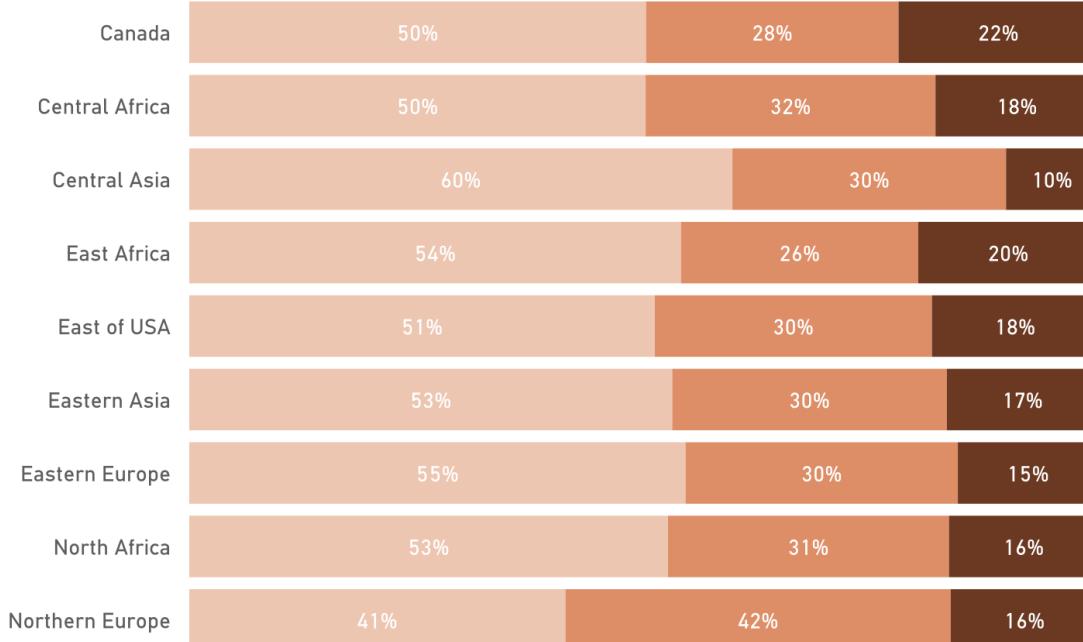
**62K**  
TOTAL NUMBER OF ORDERS

**137K**  
TOTAL QUANTITY SOLD

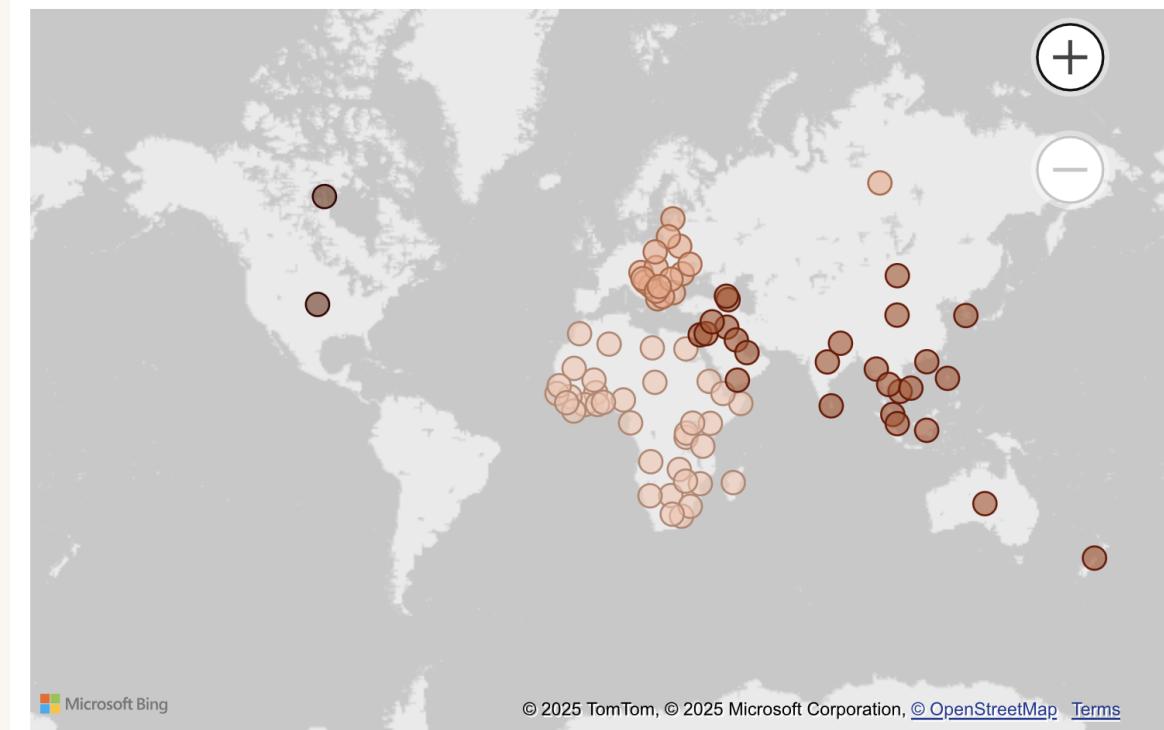
**10.21K**  
NUMBER OF CUSTOMERS

**18 %**  
ON TIME DELIVERY

## SALES SHARE BY REGION AND CUSTOMER SEGMENTS

● Consumer ● Corporate ● Home Office


## ORDERS GEOGRAPHY BY MARKET

● Africa ● Europe ● Pacific Asia ● USCA


MARKET

REGION

COUNTRY

SHIPPING MODE

CUSTOMER SEGMENT

MONTH

YEAR

All

All

All

All

All

All

2024


**\$11.81M**  
 TOTAL SALES

**\$1.30M**  
 TOTAL PROFIT

**53K**  
 TOTAL NUMBER OF ORDERS

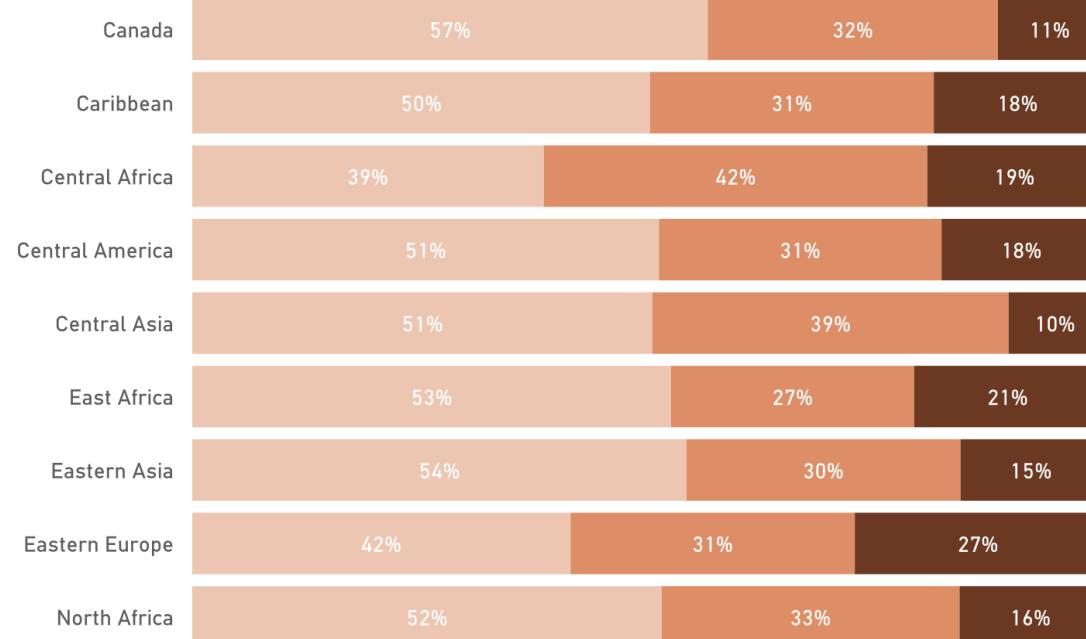
**106K**  
 TOTAL QUANTITY SOLD

**15.16K**  
 NUMBER OF CUSTOMERS

**18 %**  
 ON TIME DELIVERY

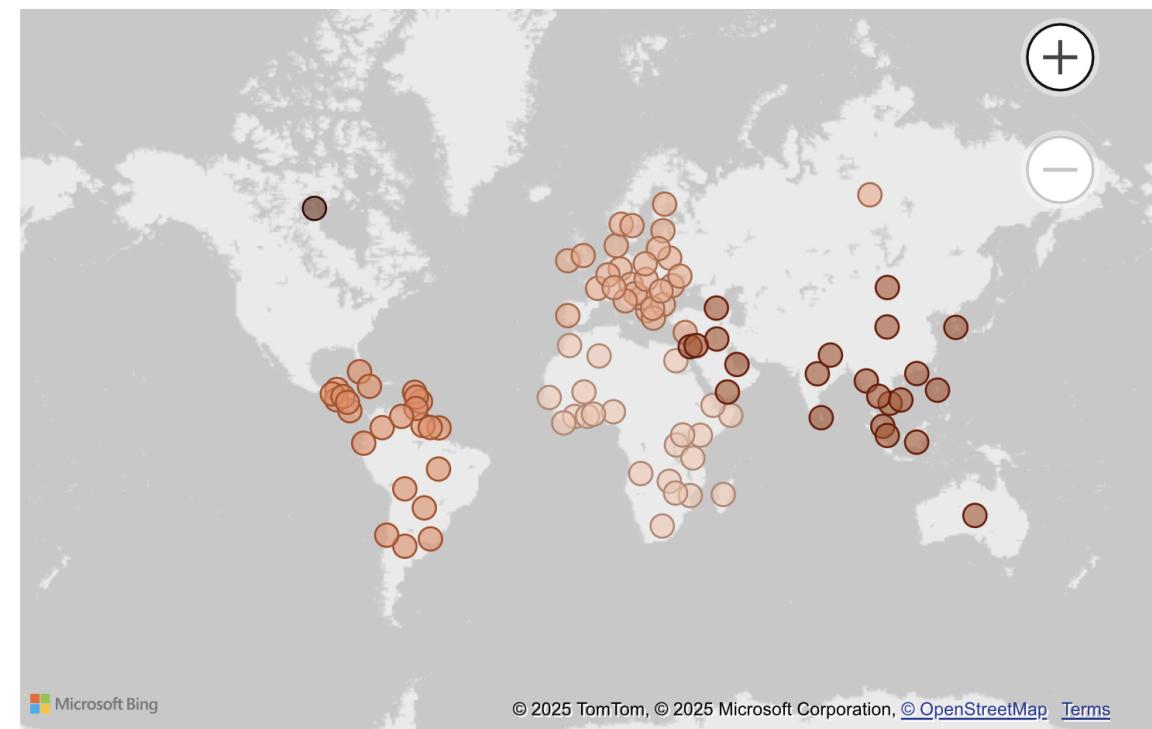
## SALES SHARE BY REGION AND CUSTOMER SEGMENTS

● Consumer ● Corporate ● Home Office



## ORDERS GEOGRAPHY BY MARKET

● Africa ● Europe ● LATAM ● Pacific Asia ● USCA



# OVERVIEW

This section of the project summarizes the overall performance of the supply chain, both for the full period and for each individual year. It highlights strong sales and order volumes, but the low on-time delivery rate suggests potential issues in logistics or fulfillment.

## Key Metrics

- **Total Sales:** \$36.42M
- **Total Profit:** \$3.93M
- **Total Orders:** 178K
- **Total Quantity Sold:** 382K
- **Number of Customers:** 18.53K
- **On Time Delivery:** 18%

**Sales Share by Region and Customer Segments** bar chart breaks down sales by customer segment within each region. Across all regions, the Consumer segment consistently represents the largest share (ranging from 49% to 59%), followed by Corporate and then Home Office. This indicates that most sales are driven by individual consumers, with some regional variation in the proportion of corporate and home office customers. The number of customers increased significantly in 2024, despite a drop in total quantity sold, indicating a shift toward serving more customers with potentially smaller orders.

**Orders Geography by Market** map visualizes where orders are coming from, grouped by major market regions. The business expanded its geographic footprint over the three years, moving from a focus on Europe, LATAM, and Pacific Asia in 2022 to a truly global presence by 2024.

**On-Time Delivery** rate is consistently low (18%), indicating a persistent supply chain challenge.

MARKET

REGION

COUNTRY

SHIPPING MODE

ORDER STATUS

MONTH

YEAR

All

All

All

All

All

All

All



178K

TOTAL NUMBER OF ORDERS

3.5d

AVERAGE DELIVERY TIME

59K

COMPLETED ORDERS

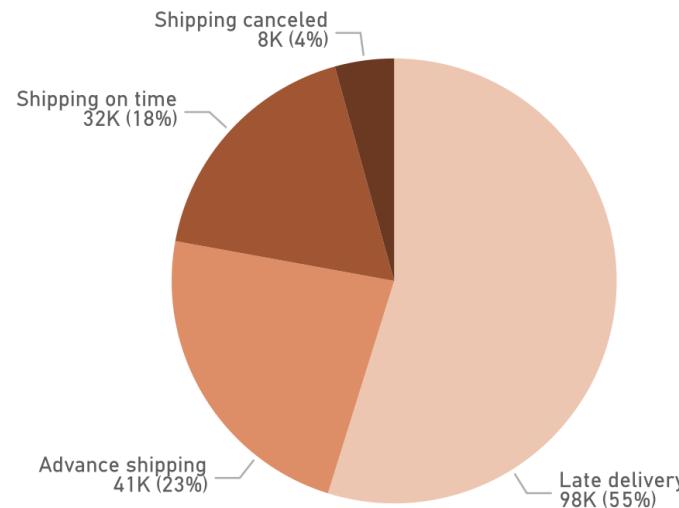
3643

CANCELED ORDERS

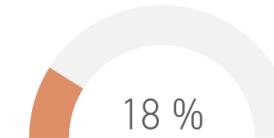
4016

FRAUD DETECTED ORDERS

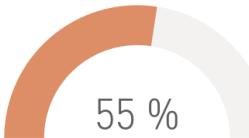
## ORDERS BY DELIVERY STATUS



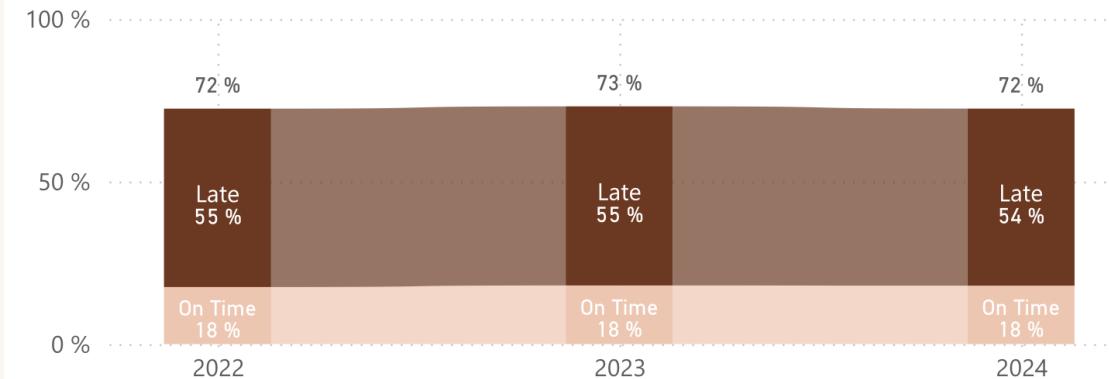
## SHIPPING ON TIME



## LATE DELIVERY



## ON-TIME VS LATE DELIVERY TREND



## DELAYS BY REGION

Region	Central Africa	East Africa	South of USA	East of USA	Central Asia	US Center	North Africa	South Amer...	Northern E...	Oceania	Caribbe...	West Af...
58 %	56 %	56 %	56 %	55 %	55 %	55 %	55 %	54 %	54 %	54 %	53 %	53 %
South Asia	Western Eur...	Eastern Eur...	Southeast A...	West Asia	Central Ame...	Southern Eu...	Eastern Asia	West of USA	Southern Af...	Canada		
56 %	56 %	56 %	56 %	55 %	55 %	54 %	54 %	54 %	53 %			

