

Supply Chain Analysis - Insights & Recommendations

1. Delivery Lead Time Gap

Observation: Customer delivery time is longer than production time.

Analysis: The delay lies in post-production processes (shipping, warehousing, coordination).

Impact: Reduces customer satisfaction and increases churn risk.

2. Revenue Disparity by Product Type

Skincare leads in revenue (241,628.16), followed by Haircare and Cosmetics.

Insight: Reflects market preference or stronger marketing for skincare.

Note: High sales don't always mean high profit - cost and margin must be considered.

3. Dependency on Few SKUs

Observation: Most revenue comes from a small number of SKUs.

Risk: Overreliance on key products - if disrupted, major losses occur.

Recommendation: Diversify product portfolio or mitigate risk via backup plans.

4. Quality Variations

Observation: Defect rates vary across product types.

Analysis: May stem from weak suppliers or faulty production lines.

Impact: Increases returns, costs, and lowers brand trust.

5. Uneven Supplier Performance

Observation: Supplier efficiency varies greatly.

Insight: Some suppliers perform well for specific SKUs, others underperform.

Recommendation: Evaluate supplier performance regularly and adjust contracts accordingly.

6. Transport Mode Inefficiencies

Insight: Air is faster but costlier, sea is cheaper but slower.

Problem: Unclear strategy in selecting transport mode causes inefficiency.

Supply Chain Analysis - Insights & Recommendations

Need: Smart transport planning system based on urgency, distance, and cost.

7. Geographic Logistics Imbalance

Observation: Delivery efficiency differs by region.

Reason: Distance from distribution center or local carrier performance.

Solution: Consider regional warehouses or optimize logistics partners.

Recommendations Summary

1. Implement end-to-end supply chain tracking using RFID & Power BI.
2. Build product profitability matrix (revenue, cost, defects, demand).
3. Apply ABC inventory segmentation: A (high), B (moderate), C (low).
4. Develop smart transport selection algorithm.
5. Reassess supplier base - keep backups for critical products.
6. Strengthen internal quality control linked to performance.
7. Reconfigure warehouse distribution with regional micro-centers.