

## Revenue

577,605

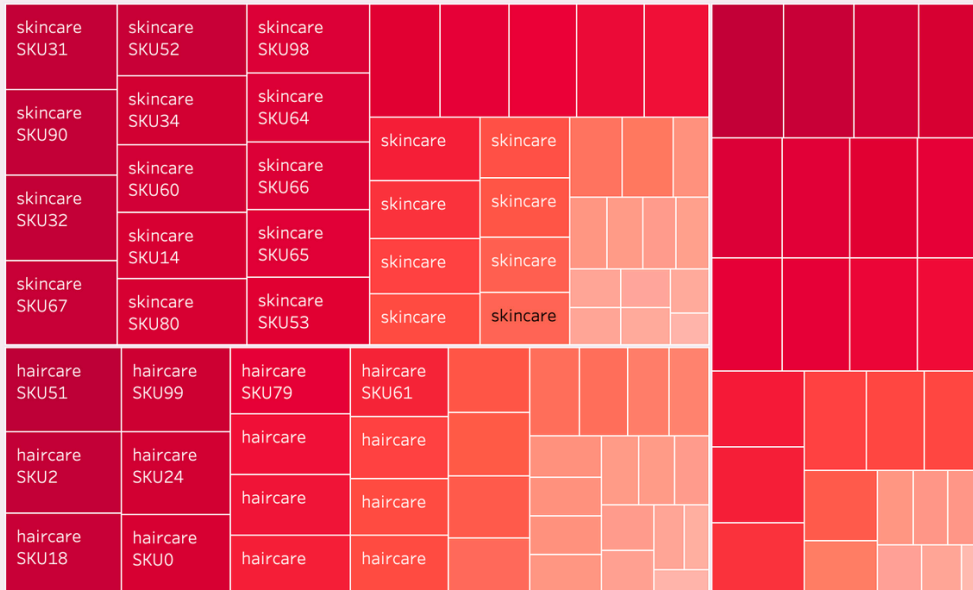
## Avg Order Value

12.53

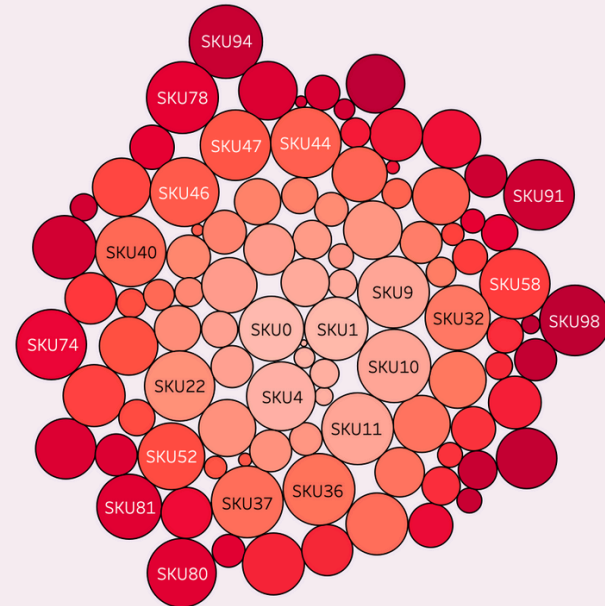
## Number of Products Sold

46,099

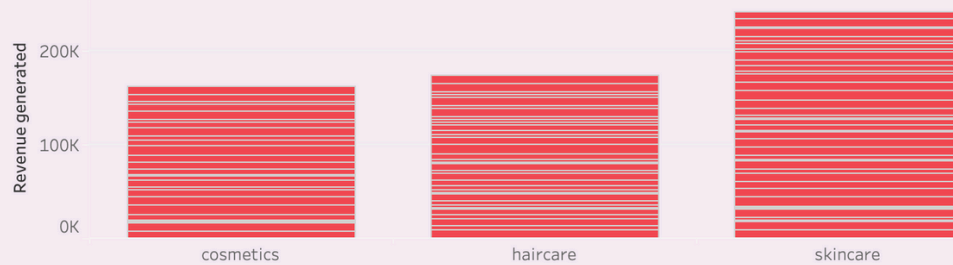
## Profitability Heatmap



## Product Performance



## Revenue by Product Type



## Customer Demographics Breakdown



# ANALYSIS



Skincare dominates revenue and profitability, particularly SKUs like SKU31, SKU52, SKU98.

High product volume (46,099 units sold) with relatively low average order value (AOV) at \$12.53, indicating a volume-driven model rather than premium pricing.

Customer base is diverse, with strong representation across female, male, and non-binary segments – a clear signal to continue inclusive marketing strategies.

High average lead time of 17.08 days and a significant defect rate of 22,771 highlight supply chain inefficiencies.

Skincare and haircare categories show the highest defect contributions.

Carrier B has the lowest performance score, while Carrier A and C are better options.



Multiple SKUs (e.g., SKU5, SKU53, SKU58) are in critical reorder zones, especially in skincare and haircare.

Supplier 3 and 4 show low inventory levels, indicating potential risk of stockouts.

Shipping cost sits at 554.8, a considerable figure when margins are tight.

Skincare profitability is solid – however, inefficiencies in logistics and defects eat into potential gains.

# NEXT STEPS

- Increase AOV via product bundles or upsells.
- Promote high-margin skincare SKUs more aggressively in campaigns.

- Re-evaluate underperforming suppliers and carriers, especially those linked with critical reorder urgency SKUs.
- Explore local suppliers or faster logistics models to cut lead time.

- Automate reorder alerts for critical SKUs.
- Increase buffer stock with more reliable suppliers and renegotiate with low-performing ones.

- Audit the full shipping process for cost-saving opportunities.
- Consider switching high-defect suppliers or offering incentives for improved quality control.