MARKET

REGION

COUNTRY

SHIPPING MODE

ORDER STATUS

MONTH

YEAR

All

All

All

All

All

All

All



27K

TOTAL NUMBER OF ORDERS

3.5d

AVERAGE DELIVERY TIME

8929

COMPLETED ORDERS

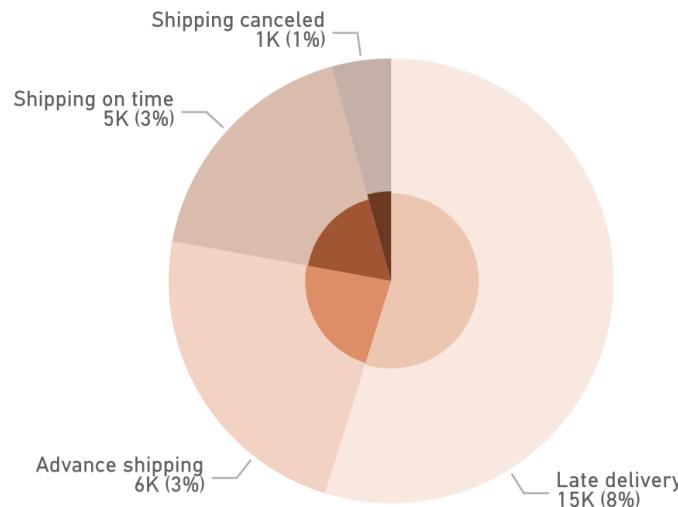
537

CANCELED ORDERS

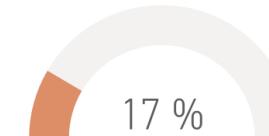
705

FRAUD DETECTED ORDERS

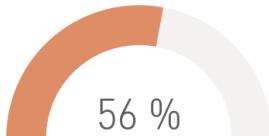
## ORDERS BY DELIVERY STATUS



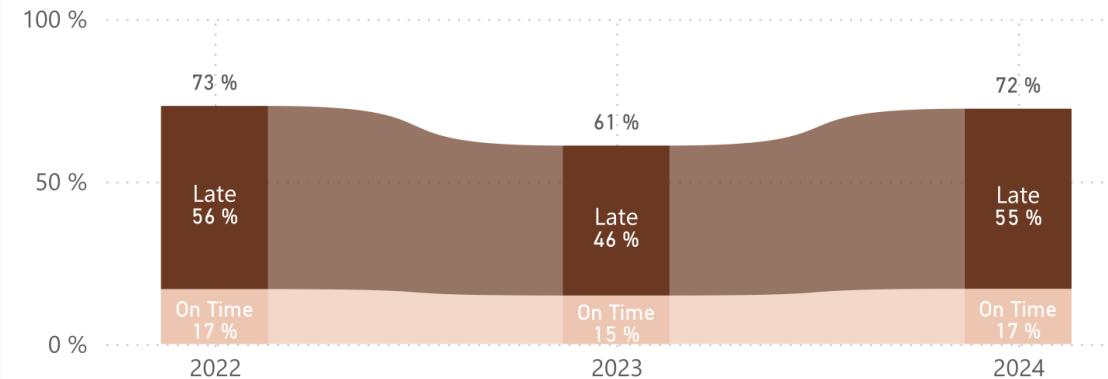
## SHIPPING ON TIME



## LATE DELIVERY



## ON-TIME VS LATE DELIVERY TREND



## DELAYS BY REGION

Central Africa	East Africa	South of USA	East of USA	Central Asia	US Center	North Africa	South Amer...	Northern E...	Oceania	Caribbe...	West Af...
58 %	56 %	56 %	56 %	55 %	55 %	55 %	54 %	54 %	54 %	53 %	53 %
South Asia	Western Eur...	Eastern Eur...	Southeast A...	West Asia	Central Ame...	Southern Eu...	Eastern Asia	West of USA	Southern Af...	Canada	
56 %	56 %	56 %	56 %	55 %	55 %	54 %	54 %	54 %	53 %		

MARKET

REGION

COUNTRY

SHIPPING MODE

ORDER STATUS

MONTH

YEAR

All

All

All

Same Day

All

All

All



9576

TOTAL NUMBER OF ORDERS

0.5d

AVERAGE DELIVERY TIME

3117

COMPLETED ORDERS

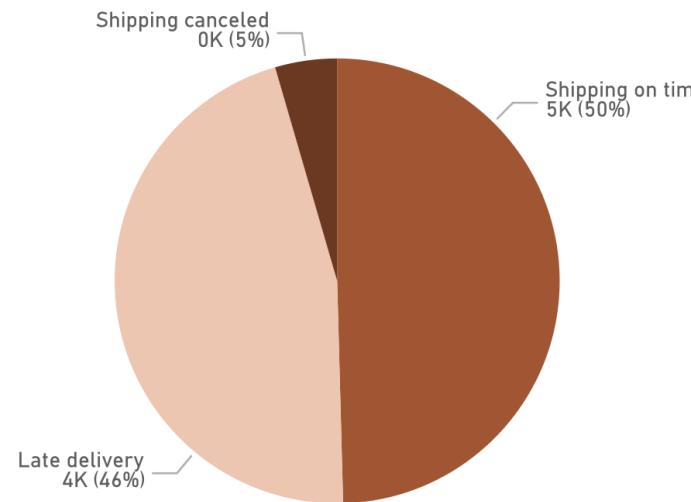
221

CANCELED ORDERS

210

FRAUD DETECTED ORDERS

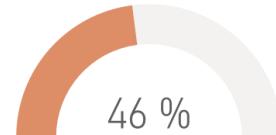
## ORDERS BY DELIVERY STATUS



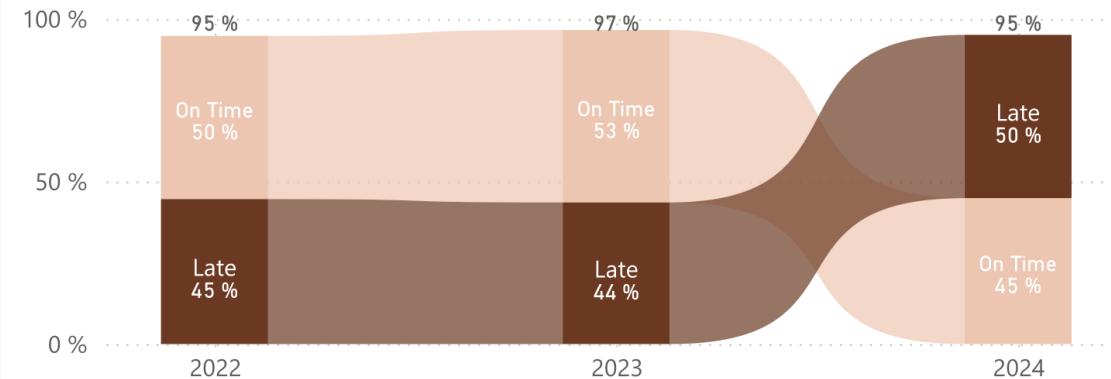
## SHIPPING ON TIME



## LATE DELIVERY



## ON-TIME VS LATE DELIVERY TREND



## DELAYS BY REGION

Southern Africa	Southern Europe	Caribbean	West of USA	Eastern Asia	West Asia	South of US...	Oceania	Northern E...	Eastern E...	Cen...	
56 %	53 %	50 %	48 %	48 %	46 %	43 %	42 %	40 %	36 %	30 %	2...
North Africa	South America	South Asia	East of USA	Western Euro...	Central Amer...	Southeast A...	East Africa	US Center	West Afri...	Central A...	
56 %	51 %	49 %	48 %	47 %	46 %	42 %	42 %	39 %	35 %	30 %	2...

MARKET

REGION

COUNTRY

SHIPPING MODE

ORDER STATUS

MONTH

YEAR

All

All

All

Standard Class

All

All

All



106K

TOTAL NUMBER OF ORDERS

4.0d

AVERAGE DELIVERY TIME

35K

COMPLETED ORDERS

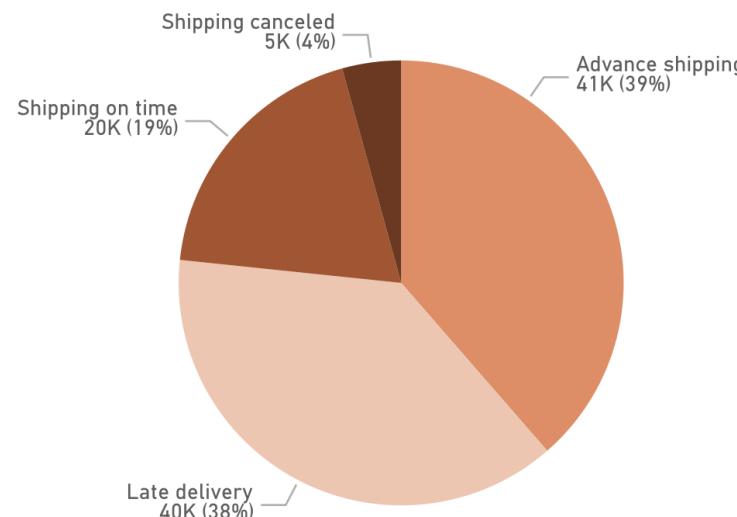
2165

CANCELED ORDERS

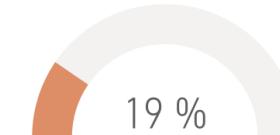
2383

FRAUD DETECTED ORDERS

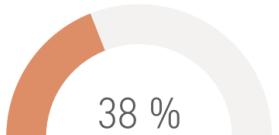
## ORDERS BY DELIVERY STATUS



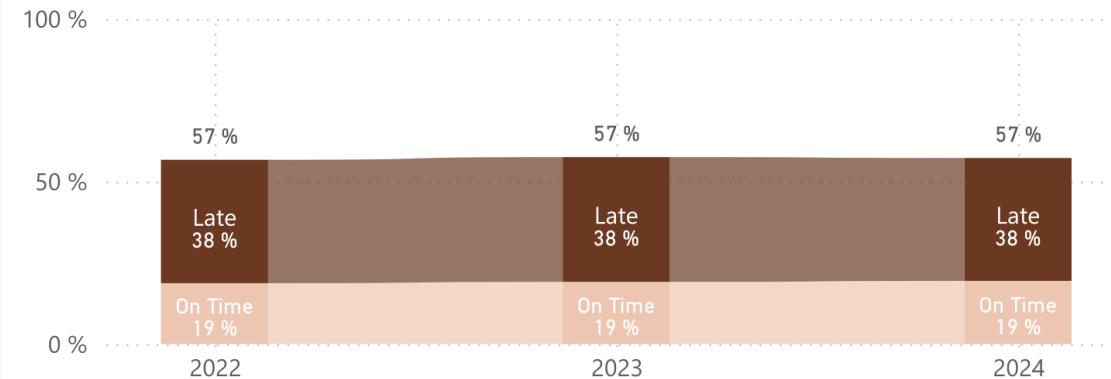
## SHIPPING ON TIME



## LATE DELIVERY



## ON-TIME VS LATE DELIVERY TREND



## DELAYS BY REGION

Region	Central Africa	East of USA	Eastern Eur...	Oceania	Western Eur...	South Asia	Southern Af...	US Center	West Africa	West of USA	North ...	Caribb...
2022	43 %	40 %	39 %	39 %	38 %	38 %	38 %	38 %	37 %	37 %	36 %	35 %
2023	42 %	39 %	39 %	39 %	38 %	38 %	38 %	38 %	37 %	37 %	36 %	35 %

## LOGISTICS & SUPPLY CHAIN

This section of the project provides a detailed analysis of delivery performance across regions and shipping modes, with a focus on identifying bottlenecks and opportunities for improvement.

### Overall Performance

- **Total Orders:** 178K
- **Average Delivery Time:** 3.5 days
- **On-Time Delivery:** 18%
- **Late Delivery:** 55%
- **Canceled Orders:** 3.6K
- **Fraud Detected Orders:** 4K

**Regional Focus** – Western Europe stands out as the region with both the highest order volume (27K) and one of the highest delay rates (56%), making it a critical area for operational review.

**Shipping Mode Analysis** reveals that Same Day shipping delivers the best performance in terms of speed and reliability, with an average delivery time of 0.5 days and an on-time delivery rate of 50%. In contrast, Standard Class, while being the most widely used shipping method with 106K orders, struggles with delivery efficiency — achieving only a 19% on-time delivery rate and facing a significantly higher delay rate (38%).

These insights are essential for optimizing logistics strategies and improving customer satisfaction.

MARKET

REGION

COUNTRY

PAYMENT TYPE

CUSTOMER SEGMENT

MONTH

YEAR

All

All

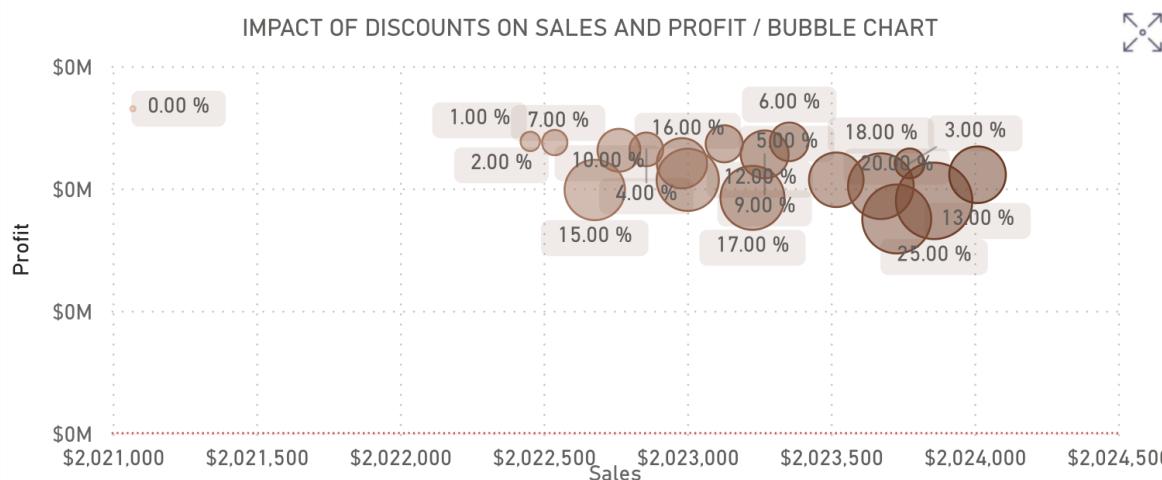
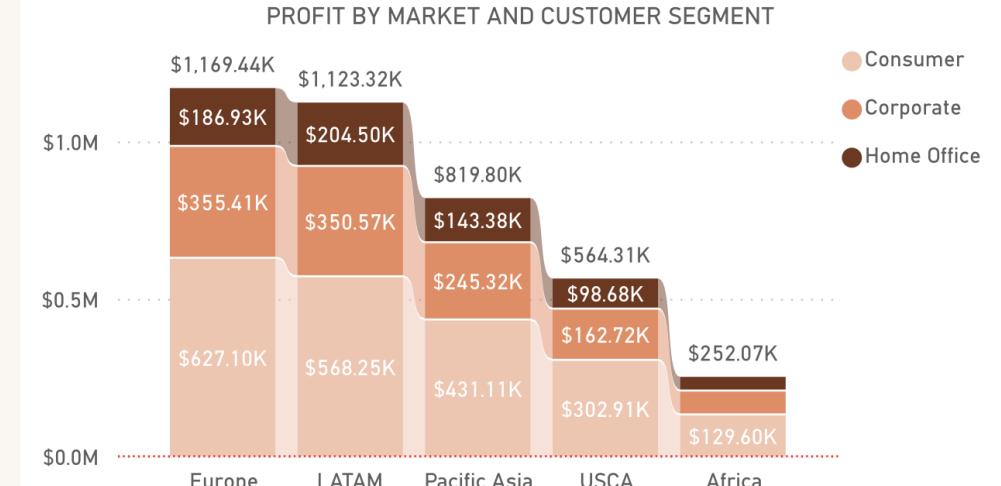
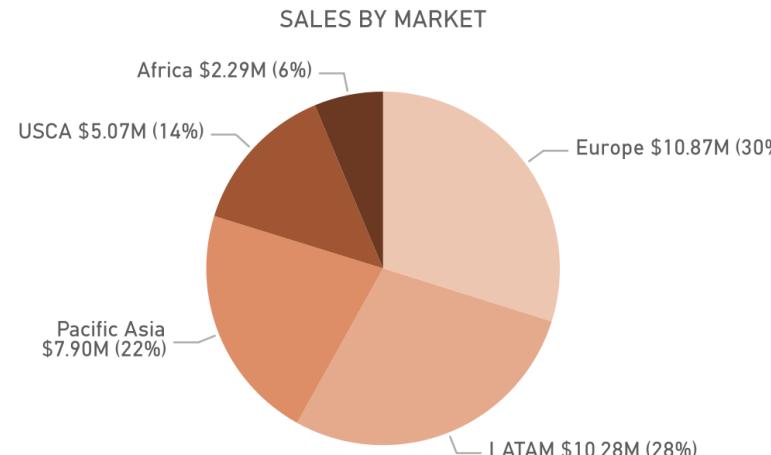
All

