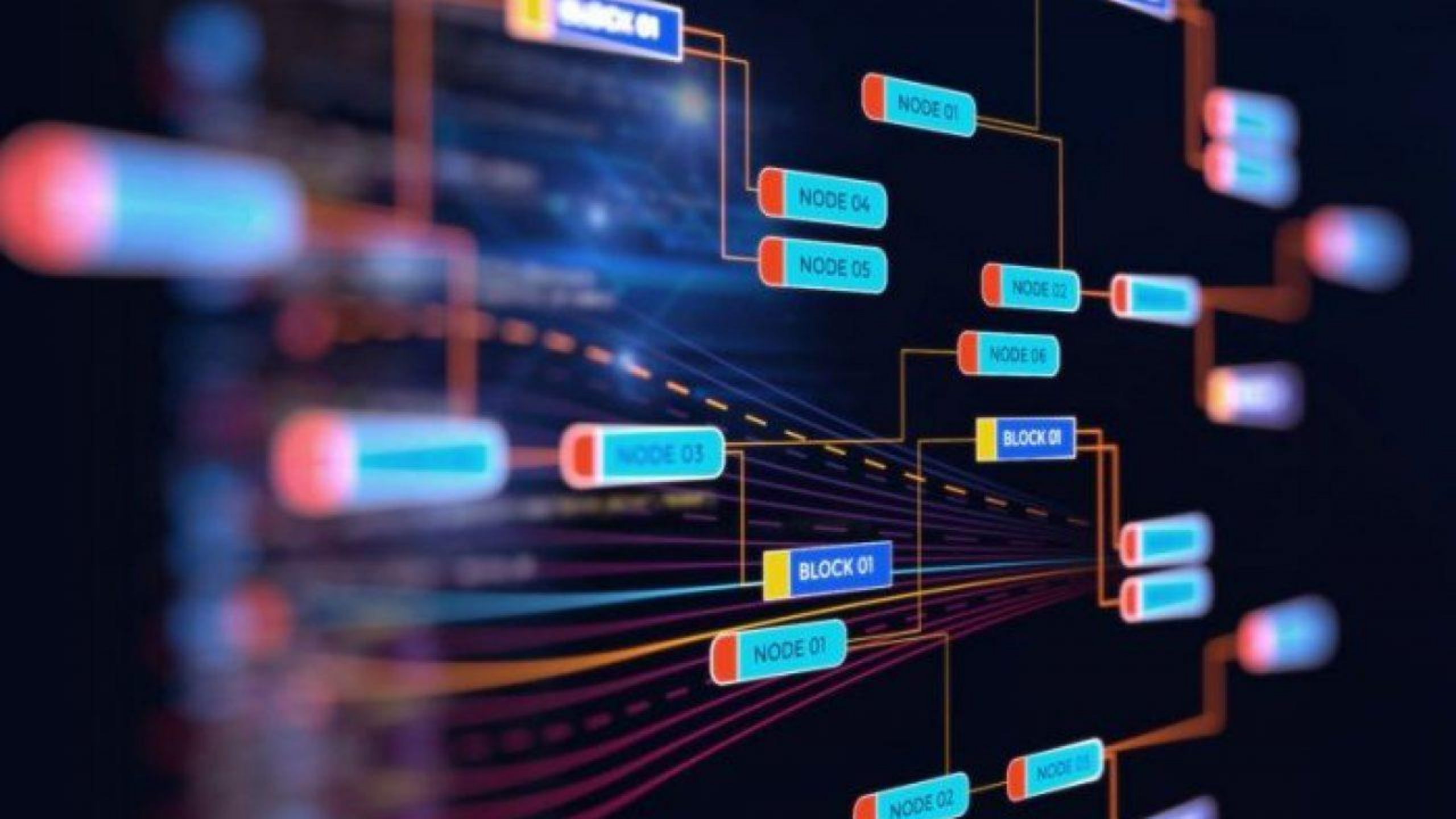




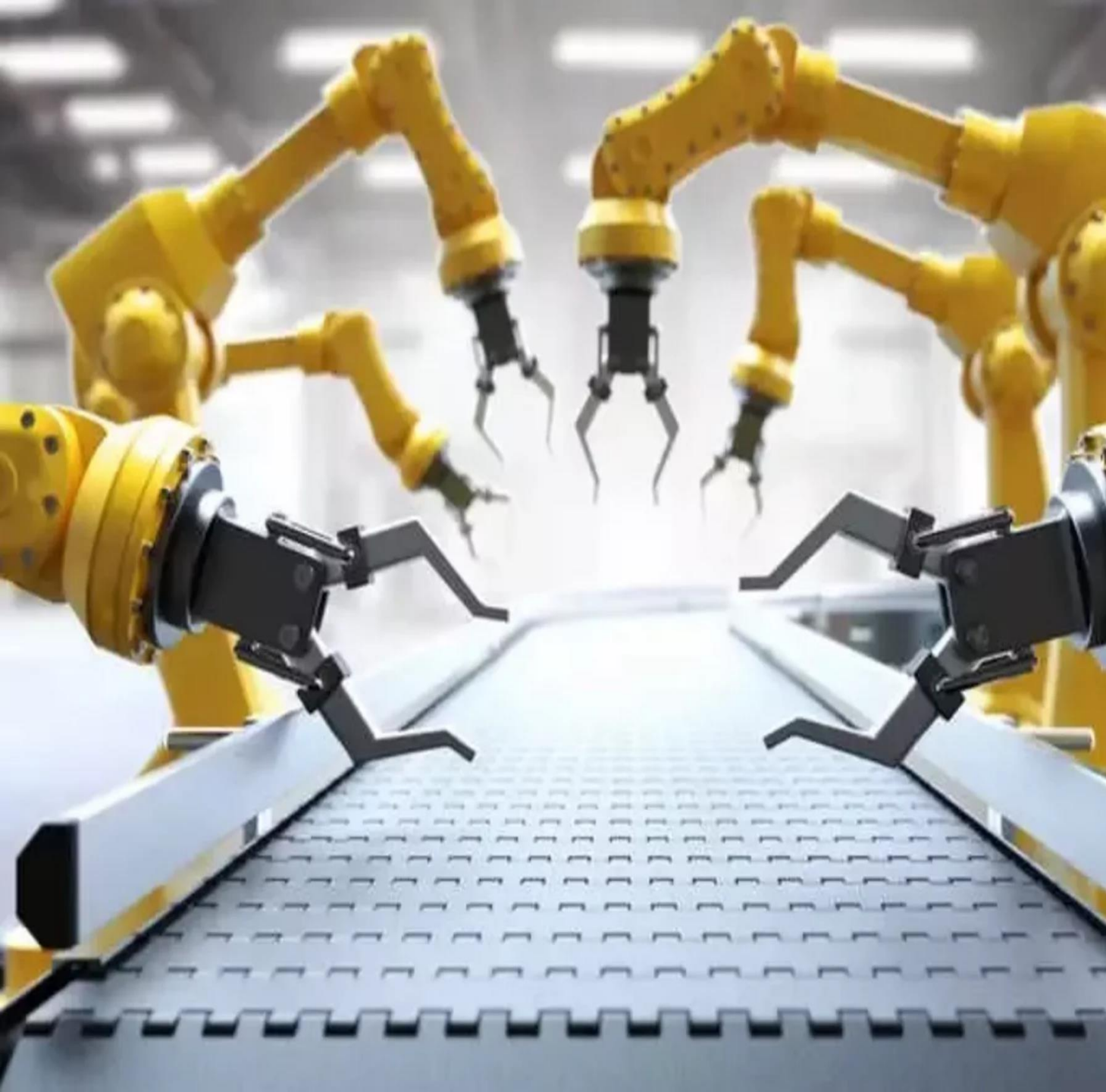
# Unlocking Value: Data-Driven Supply Chain (DDSC)





- **Stores**
- **Customers**
- **Products**
- **Sales**
- **Orders**
- **Shipping**
- **Delivery**
- **Market share**
- **Pricing**
- **Promotion**
- **Profit Margin**
- **Customer profitability**
- **Working capital**
- **Brand Proposition**





- **Information exchange**
- **Coordination**
- **Activity Integration**
- **SC Responsiveness**

- **Agility and adaptability**
- **Proactive Architects**
- **Intelligence navigating uncertainties**
- **Growth Opportunities**
- **Tomorrow Team**





- **Supply chain & Finance Strategy**
- **KPI Strategy**
- **Real time Forecast**
- **Change Management Program**

# Finance for Non-Finance with Reda Podcast

## Finance

- Is not a cost center it's a profit center
- Is not a show-stopper , it's partner to win
- Is not about the numbers , Its choices and return on investment