**Business Overview**

Between 2020 and 2024, the company has navigated growth while balancing operational efficiency and customer expectations. The business spans multiple regions, suppliers, and product categories, and success depends on maintaining strong revenue streams while keeping costs, inventory levels, and fulfillment times under control.

Stakeholders are particularly interested in how sales trends, warehouse utilization, and supplier performance have evolved over time, and what these patterns reveal about the company’s ability to scale profitably. This includes monitoring key financial indicators like revenue growth and margins, as well as operational measures such as inventory turnover, lead time reliability, and order fulfillment rates.

The goal is to use the data to paint a clear picture of how the business has performed over the past five years, identify the drivers of success and the areas of risk, and set the stage for informed decisions on future investments, resource allocation, and process improvements.

**Business Ask**  
Leadership is seeking a comprehensive, data-driven review of company performance between 2020 and 2024. The goal is to evaluate how the business has performed end-to-end across financial and operational dimensions.

Key focus areas include:

* **Revenue and Profitability**: Assessing growth trends across products and regions, and evaluating whether margins have been sustained.
* **Operational Efficiency**: Measuring how well inventory levels, supplier lead times, and fulfillment rates have been managed to balance cost control with reliability.
* **Customer Impact**: Understanding whether operational practices have supported high levels of customer satisfaction without driving excess cost or risk.

This analysis should highlight the primary drivers of success, reveal bottlenecks or inefficiencies, and provide actionable insights to guide future decisions — where to scale, where to invest, and where corrective measures are required.