All

All

All

All

\$36.42M  
TOTAL SALES\$3.93M  
TOTAL PROFIT11 %  
PROFIT MARGIN %\$3.69M  
AMOUNT OF DISCOUNTS10 %  
AVERAGE ORDER DISCOUNT

**TOP 10 REGIONS BY PROFIT**

Order Region	Consumer	Corporate	Home Office
Caribbean			
Central America			
Northern Europe			
Oceania			
South America			
South Asia			
Southeast Asia			
Southern Europe			
West of USA			
Western Europe			

MARKET

REGION

COUNTRY

PAYMENT TYPE

CUSTOMER SEGMENT

MONTH

YEAR

Europe

Eastern Europe

All

All

Home Office

All

All



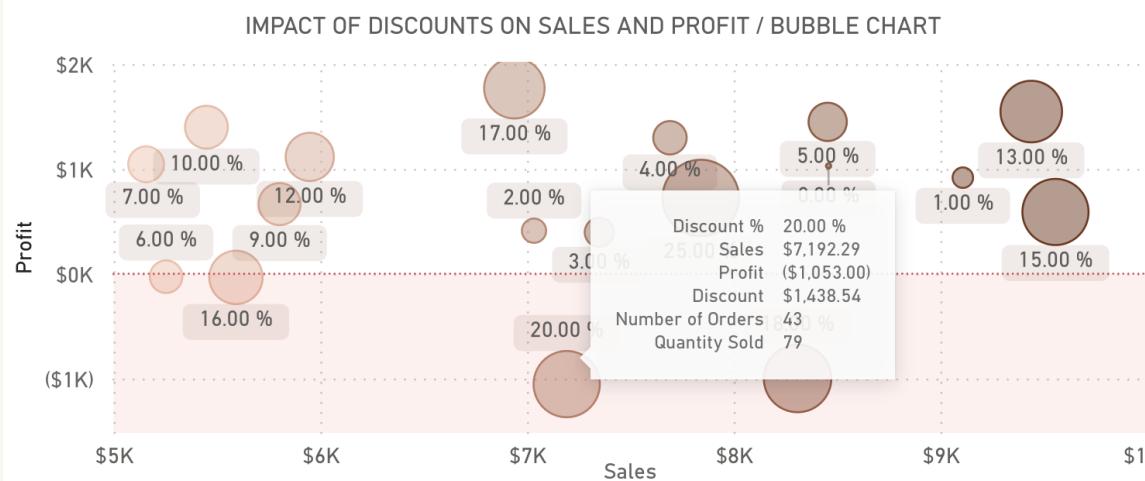
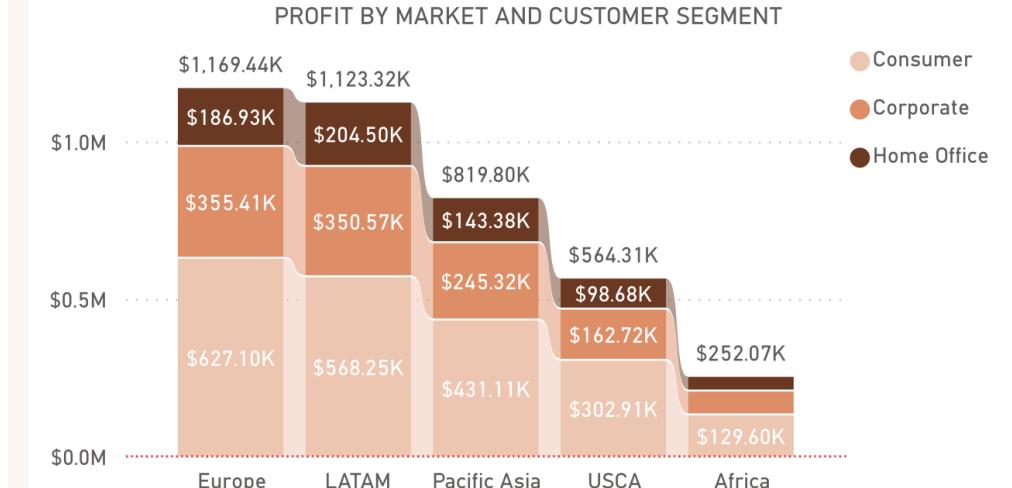
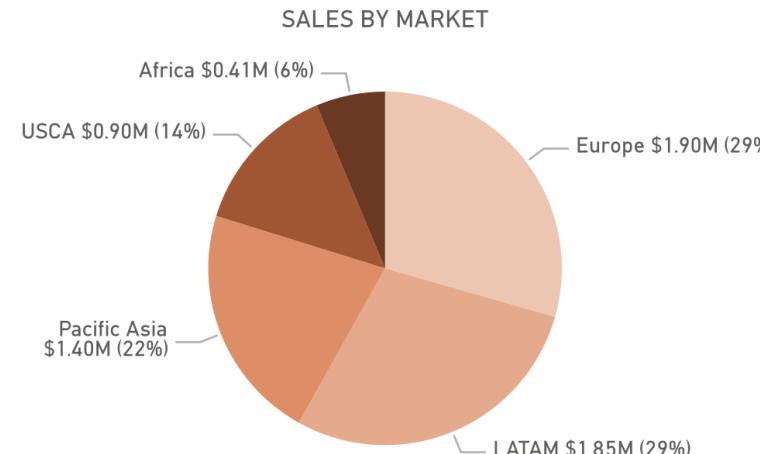
**\$130.58K**  
TOTAL SALES

**\$12.22K**  
TOTAL PROFIT

**9 %**  
PROFIT MARGIN %

**\$13.24K**  
AMOUNT OF DISCOUNTS

**10 %**  
AVERAGE ORDER DISCOUNT



Order Region	Consumer	Corporate	Home Office
Eastern Europe			
Northern Europe			
Southern Europe			
Western Europe			

MARKET

REGION

COUNTRY

PAYMENT TYPE

CUSTOMER SEGMENT

MONTH

YEAR

Europe

Eastern Europe

All

All

Home Office

All

All



\$130.58K

TOTAL SALES

\$12.22K

TOTAL PROFIT

9 %

PROFIT MARGIN %

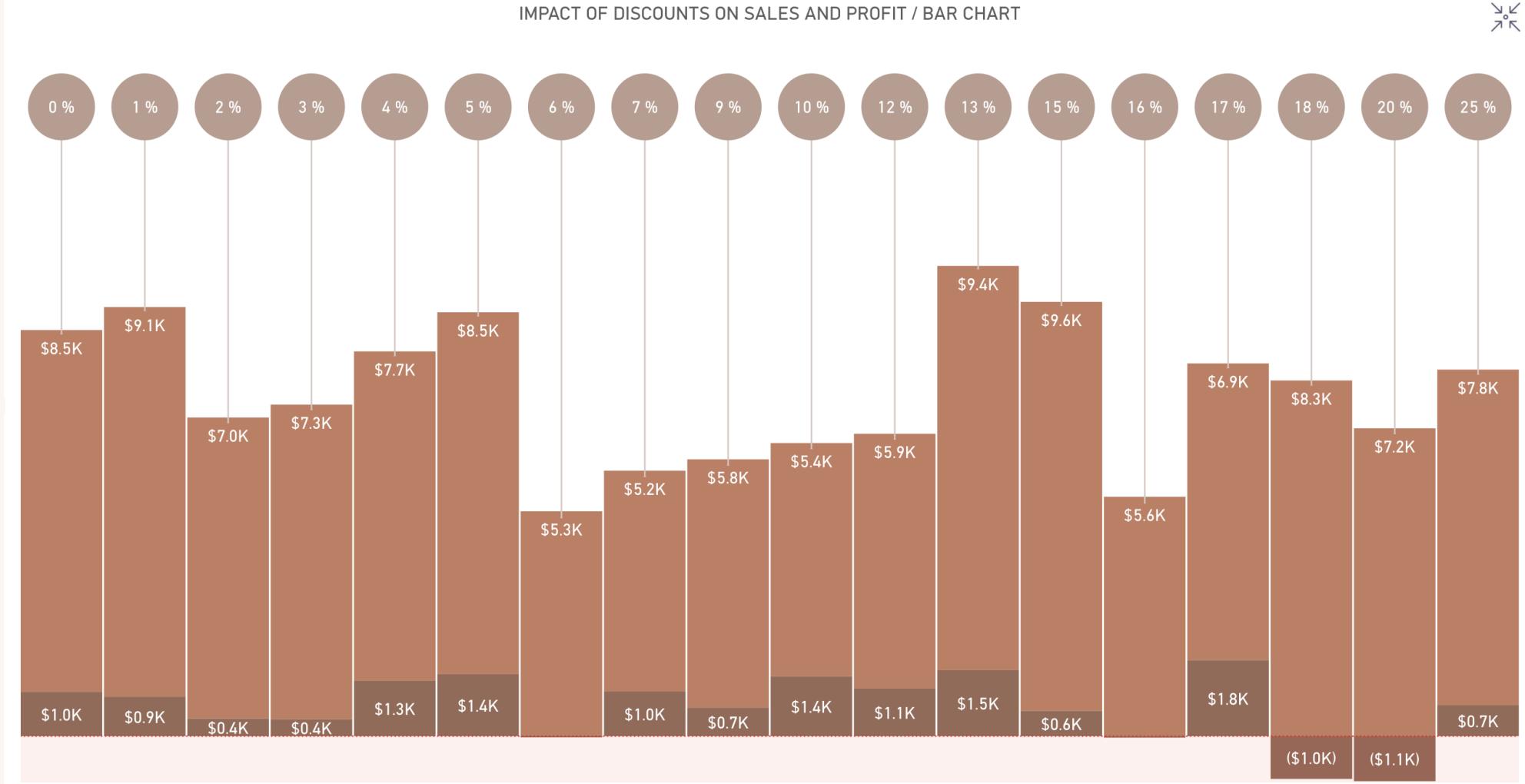
\$13.24K

AMOUNT OF DISCOUNTS

10 %

AVERAGE ORDER DISCOUNT

IMPACT OF DISCOUNTS ON SALES AND PROFIT / BAR CHART



# SALES & PROFITABILITY

This section provides a comprehensive view of financial performance across regions and customer segments, with a focus on the impact of discount strategies.

## Overall Performance

- **Total Sales:** \$36.42M
- **Total Profit:** \$3.93M
- **Profit Margin:** 11%
- **Total Discounts Given:** \$3.69M
- **Average Order Discount:** 10%

**Regional Insights** – Europe leads in profitability with \$10.87M in sales and \$1.17M in profit. Eastern Europe shows the lowest performance, with only \$130.58K in sales and \$12.22K in profit. Within Eastern Europe, the Home Office segment has the lowest volume and a modest 9% profit margin.

**Impact of Discounts** – a detailed bar chart reveals that increasing discounts does not consistently improve profitability. For example, at 0% discount, sales are \$8.5K with \$1K profit. As discounts rise to 25%, profit fluctuates, indicating that aggressive discounting may erode margins without significantly boosting sales.

This analysis highlights the importance of strategically optimizing discounting practices, as higher discounts do not guarantee better financial outcomes. While Europe remains the most profitable region, Eastern Europe and the Home Office customer segment continue to underperform, indicating areas that may benefit from targeted pricing and sales strategies.

CUSTOMER COUNTRY

CUSTOMER STATE

CUSTOMER CITY

CUSTOMER SEGMENT

CUSTOMER RATING

MONTH

YEAR

All

All

All

All

All

All

All



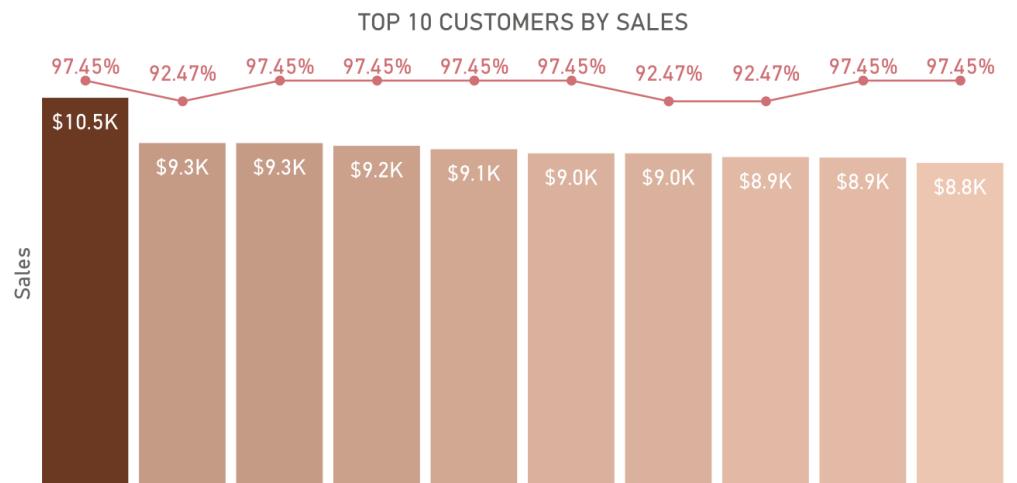
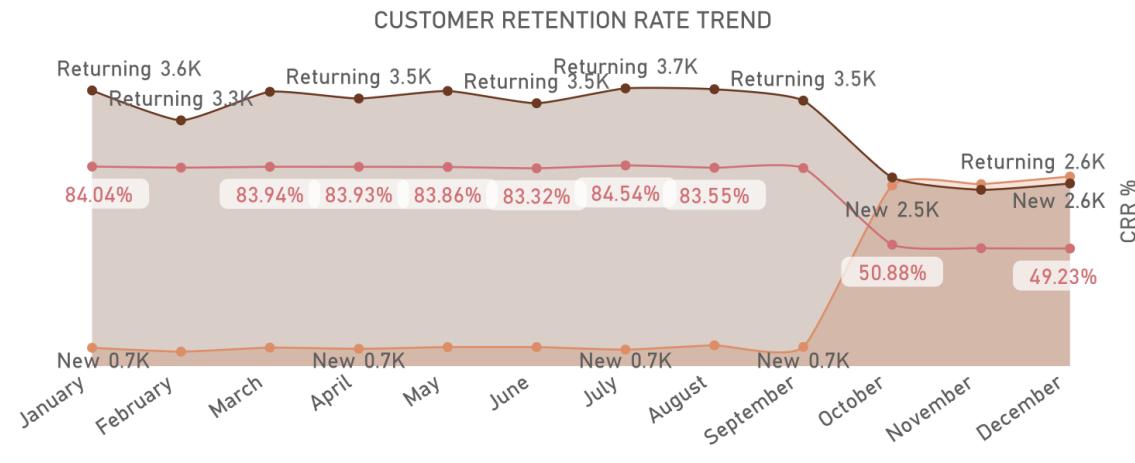
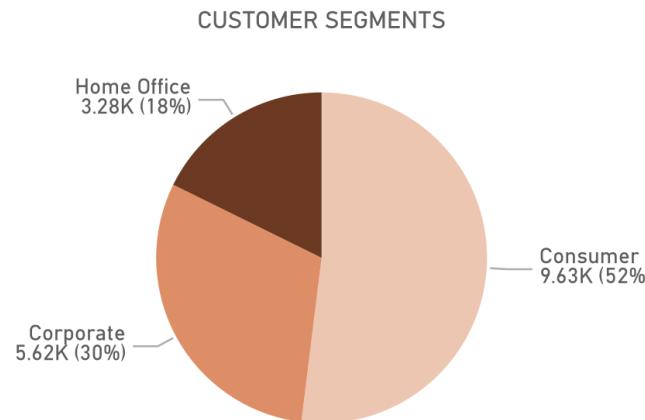
**18.53K**  
NUMBER OF CUSTOMERS

