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## LEVERAGING BIG DATA ANALYTICS FOR SUPPLY CHAIN OPTIMIZATION IN THE FMCG SECTOR: A CASE STUDY APPROACH

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### Abstract

*The Fast-Moving Consumer Goods (FMCG) sector is characterized by high demand volatility, complex supplier networks, and the necessity for quick replenishment cycles. In such an environment, efficient supply chain management is crucial for competitiveness. Big Data Analytics (BDA) has emerged as a transformative tool that enhances the decision-making capabilities of supply chain managers by providing real-time insights into operations. This dissertation explores the potential of leveraging BDA to optimize supply chain processes within the FMCG industry. Using a case study approach, the research examines existing systems, identifies key areas for improvement, and proposes a framework for integrating big data solutions to optimize procurement, inventory, distribution, and logistics.*

### Author Keywords

Big Data Analytics, Supply Chain Optimization, FMCG, Case Study, Data-Driven Decision Making, Inventory Management, Procurement, Logistics.

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