**Supply Chain Management Analysis Project**

Company XYZ, a fashion and beauty startup, is seeking to enhance its operational efficiency and profitability. To achieve these goals, the company aims to optimize its supply chain management practices and conduct a comprehensive analysis of product performance. By streamlining supply chain processes and identifying high-performing products, Company XYZ can reduce costs, increase revenue, and strengthen its market position.

**BUSINESS TASK**

Analyze product performance and supply chain efficiency to identify opportunities for cost reduction, revenue enhancement, and customer satisfaction improvement. Present he observed data in the form of a data visualization dashboard.

1. **Ask**

Key questions for the stakeholders:

* Which product types generate the highest revenue?
* Are there significant correlations between lead times and order quantities?
* How do shipping costs vary by shipping carrier and location?
* Which suppliers have the most efficient manufacturing processes based on manufacturing lead time and production volumes?
* What demographic group contributes the most to sales?

1. **Prepare**

The dataset is based on the supply chain of makeup products of the company. Below are the key features of the dataset:

* Product Type
* SKU
* Price
* Availability
* Number of products sold
* Revenue generated
* Customer demographics
* Stock levels
* Lead times
* Order quantities
* Shipping times
* Shipping carriers
* Shipping costs
* Supplier name
* Location
* Lead time
* Production volumes
* Manufacturing lead time
* Manufacturing costs
* Inspection results
* Defect rates
* Transportation modes
* Routes

1. **Process**
2. **Analyze**
3. **Share**
4. **Act**