**6313**  
NEW CUSTOMERS

**12K**  
RETURNING CUSTOMERS

**35m**  
AVERAGE CLT

**9.62**  
PURCHASE FREQUENCY



### TOP 10 CUSTOMERS / DETAILED VIEW

ID	Segment	Sales	LTV	CLTm	PF	Qnt
791	Corporate	\$10,524.17	\$14,028,718.85	31	43	82
5654	Home Office	\$8,904.95	\$12,974,512.46	31	47	103
9371	Consumer	\$9,299.03	\$12,683,877.20	31	44	87
1657	Consumer	\$9,223.71	\$11,234,478.96	29	42	111
2641	Consumer	\$9,130.92	\$10,993,627.95	28	43	90
1288	Home Office	\$9,019.11	\$10,606,473.59	28	42	89
3710	Consumer	\$9,019.10	\$10,227,659.64	27	42	89
8766	Corporate	\$9,296.14	\$9,184,586.50	26	38	87
4249	Consumer	\$8,918.85	\$9,043,714.04	26	39	94
5624	Consumer	\$8,761.98	\$8,989,791.67	27	38	89

CUSTOMER COUNTRY

CUSTOMER STATE

CUSTOMER CITY

CUSTOMER SEGMENT

CUSTOMER RATING

MONTH

YEAR

All

All

All

All

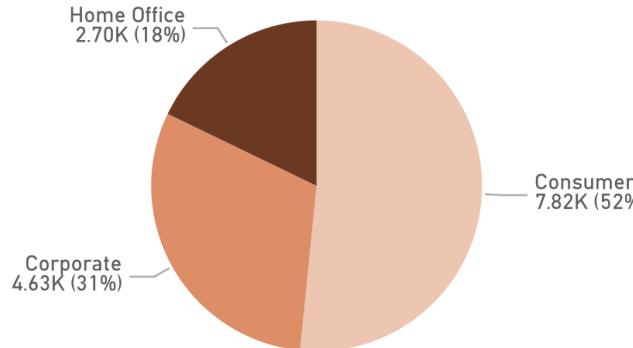
All

All

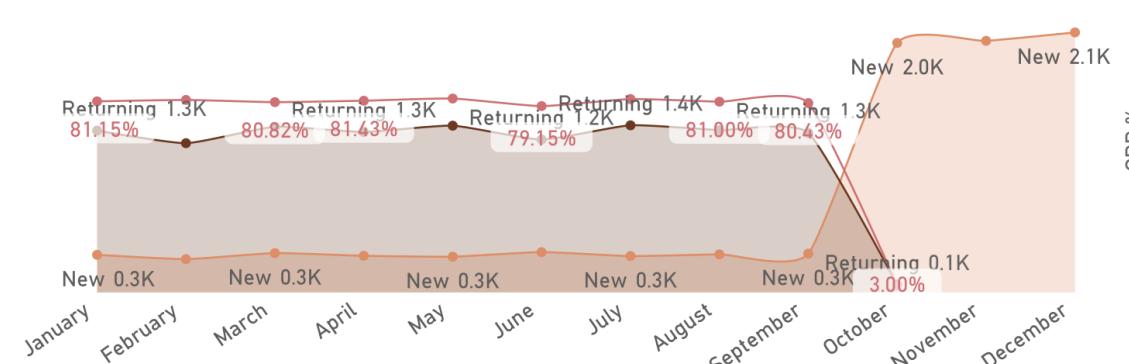
2024

**15.16K**  
NUMBER OF CUSTOMERS**7113**  
NEW CUSTOMERS**8043**  
RETURNING CUSTOMERS**11m**  
AVERAGE CLT**3.51**  
PURCHASE FREQUENCY

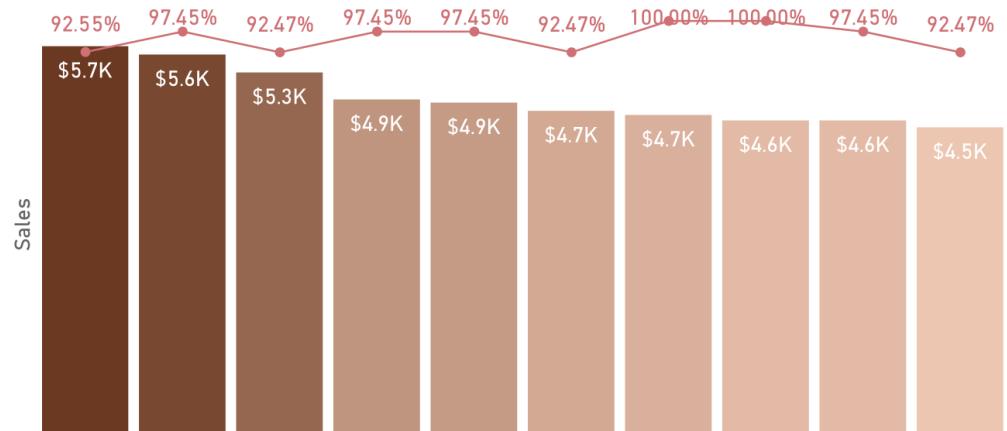
## CUSTOMER SEGMENTS



## CUSTOMER RETENTION RATE TREND



## TOP 10 CUSTOMERS BY SALES



## TOP 10 CUSTOMERS / DETAILED VIEW

ID	Segment	Sales	LTV	CLTm	PF	Qnt
7445	Consumer	\$5,689.43	\$1,092,370.58	8	24	54
9697	Consumer	\$5,568.41	\$1,069,134.74	8	24	60
5004	Home Office	\$4,915.11	\$825,738.49	6	28	74
6615	Consumer	\$4,609.48	\$677,593.57	7	21	50
4249	Consumer	\$4,749.45	\$664,923.01	7	20	50
12284	Consumer	\$4,869.22	\$608,652.51	5	25	64
6696	Corporate	\$5,307.30	\$530,730.01	4	25	58
9515	Consumer	\$4,689.73	\$487,731.92	8	13	30
10351	Home Office	\$4,609.63	\$193,604.46	3	14	28
4394	Consumer	\$4,509.60	\$90,192.00	1	20	48

CUSTOMER COUNTRY

CUSTOMER STATE

CUSTOMER CITY

CUSTOMER SEGMENT

CUSTOMER RATING

MONTH

YEAR

Puerto Rico

All

Caguas

All

All

All

All



**6870**

NUMBER OF CUSTOMERS

**2348**

NEW CUSTOMERS

**4522**

RETURNING CUSTOMERS

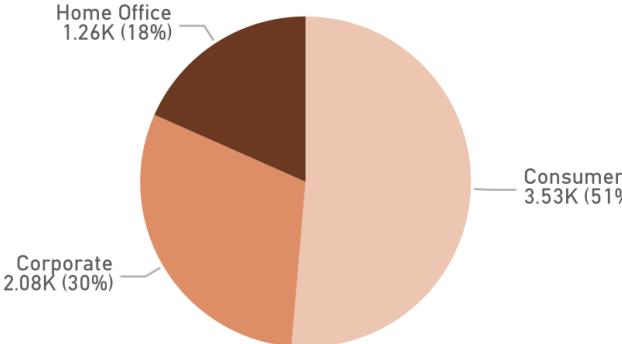
**35m**

AVERAGE CLT

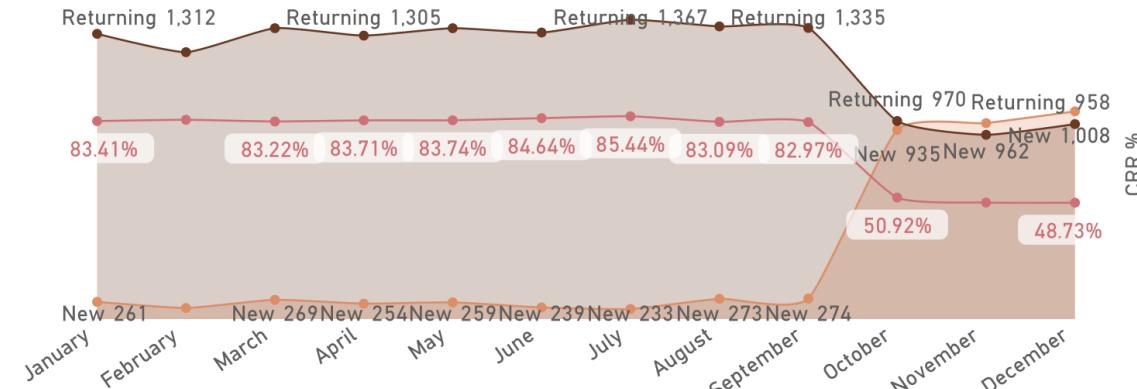
**9.59**

PURCHASE FREQUENCY

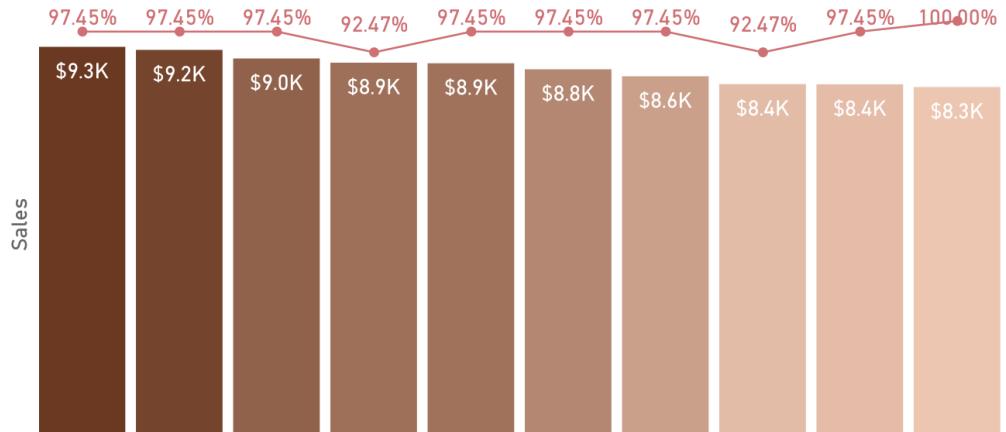
### CUSTOMER SEGMENTS



### CUSTOMER RETENTION RATE TREND



### TOP 10 CUSTOMERS BY SALES



### TOP 10 CUSTOMERS / DETAILED VIEW

ID	Segment	Sales	LTV	CLTm	PF	Qnt
5654	Home Office	\$8,904.95	\$12,974,512.46	31	47	103
5715	Corporate	\$8,595.13	\$11,345,571.81	30	44	99
1657	Consumer	\$9,223.71	\$11,234,478.96	29	42	111
1288	Home Office	\$9,019.11	\$10,606,473.59	28	42	89
10235	Corporate	\$8,404.22	\$9,883,362.93	28	42	78
8766	Corporate	\$9,296.14	\$9,184,586.50	26	38	87
4249	Consumer	\$8,918.85	\$9,043,714.04	26	39	94
5624	Consumer	\$8,761.98	\$8,989,791.67	27	38	89
1464	Consumer	\$8,409.22	\$8,829,681.21	25	42	63
10351	Home Office	\$8,339.26	\$6,304,480.69	27	28	69

# CUSTOMER ANALYTICS

This section provides a detailed view of customer behavior, segmentation, and retention across time and geography.

## Overall Performance

- **Total Customers:** 18.53K
- **New Customers:** 6,313
- **Returning Customers:** 12K
- **Average Customer Lifetime (CLT):** 35 months
- **Purchase Frequency:** 9.62

## Customer Segments

- Consumer: 52%
- Corporate: 30%
- Home Office: 18%

The majority of customers are in the Consumer segment, with strong retention and high purchase frequency indicating a loyal customer base.

**Yearly Focus** – 2024 recorded the highest customer retention rate, showing effective engagement strategies despite a lower average customer lifetime and purchase frequency.

**Regional Focus** – Caguas, Puerto Rico stands out with the highest customer volume and returning rate, making it a key market for customer loyalty and repeat business.

These insights are vital for refining customer strategies and targeting high-value markets.

MARKET

DEPARTMENT

CATEGORY

PRICE SEGMENT

DISCOUNT %

MONTH

YEAR

All

All

All

All

All

All

All



118

NUMBER OF PRODUCTS

382K

TOTAL QUANTITY SOLD

\$166.41

AVERAGE PRODUCT PRICE

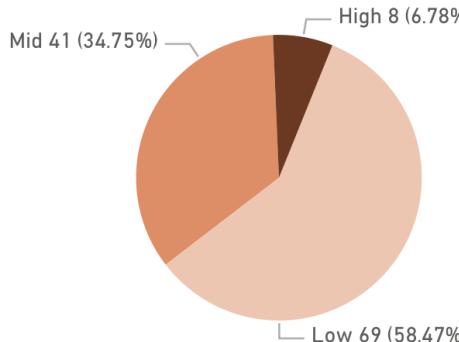
\$95.45

AVERAGE SELLING PRICE

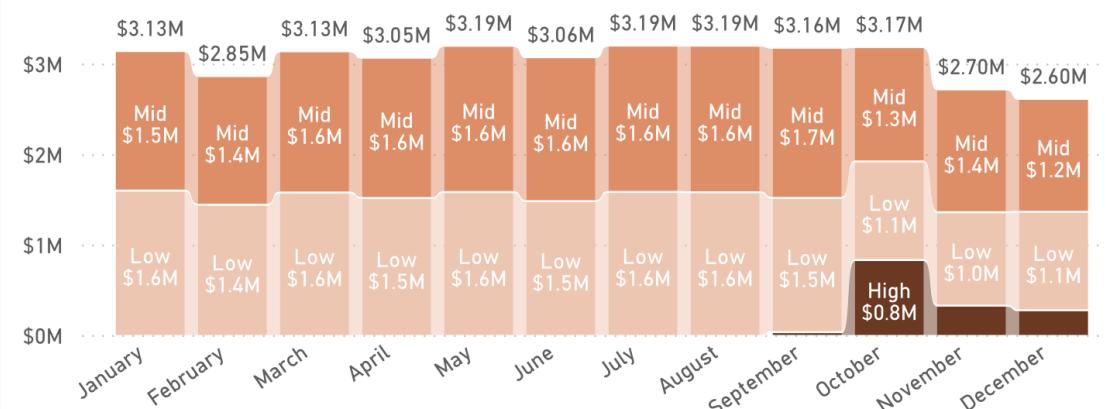
\$20.72

AVERAGE DISCOUNT

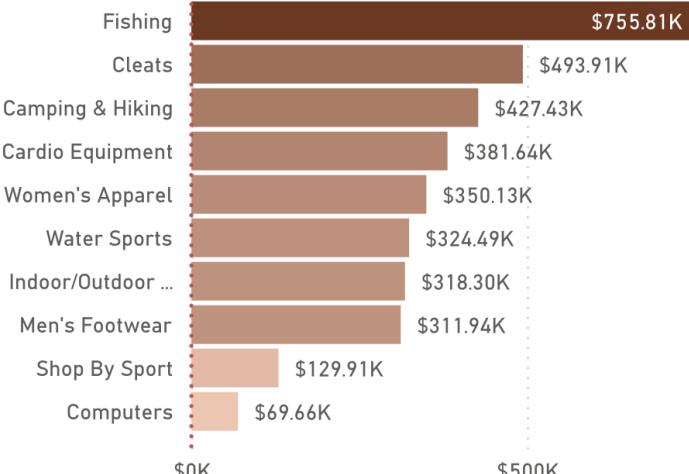
PRODUCT DISTRIBUTION BY PRICE SEGMENTS



SALES TREND BY PRICE SEGMENTS



TOP 10 CATEGORIES BY PROFIT



TOP 10 PRODUCTS BY SALES / DETAILED VIEW

Product	Price	Avg Discount	Quantity	Total	Profit
Field & Stream Sportsman 16...	\$399.98	\$40.56	17,316	\$6,926,053...	\$755,814...
Perfect Fitness Perfect Rip D...	\$59.99	\$18.27	73,621	\$4,416,523...	\$493,104...
Diamondback Women's Seren...	\$299.98	\$30.42	13,714	\$4,113,925...	\$427,425...
Nike Men's Free 5.0+ Runnin...	\$99.99	\$30.54	36,600	\$3,659,634...	\$378,543...
Nike Men's Dri-FIT Victory Go...	\$50.00	\$15.17	62,903	\$3,145,15...	\$350,132...
Pelican Sunstream 100 Kayak	\$199.99	\$20.28	15,483	\$3,096,445...	\$323,420...
Nike Men's CJ Elite 2 TD Foot...	\$129.99	\$13.18	22,221	\$2,888,507...	\$311,941...
O'Brien Men's Neoprene Life ...	\$49.98	\$15.16	57,756	\$2,886,644...	\$318,301...
Under Armour Girls' Toddler ...	\$39.99	\$12.09	31,688	\$1,267,203...	\$126,421...
Dell Laptop	\$1,500.00	\$152.95	442	\$663,000.00	\$69,656.81

MARKET

DEPARTMENT

CATEGORY

PRICE SEGMENT

DISCOUNT %

MONTH

YEAR

All

All

All

High

All

All

All



8

NUMBER OF PRODUCTS

1,952

TOTAL QUANTITY SOLD

\$893.26

AVERAGE PRODUCT PRICE

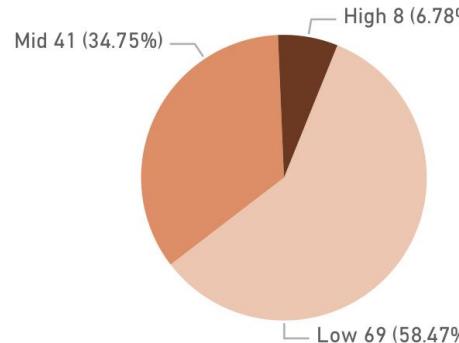
\$723.98

AVERAGE SELLING PRICE

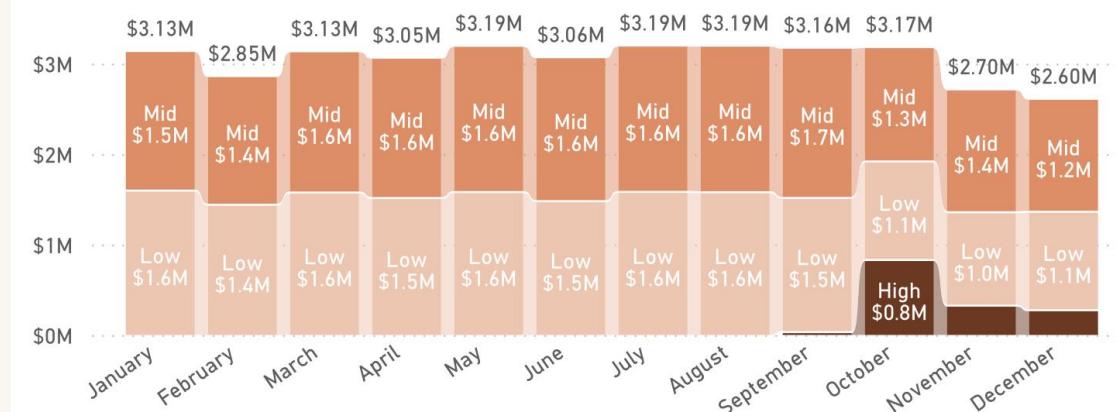
\$73.76

AVERAGE DISCOUNT

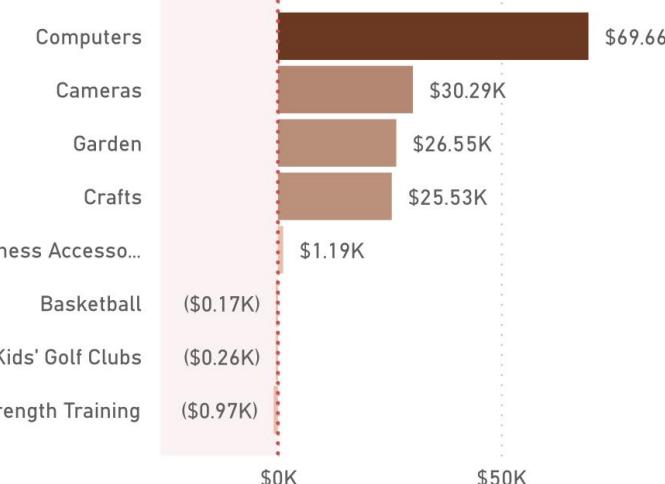
PRODUCT DISTRIBUTION BY PRICE SEGMENTS



SALES TREND BY PRICE SEGMENTS



TOP 10 CATEGORIES BY PROFIT



TOP 10 PRODUCTS BY SALES / DETAILED VIEW

Product	Price	Avg Discount	Quantity	Total	Profit
Dell Laptop	\$1,500.00	\$152.95	442	\$663,000.00	\$69,656.81
Web Camera	\$452.04	\$45.80	592	\$267,607.69	\$30,289.80
Porcelain crafts	\$461.48	\$46.80	484	\$223,356.33	\$25,531.17
Lawn mower	\$532.58	\$54.29	388	\$206,641.05	\$26,553.26
SOLE E35 Elliptical	\$1,999.99	\$239.33	15	\$29,999.85	(\$965.12)
SOLE E25 Elliptical	\$999.99	\$58.50	10	\$9,999.90	(\$169.56)
Bushnell Pro X7 Jolt Slope R...	\$599.99	\$48.82	11	\$6,599.89	(\$255.95)
Bowflex SelectTech 1090 Du...	\$599.99	\$82.80	10	\$5,999.90	\$1,190.78

MARKET

DEPARTMENT

CATEGORY

PRICE SEGMENT

DISCOUNT %

MONTH

YEAR

All

All

All

High

0.00 %

All

All



5

NUMBER OF PRODUCTS

108

TOTAL QUANTITY SOLD

\$709.22

AVERAGE PRODUCT PRICE

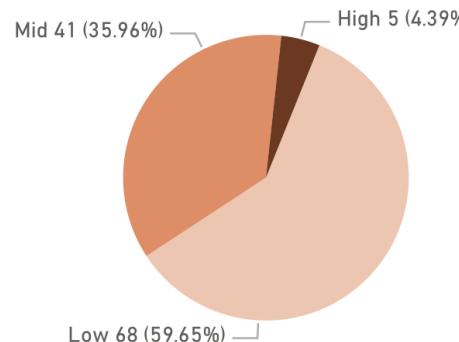
\$715.38

AVERAGE SELLING PRICE

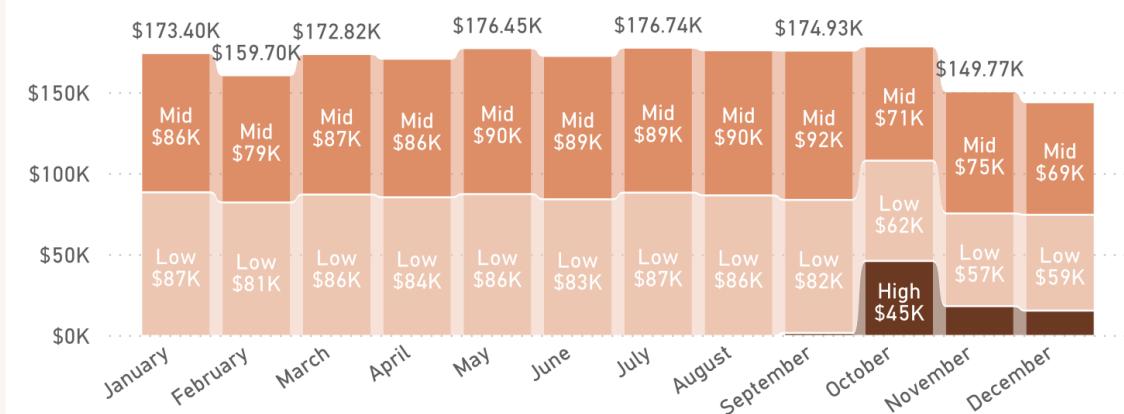
\$0.00

AVERAGE DISCOUNT

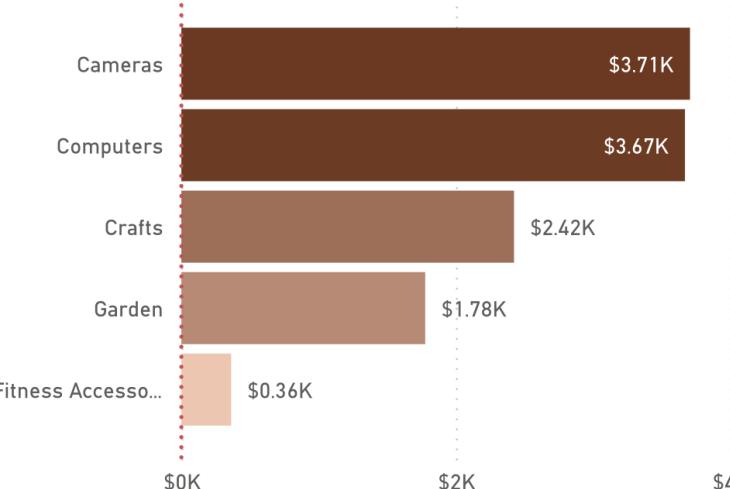
PRODUCT DISTRIBUTION BY PRICE SEGMENTS



SALES TREND BY PRICE SEGMENTS



TOP 10 CATEGORIES BY PROFIT



TOP 10 PRODUCTS BY SALES / DETAILED VIEW

Product	Price	Avg Discount	Quantity	Total	Profit
Dell Laptop	\$1,500.00	\$0.00	25	\$37,500.00	\$3,669.00
Web Camera	\$452.04	\$0.00	33	\$14,917.32	\$3,705.80
Porcelain crafts	\$461.48	\$0.00	27	\$12,459.96	\$2,423.69
Lawn mower	\$532.58	\$0.00	21	\$11,184.18	\$1,776.69
Bowflex SelectTech 1090 Du...	\$599.99	\$0.00	2	\$1,199.98	\$363.00

MARKET

DEPARTMENT

CATEGORY

PRICE SEGMENT

DISCOUNT %

MONTH

YEAR

All

All

All

High

25.00 %

All

All



6

NUMBER OF PRODUCTS

109

TOTAL QUANTITY SOLD

\$924.35

AVERAGE PRODUCT PRICE

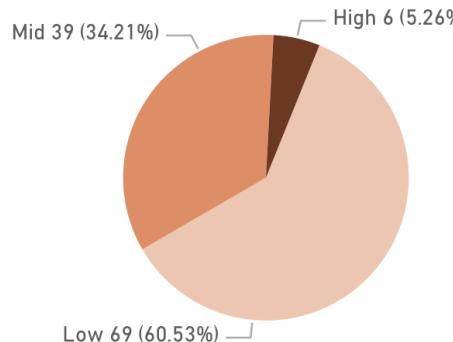
\$727.17

AVERAGE SELLING PRICE

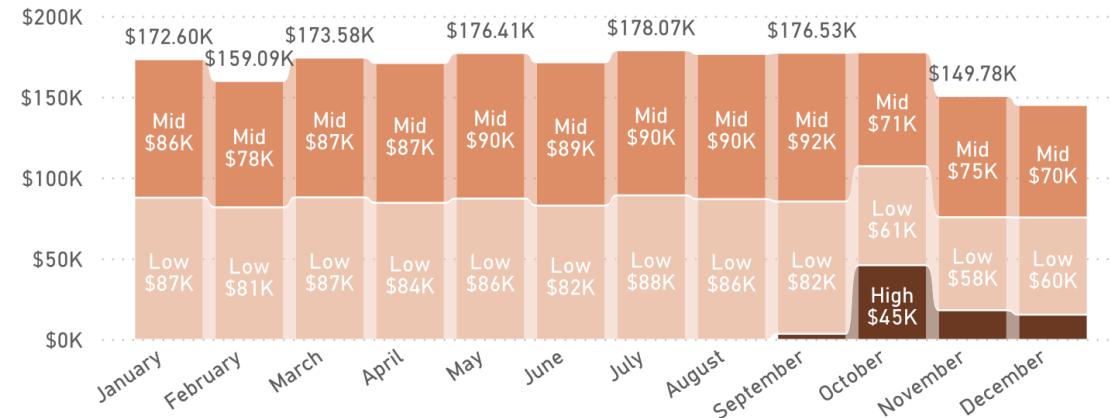
\$181.79

AVERAGE DISCOUNT

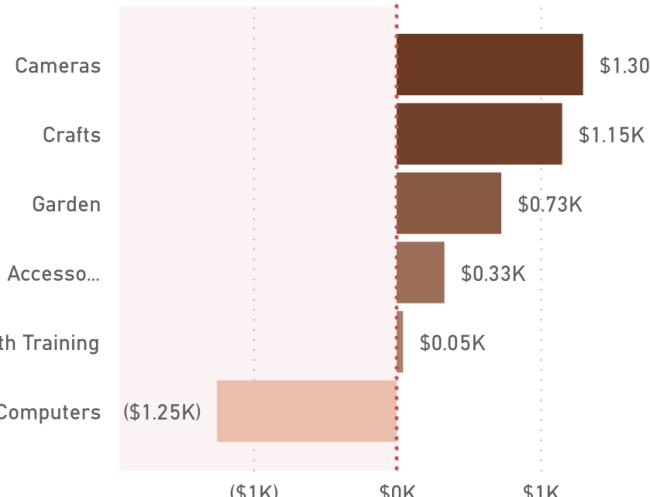
PRODUCT DISTRIBUTION BY PRICE SEGMENTS



SALES TREND BY PRICE SEGMENTS



TOP 10 CATEGORIES BY PROFIT



TOP 10 PRODUCTS BY SALES / DETAILED VIEW

Product	Price	Avg Discount	Quantity	Total	Profit
Dell Laptop	\$1,500.00	\$375.00	25	\$37,500.00	(\$1,252.13)
Web Camera	\$452.04	\$113.01	33	\$14,917.32	\$1,298.79
Porcelain crafts	\$461.48	\$115.37	27	\$12,459.96	\$1,152.89
Lawn mower	\$532.58	\$133.15	21	\$11,184.18	\$728.93
SOLE E35 Elliptical	\$1,999.99	\$500.00	1	\$1,999.99	\$45.00
Bowflex SelectTech 1090 Du...	\$599.99	\$150.00	2	\$1,199.98	\$333.00

# PRODUCT ANALYTICS

This section explores product performance across pricing tiers and discount strategies, with a focus on the high-price segment and its impact on sales volume and profitability.

## Overall Product Performance

- **Total Products:** 118
- **Total Quantity Sold:** 382K
- **Average Product Price:** \$166.41
- **Average Selling Price:** \$95.45
- **Average Discount:** \$20.72

The product portfolio is dominated by low- and mid-priced items, which drive the majority of sales volume.

## High-Price Segment

- **Number of Products:** 8
- **Total Quantity Sold:** 1.9K
- **Average Product Price:** \$893
- **Average Selling Price:** \$723

The high-price segment contributes minimally to overall sales volume, indicating niche demand or pricing sensitivity.

**Discounts Impact** – the relationship between discount rate and performance is non-linear, while higher discounts can boost sales, they must be carefully balanced to avoid undermining overall profitability.

This analysis supports data-driven pricing decisions to optimize revenue and margin outcomes.

MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

All

All

All

All

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

ORDERS GEOGRAPHY

RISK ANALYSIS

**178K**  
TOTAL NUMBER OF ORDERS

**3.5d**  
AVERAGE DELIVERY TIME

**59K**  
COMPLETED ORDERS

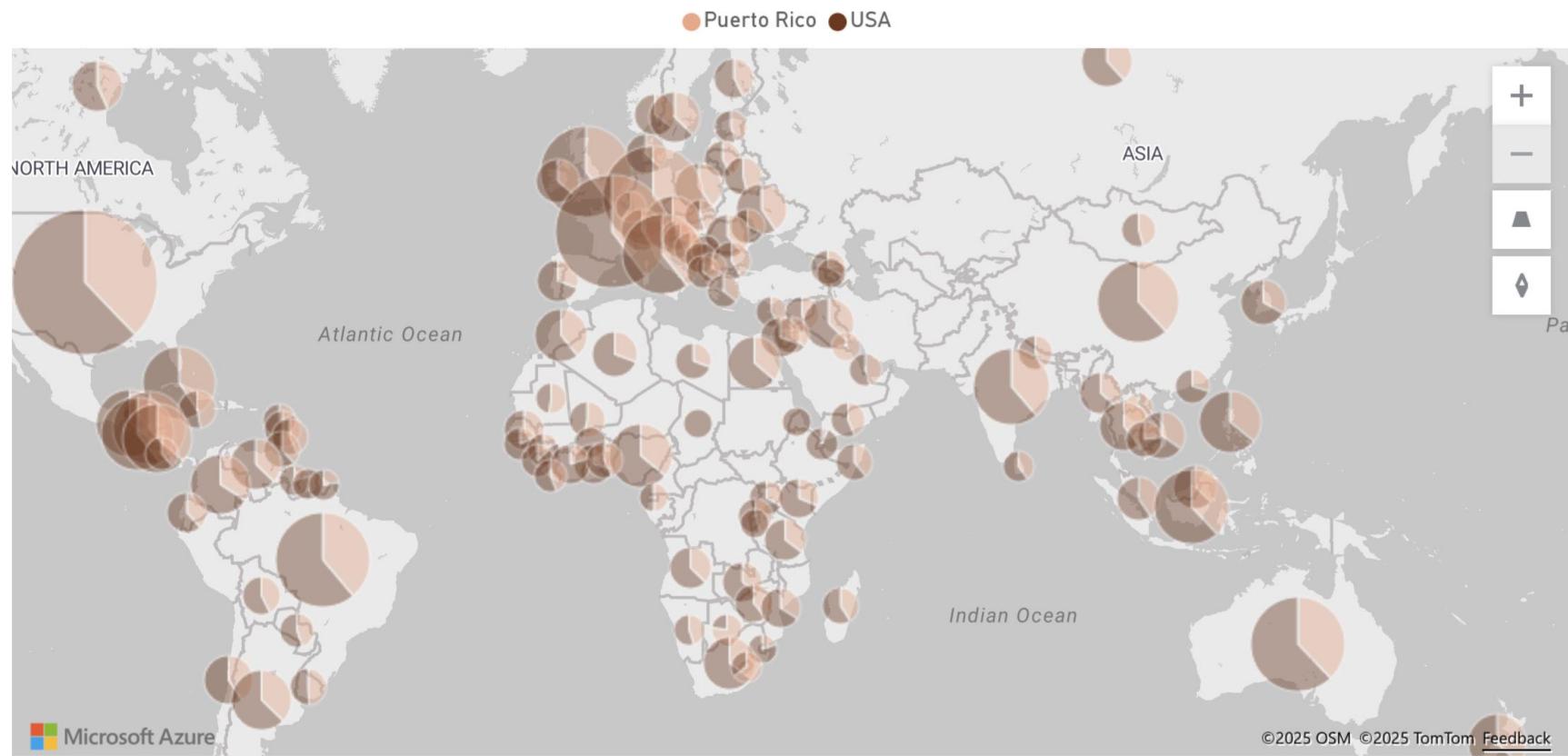
**23 %**  
ADVANCE SHIPPING

**3,643**  
CANCELED ORDERS

**55 %**  
LATE DELIVERY

**4,016**  
FRAUD DETECTED ORDERS

**18 %**  
SHIPPING ON TIME



MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

Europe

All

All

All

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

## ORDERS GEOGRAPHY

## RISK ANALYSIS

50K

TOTAL NUMBER OF ORDERS

3.5d

AVERAGE DELIVERY TIME

17K

COMPLETED ORDERS

23 %

ADVANCE SHIPPING

990

CANCELED ORDERS

55 %

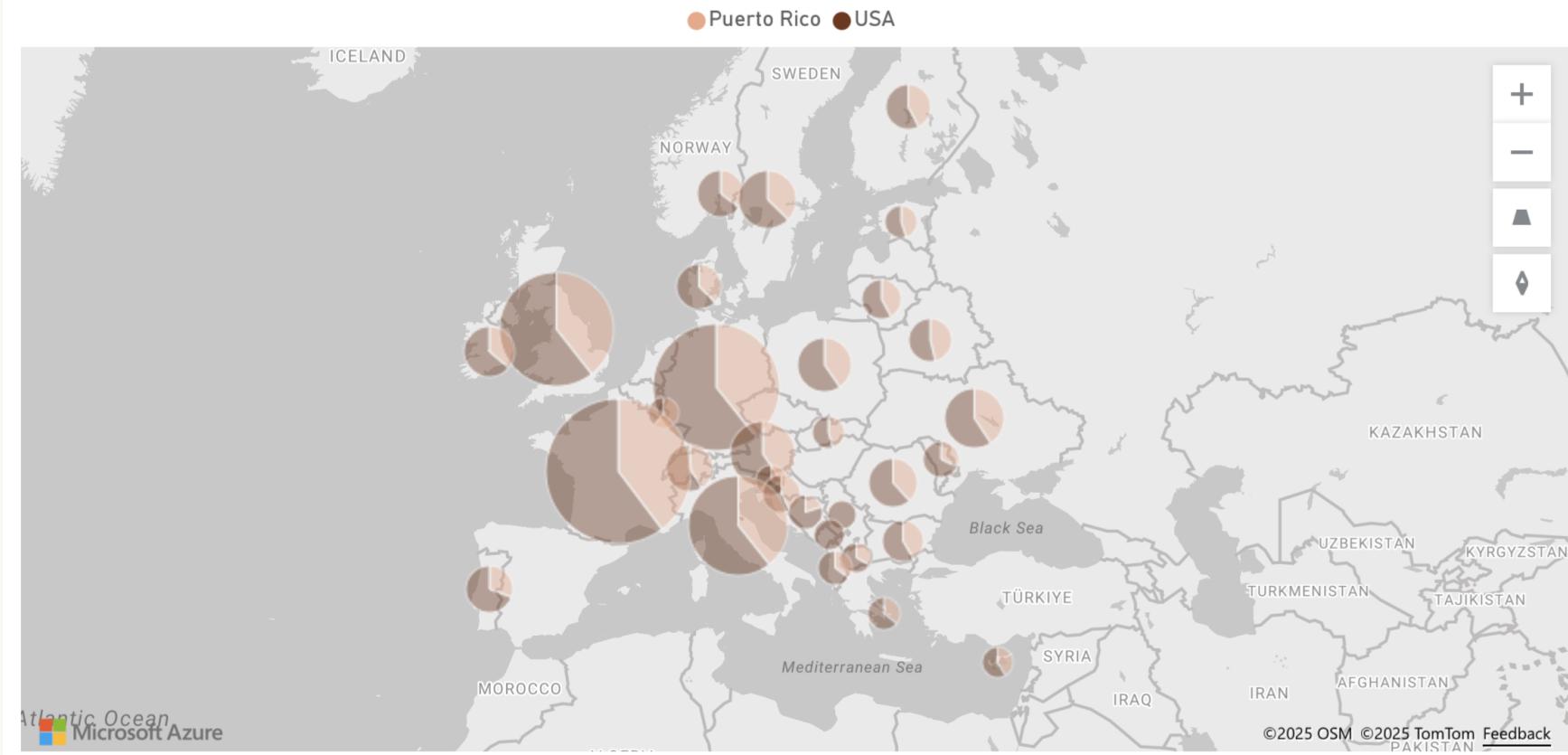
LATE DELIVERY

1,172

FRAUD DETECTED ORDERS

17 %

SHIPPING ON TIME



MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

Europe

All

All

All

All

All

All

REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

## ORDERS GEOGRAPHY

## RISK ANALYSIS

**5,253**

TOTAL NUMBER OF ORDERS

**3.4d**

AVERAGE DELIVERY TIME

**1,699**

COMPLETED ORDERS

**24 %**

ADVANCE SHIPPING

**104**

CANCELED ORDERS

**55 %**

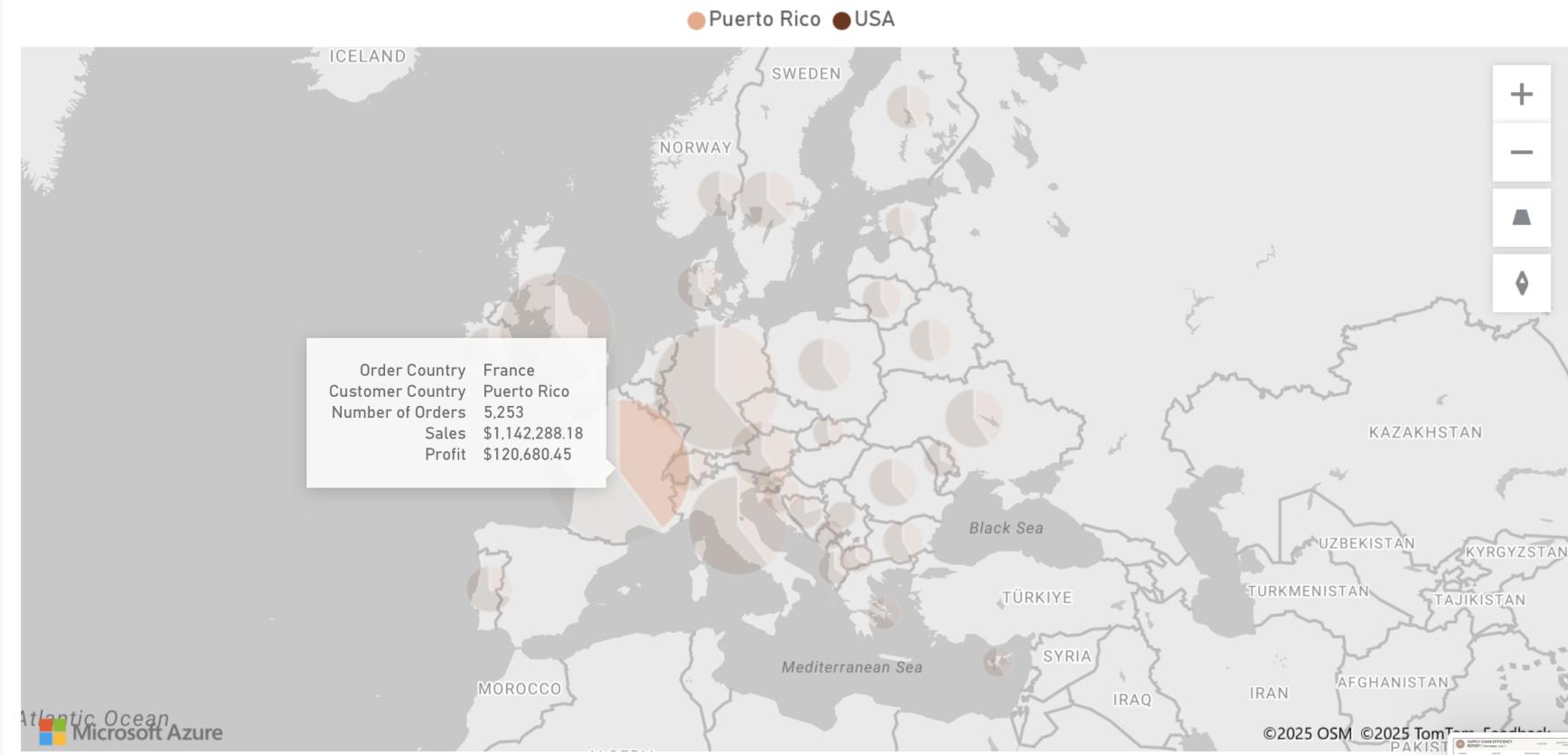
LATE DELIVERY

**153**

FRAUD DETECTED ORDERS

**16 %**

SHIPPING ON TIME



MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

Europe

All

All

All

All

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

All



## ORDERS GEOGRAPHY

## RISK ANALYSIS

7,969

TOTAL NUMBER OF ORDERS

3.5d

AVERAGE DELIVERY TIME

2,687

COMPLETED ORDERS

22 %

ADVANCE SHIPPING

144

CANCELED ORDERS

56 %

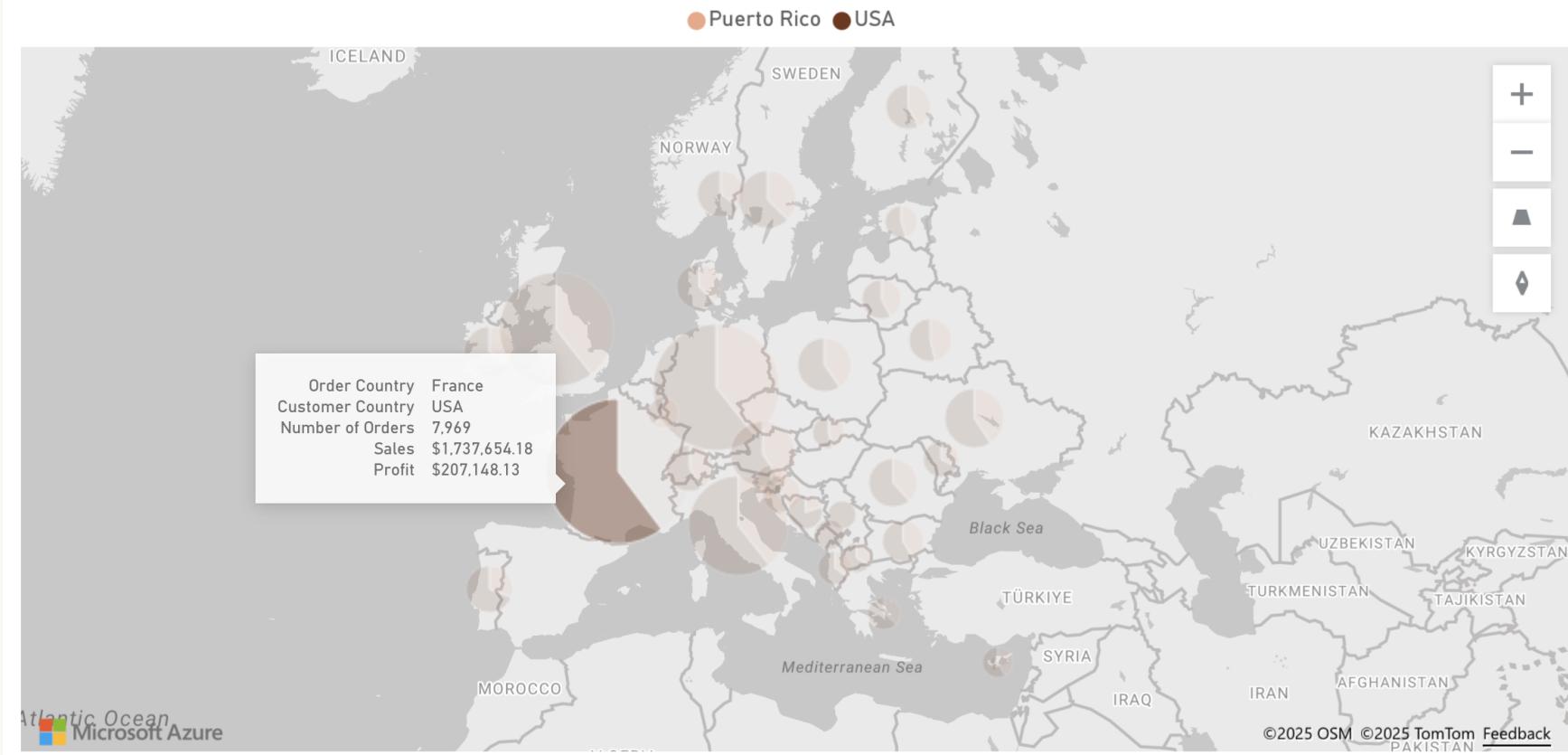
LATE DELIVERY

209

FRAUD DETECTED ORDERS

18 %

SHIPPING ON TIME



MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

Europe

All

Standard Class

All

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

Western Europe

All

Late delivery

All

All

All

All

ORDERS GEOGRAPHY

RISK ANALYSIS

DELAYED ORDERS

FRAUD DETECTED ORDERS



6,089

TOTAL NUMBER OF ORDERS

5.5d

AVERAGE DELIVERY TIME

2,160

COMPLETED ORDERS

0 %

ADVANCE SHIPPING

0

CANCELED ORDERS

100 %

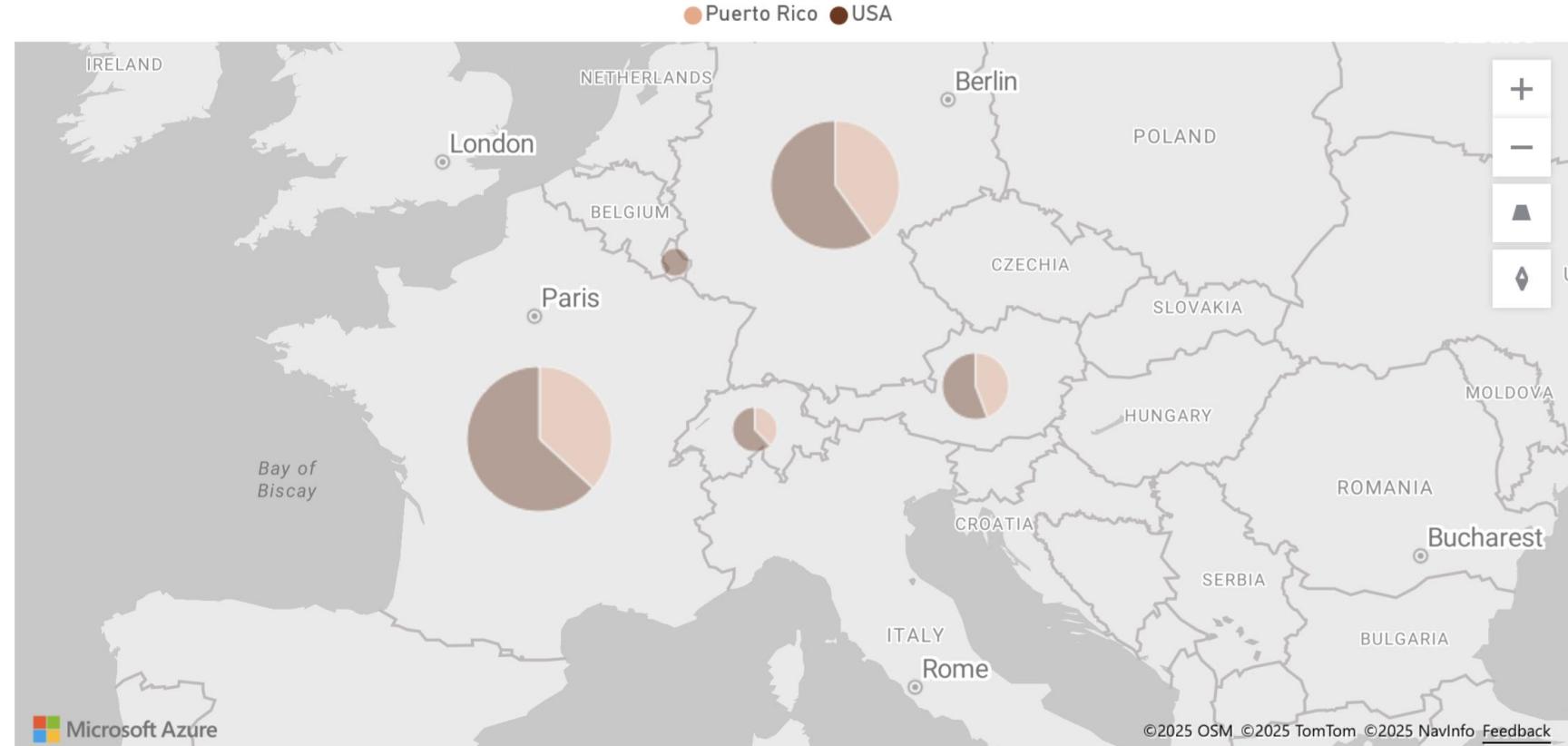
LATE DELIVERY

0

FRAUD DETECTED ORDERS

0 %

SHIPPING ON TIME



SK	SUPPLY CHAIN EFFICIENCY REPORT / SEPTEMBER, 2025 /		OVERVIEW		LOGISTICS & SUPPLY CHAIN		SALES & PROFITABILITY		CUSTOMER ANALYTICS		PRODUCT ANALYTICS		ORDERS GEOGRAPHY & RISK ANALYSIS		SUPPLY CHAIN PERFORMANCE	
	Market	Country	Shipping Mode		Order Status		Customer Country		Customer City		Month					
Europe	All	All	Standard Class	All	All	All	All	All	All	All	All	All	All	All	All	Filter
Region	State	Delivery Status	Payment Type	Customer State	Customer Segment	Year	Western Europe	All	Late delivery	All	All	All	All	All	All	Filter
Orders Geography	Risk Analysis	Delayed Orders		Fraud Detected Orders												Map
6,089 Total Number of Orders	5.5d Average Delivery Time	10320	Nike Men's CJ Elite 2 ...	\$129.99	2	\$259.98	\$36.40	\$62.63	2	Standard Class	DEBIT	31/05/2022	7392			
2,160 Completed Orders	0 % Advance Shipping	10330	Nike Men's Dri-FIT Vi...	\$50.00	2	\$100.00	\$18.00	\$22.96	2	Standard Class	PAYMENT	31/05/2022	10810			
0 Canceled Orders	100 % Late Delivery	10335	O'Brien Men's Neopre...	\$49.98	2	\$99.96	\$0.00	\$25.99	2	Standard Class	PAYMENT	31/05/2022	10810			
0 Fraud Detected Orders	0 % Shipping On Time	10350	Field & Stream Sport...	\$399.98	1	\$399.98	\$22.00	\$173.87	2	Standard Class	DEBIT	31/05/2022	8296			
		10360	Perfect Fitness Perfe...	\$59.99	2	\$119.98	\$4.80	\$8.64	2	Standard Class	DEBIT	31/05/2022	8296			
		10405	Nike Men's CJ Elite 2 ...	\$129.99	1	\$129.99	\$3.90	\$26.86	2	Standard Class	CASH	01/06/2022	8024			
		10415	Nike Men's Dri-FIT Vi...	\$50.00	3	\$150.00	\$17.50	(\$51.75)	2	Standard Class	TRANSFER	01/06/2022	9310			
		10430	O'Brien Men's Neopre...	\$49.98	6	\$299.88	\$42.49	\$119.85	2	Standard Class	TRANSFER	01/06/2022	9310			
		10435	Field & Stream Sport...	\$399.98	2	\$799.96	\$64.00	\$55.08	2	Standard Class	DEBIT	01/06/2022	2634			
		10445	Perfect Fitness Perfe...	\$59.99	7	\$419.93	\$53.39	\$167.03	2	Standard Class	DEBIT	01/06/2022	2634			
		10450	Under Armour Girls' ...	\$39.99	4	\$159.96	\$8.00	\$71.42	2	Standard Class	DEBIT	01/06/2022	2634			
		10460	Nike Men's Dri-FIT Vi...	\$50.00	4	\$200.00	\$36.00	\$78.72	2	Standard Class	DEBIT	02/06/2022	10414			
		10465	O'Brien Men's Neopre...	\$49.98	5	\$249.90	\$42.48	\$59.74	2	Standard Class	DEBIT	02/06/2022	10414			
		10470	Pelican Sunstream 1...	\$199.99	2	\$399.98	\$44.00	(\$47.52)	2	Standard Class	DEBIT	02/06/2022	10414			
		10480	Pelican Sunstream 1...	\$199.99	1	\$199.99	\$6.00	(\$52.57)	2	Standard Class	CASH	02/06/2022	8478			
		10490	Nike Men's CJ Elite 2 ...	\$129.99	1	\$129.99	\$1.30	\$0.00	2	Standard Class	DEBIT	02/06/2022	10843			
		10500	Perfect Fitness Perfe...	\$59.99	1	\$59.99	\$1.20	(\$11.05)	2	Standard Class	DEBIT	02/06/2022	10843			
		10510	Under Armour Girls' ...	\$39.99	5	\$199.95	\$8.40	(\$61.62)	2	Standard Class	DEBIT	02/06/2022	10843			
		10520	Field & Stream Sport...	\$399.98	1	\$399.98	\$40.00	\$125.99	2	Standard Class	DEBIT	02/06/2022	1649			
		10530	O'Brien Men's Neopre...	\$49.98	7	\$349.86	\$36.99	\$122.70	2	Standard Class	DEBIT	02/06/2022	1649			
		10540	Perfect Fitness Perfe...	\$59.99	1	\$59.99	\$0.60	\$15.44	2	Standard Class	DEBIT	02/06/2022	1649			

MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

All

All

All

All

SUSPECTED\_FRAUD

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

All



ORDERS GEOGRAPHY

RISK ANALYSIS

DELAYED ORDERS

FRAUD DETECTED ORDERS



178K

TOTAL NUMBER OF ORDERS

3.5d

AVERAGE DELIVERY TIME

59K

COMPLETED ORDERS

23 %

ADVANCE SHIPPING

3,643

CANCELED ORDERS

55 %

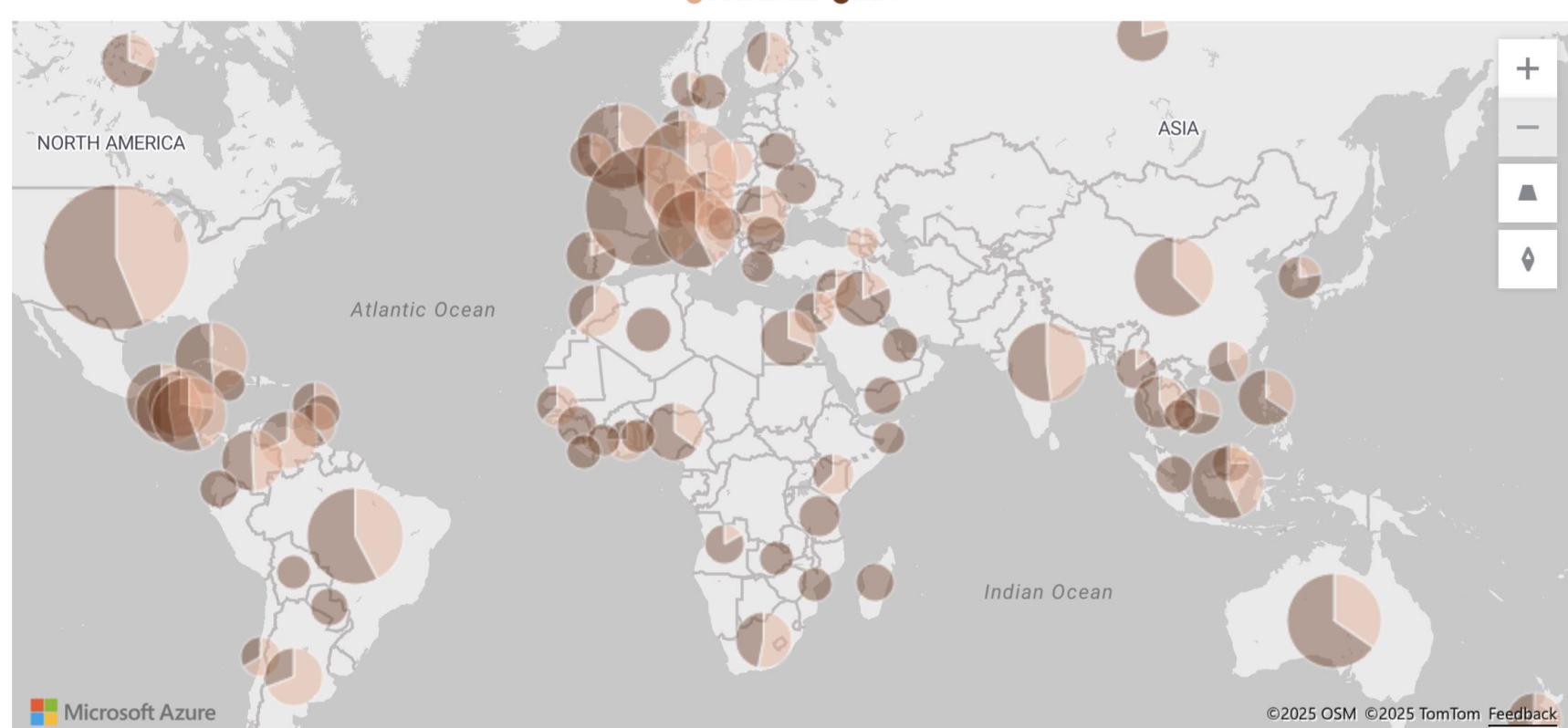
LATE DELIVERY

4,016

FRAUD DETECTED ORDERS

18 %

SHIPPING ON TIME



MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

LATAM

All

All

SUSPECTED\_FRAUD

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

ORDERS GEOGRAPHY

RISK ANALYSIS

DELAYED ORDERS

FRAUD DETECTED ORDERS



52K

TOTAL NUMBER OF ORDERS

3.5d

AVERAGE DELIVERY TIME

17K

COMPLETED ORDERS

23 %

ADVANCE SHIPPING

1,103

CANCELED ORDERS

54 %

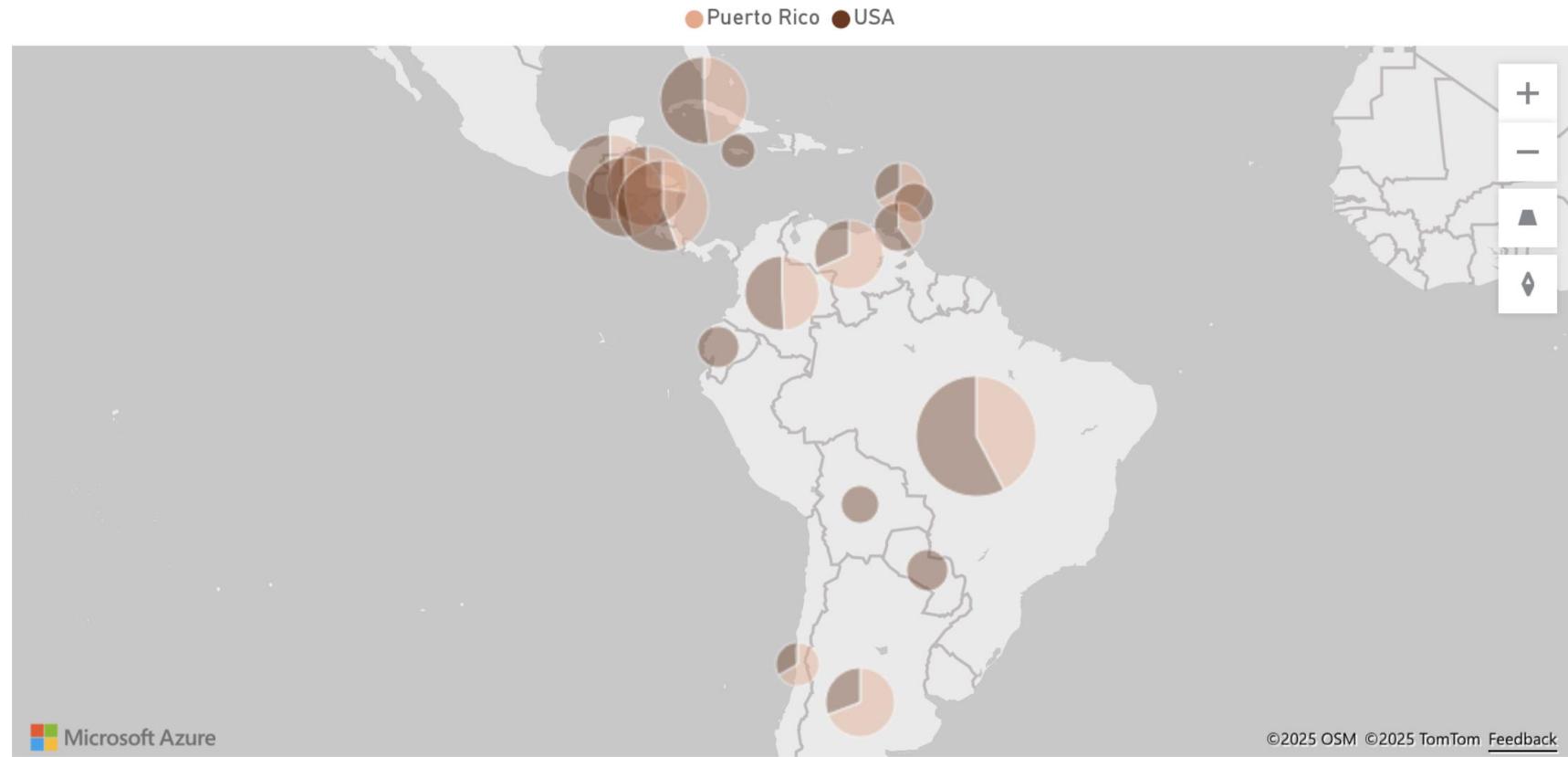
LATE DELIVERY

1,182

FRAUD DETECTED ORDERS

18 %

SHIPPING ON TIME





# SUPPLY CHAIN EFFICIENCY REPORT / SEPTEMBER, 2025 /

## OVERVIEW

LOGISTICS & SUPPLY  
CHAIN

SALES &  
PROFITABILITY

CUSTOMER  
ANALYTICS

PRODUCT  
ANALYTICS

ORDERS GEOGRAPHY  
& RISK ANALYSIS

SUPPLY CHAIN  
PERFORMANCE

Market	Country	Shipping Mode		Order Status		Customer Country		Customer City		Month																																																																																																																																																																																																																																																													
LATAM	All	All	All	SUSPECTED_FRAUD	All	All	All	All	All																																																																																																																																																																																																																																																														
Region	State	Delivery Status		Payment Type		Customer State		Customer Segment		Year																																																																																																																																																																																																																																																													
All	All	All		All	All	All	All	All	All	All																																																																																																																																																																																																																																																													
Orders Geography		Risk Analysis																																																																																																																																																																																																																																																																					
52K		Delayed Orders						Fraud Detected Orders																																																																																																																																																																																																																																																															
TOTAL NUMBER OF ORDERS	AVERAGE DELIVERY TIME	3.5d																																																																																																																																																																																																																																																																					
17K	COMPLETED ORDERS	23 %																																																																																																																																																																																																																																																																					
1,103	CANCELED ORDERS	54 %																																																																																																																																																																																																																																																																					
1,182	FRAUD DETECTED ORDERS	18 %																																																																																																																																																																																																																																																																					
Shipping On Time																																																																																																																																																																																																																																																																							
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MARKET

COUNTRY

SHIPPING MODE

ORDER STATUS

CUSTOMER COUNTRY

CUSTOMER CITY

MONTH

LATAM

All

Standard Class

SUSPECTED\_FRAUD

All

All

All



REGION

STATE

DELIVERY STATUS

PAYMENT TYPE

CUSTOMER STATE

CUSTOMER SEGMENT

YEAR

All

All

All

All

All

All

All

ORDERS GEOGRAPHY

RISK ANALYSIS

DELAYED ORDERS

FRAUD DETECTED ORDERS



31K

TOTAL NUMBER OF ORDERS

4.0d

AVERAGE DELIVERY TIME

10K

COMPLETED ORDERS

39 %

ADVANCE SHIPPING

638

CANCELED ORDERS

38 %

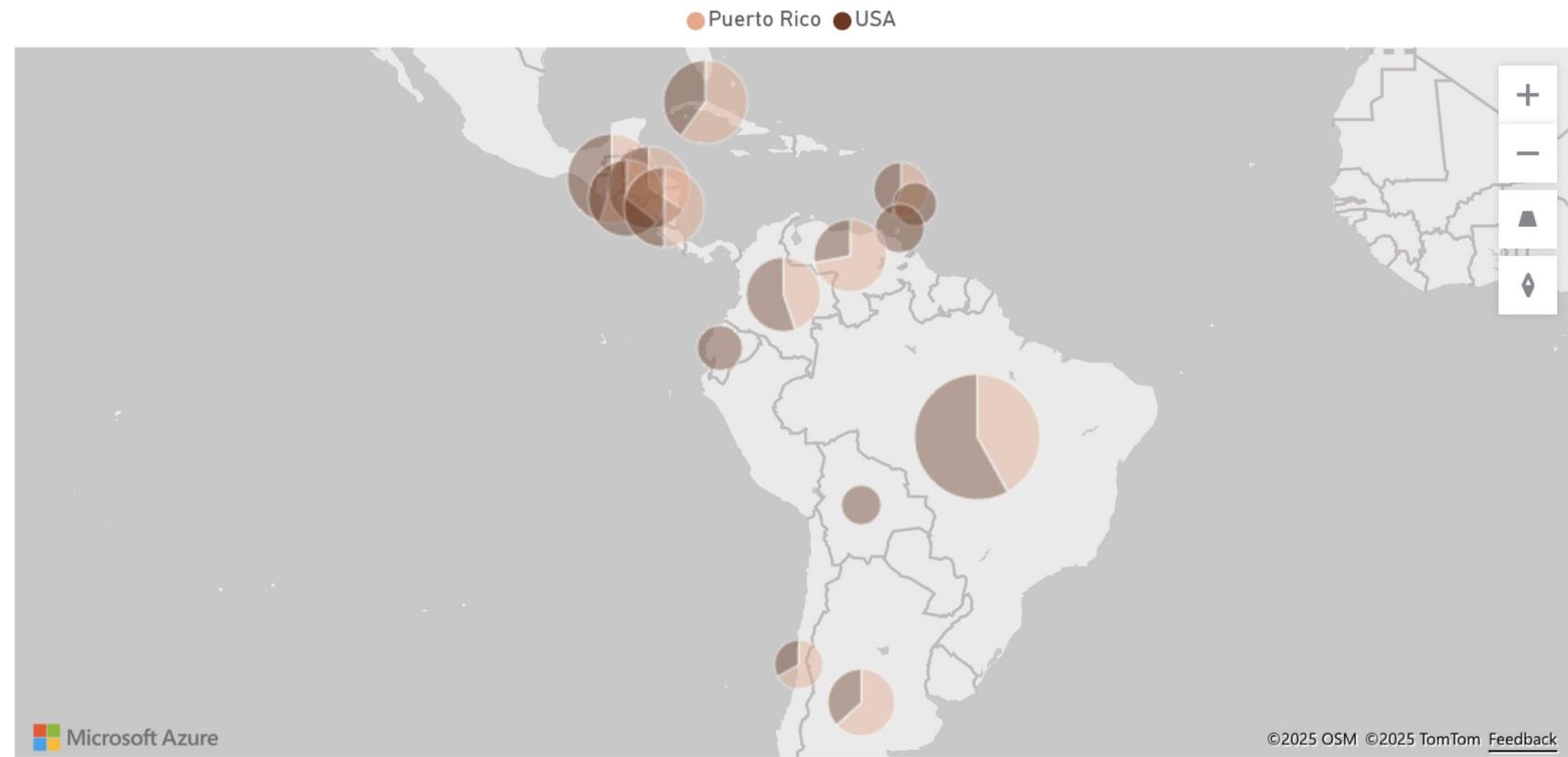
LATE DELIVERY

669

FRAUD DETECTED ORDERS

19 %

SHIPPING ON TIME



SK	SUPPLY CHAIN EFFICIENCY REPORT / SEPTEMBER, 2025 /		OVERVIEW		LOGISTICS & SUPPLY CHAIN		SALES & PROFITABILITY		CUSTOMER ANALYTICS		PRODUCT ANALYTICS		ORDERS GEOGRAPHY & RISK ANALYSIS		SUPPLY CHAIN PERFORMANCE	
	Market	Country	Shipping Mode		Order Status		Customer Country		Customer City		Month					
LATAM	All	Standard Class	SUSPECTED_FRAUD	All	All	All	All	All	All	All	All	All	All	All	All	
REGION	STATE	DELIVERY STATUS	PAYMENT TYPE	CUSTOMER STATE	CUSTOMER SEGMENT	YEAR	All	All	All	All	All	All	All	All	All	
ORDERS GEOGRAPHY	RISK ANALYSIS	DELAYED ORDERS	FRAUD DETECTED ORDERS													
31K	4.0d	AVERAGE DELIVERY TIME		52715	Nike Men's Free 5.0+ Running ...	\$99.99	4	\$399.96	\$20.00	(\$588.94)	Standard Class	TRANSFER	08/02/2024	11610		
TOTAL NUMBER OF ORDERS				57182	Field & Stream Sportsman 16 ...	\$399.98	1	\$399.98	\$60.00	(\$198.21)	Standard Class	TRANSFER	08/02/2024	11610		
10K	39 %	ADVANCE SHIPPING		9424	Diamondback Women's Serene...	\$299.98	1	\$299.98	\$15.00	(\$455.97)	Standard Class	TRANSFER	14/04/2024	160		
COMPLETED ORDERS				53067	Nike Men's CJ Elite 2 TD Footb...	\$129.99	1	\$129.99	\$19.50	(\$193.36)	Standard Class	TRANSFER	14/04/2024	160		
638	38 %	LATE DELIVERY		10116	Field & Stream Sportsman 16 ...	\$399.98	1	\$399.98	\$68.00	(\$531.17)	Standard Class	TRANSFER	13/02/2024	10692		
CANCELED ORDERS				580	Nike Men's CJ Elite 2 TD Footb...	\$129.99	2	\$259.98	\$58.50	(\$159.08)	Standard Class	TRANSFER	13/02/2024	10692		
669	19 %	SHIPPING ON TIME		54648	Under Armour Girls' Toddler S...	\$39.99	5	\$199.95	\$29.99	(\$356.91)	Standard Class	TRANSFER	18/05/2022	10250		
FRAUD DETECTED ORDERS				52337	Field & Stream Sportsman 16 ...	\$399.98	1	\$399.98	\$30.00	(\$40.49)	Standard Class	TRANSFER	09/01/2022	8677		
					Nike Men's Free 5.0+ Running ...	\$99.99	2	\$199.98	\$10.00	\$89.29	Standard Class	TRANSFER	09/01/2022	8677		
					Field & Stream Sportsman 16 ...	\$399.98	2	\$799.96	\$100.00	(\$586.37)	Standard Class	TRANSFER	09/01/2022	8677		
					Nike Men's Dri-FIT Victory Gol...	\$50.00	2	\$100.00	\$18.00	(\$6.15)	Standard Class	TRANSFER	09/01/2022	8677		
					Perfect Fitness Perfect Rip Deck	\$59.99	5	\$299.95	\$30.00	\$40.49	Standard Class	TRANSFER	09/01/2022	8677		
					Field & Stream Sportsman 16 ...	\$399.98	1	\$399.98	\$52.00	(\$591.57)	Standard Class	TRANSFER	08/03/2024	11542		
					Nike Men's Dri-FIT Victory Gol...	\$50.00	5	\$250.00	\$30.00	\$74.80	Standard Class	TRANSFER	08/03/2024	11542		
					Nike Men's Dri-FIT Victory Gol...	\$50.00	3	\$150.00	\$22.50	(\$223.13)	Standard Class	TRANSFER	02/02/2024	7549		
					Diamondback Women's Serene...	\$299.98	1	\$299.98	\$45.00	(\$158.09)	Standard Class	TRANSFER	02/02/2024	7549		
					Field & Stream Sportsman 16 ...	\$399.98	1	\$399.98	\$8.00	(\$78.40)	Standard Class	TRANSFER	02/02/2024	7549		

# ORDERS GEOGRAPHY & RISK ANALYSIS

This section provides a comprehensive view of global order distribution and associated risks, with focused insights on high-volume regions and fraud-prone areas.

## Overall Orders Geography

- **Total Orders:** 178K
- **Average Delivery Time:** 3.5 days
- **Completed Orders:** 59K
- **Canceled Orders:** 3,643
- **Fraud Detected Orders:** 4,016
- **Advance Shipping:** 23%
- **Late Deliveries:** 55%

Orders are widely distributed globally, with notable volumes from the USA and Puerto Rico. However, late deliveries and fraud detection remain significant challenges.

**Risk Analysis / Delayed Orders** – Western Europe identified as a high-risk region for delays, with over 6K delayed orders and an average delivery time of 5.5 days.

**Risk Analysis / Fraud Detection** – Latin America region stands out as a fraud-prone region with over 1.1K fraud detected orders, particularly under Standard Class shipping (669 fraud cases), indicating a need for enhanced verification and monitoring protocols.

This analysis highlights key geographic patterns in order volume and risk exposure. Europe, especially Western Europe, faces delivery delays, while Latin America shows elevated fraud activity. These insights support strategic interventions to improve reliability and reduce risk across the supply chain.

# SUPPLY CHAIN EFFICIENCY REPORT / SEPTEMBER, 2025 /

SK

OVERVIEW

LOGISTICS & SUPPLY CHAIN

SALES & PROFITABILITY

CUSTOMER ANALYTICS

PRODUCT ANALYTICS

ORDERS GEOGRAPHY & RISK ANALYSIS

SUPPLY CHAIN PERFORMANCE

MARKET

DEPARTMENT

CATEGORY

PRICE SEGMENT

CUSTOMER SEGMENT

MONTH

YEAR

All

All

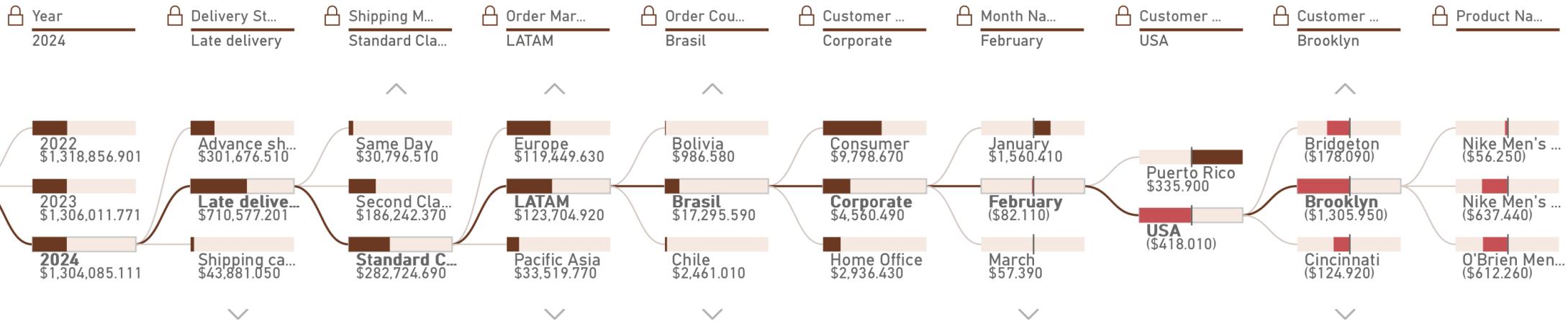
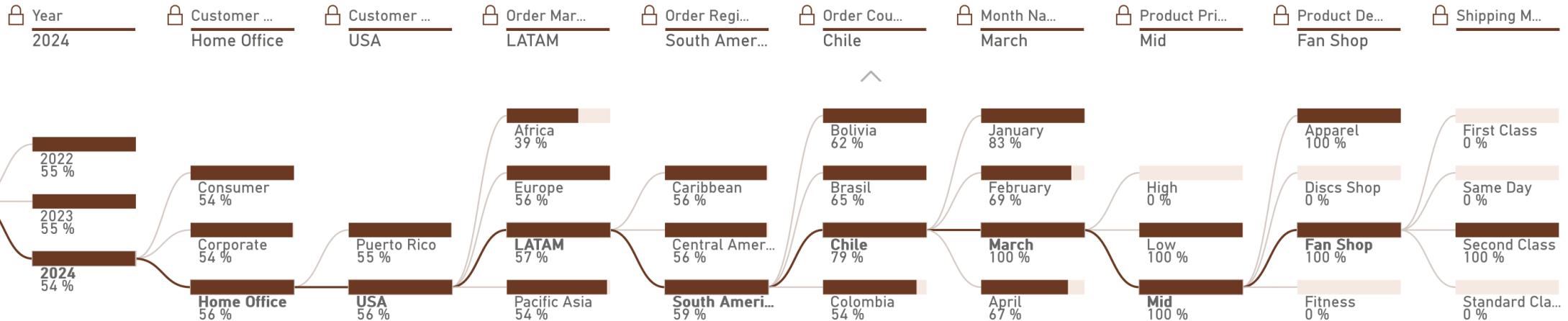
All

All

All

All

All



# SUPPLY CHAIN PERFORMANCE

This section leverages a decomposition-based analysis to evaluate supply chain efficiency across multiple dimensions, including time, customer segments, order market and regions, price segments and shipping methods. This granular view enables targeted insights into operational strengths and weaknesses.

## Key Performance Highlights

- **Late Delivery Rates** remain consistently high across years: 2022 – 55%, 2023 – 55%, 2024 – 54%;
- **Latin America Region** shows elevated activity with 57% of orders, but also reflects risk exposure;
- Customer Segments like **Consumer** and **Corporate** both show 54% late delivery rates;
- **March** stands out with a 100% performance rate under specific conditions, highlighting potential seasonal or operational challenges that may require targeted intervention;
- In 2024, Latin America Market generated the highest profit overall, yet experienced notable losses linked to late deliveries. **February** emerged as a critical month, indicating a need for deeper investigation into operational inefficiencies during this period.

## Risk Indicators

- High late delivery rates across all years and segments signal persistent logistics challenges;
- Certain regions and segments underperform, requiring focused operational improvements.

The decomposition approach offers a clear, structured view of supply chain performance, exposing persistent risks and isolated efficiencies. It enables data-driven decisions to optimize logistics, enhance customer satisfaction, and minimize profit losses and operational risks.

# CONCLUSIONS

## Supply Chain Performance

- On-time delivery remains critically low at 18%, with consistent late delivery rates across all years (~55%);
- Western Europe has the highest order volume and delay rate (56%), making it a priority for operational review;
- Same Day shipping performs best (50% on-time, 0.5 days avg delivery), while Standard Class is least efficient (19% on-time, 38% delay rate).

## Sales & Profitability

- Europe leads in profitability, especially Western Europe;
- Eastern Europe and Home Office segments underperform significantly;
- Discounting strategies show mixed results—higher discounts do not consistently improve profit and may erode margins.

## Customer Behavior

- Consumer segment dominates (52%), followed by Corporate (30%) and Home Office (18%);
- 2024 saw highest customer retention, despite lower purchase frequency;
- Caguas, Puerto Rico is a standout market for customer loyalty.

## Product Insights

- Low- and mid-priced products drive most sales;
- High-priced products have niche demand and limited volume;
- Discounts must be balanced to avoid undermining profitability.

## Risk & Geography

- Latin America shows high fraud activity, especially under Standard Class shipping;
- Western Europe is a high-risk region for delivery delays;
- February and March show operational anomalies requiring deeper investigation.