DRINKAID
ACCT414 SMU-X
Accounting Analytics Capstone: Inventory Management System
TEAM 5
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PROBLEM STATEMENT

"How can DrinkAid optimise operations and avoid inventory stock outs by **establishing a more precise reorder point** and utilising **data visualisation** to analyse inventory levels?"

Relies on an **'eyeball method'** to estimate reorder point

Inventory outflow for marketing activities causing **fluctuations** in inventory levels

Gaps in current inventory management process that might **impact operational efficiency**
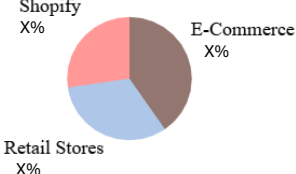
COMPANY BACKGROUND

DrinkAid is a Singapore health supplement start-up incubated by SMU IIE in 2020.

Their products help to reduce common side effects of alcohol consumption. Customer bases are predominantly in Singapore, Malaysia and the Philippines, with main dominance in Singapore.

% of Net Units Sold Across Platforms

Shopify X%
E-Commerce X%
Retail Stores X%

PREDICTIVE MODEL & ALERTS

APPROACH

Clean and merge data into a combined dataset → Track outflow of products for marketing → Calculate quantity of components → Establish reorder points and alerts

RESULTS

Note: All data presented are fictional and included for illustrative purposes only.

Components	Minimum Level	Remaining Quantity	Reorder Frequency	Latest Reorder Date	Next Reorder Date	Days Remaining	Reorder Quantity
Sachets	40,000	185,000	1.52	2025-01-15	2025-05-30	61	50,000
Capsules	3,500	30,560	0.72	2024-11-20	2025-06-28	90	10,000

REORDER COUNTDOWN

Days to reorder - Components

Complete Alcohol Defence & Sharing Pack	**Sachets**	**Drinkaid Boxes**	**Sharing Pack**
	61	5	75
Easy Mode	**Capsules**	**Easy Mode Boxes**	**Bottles**
	90	130	165
Others		**Polymailers**	
		20	

EMAIL ALERTS

⚠ DrinkAid Boxes needs reordering in 8 days (by Tue Apr 01 2025).
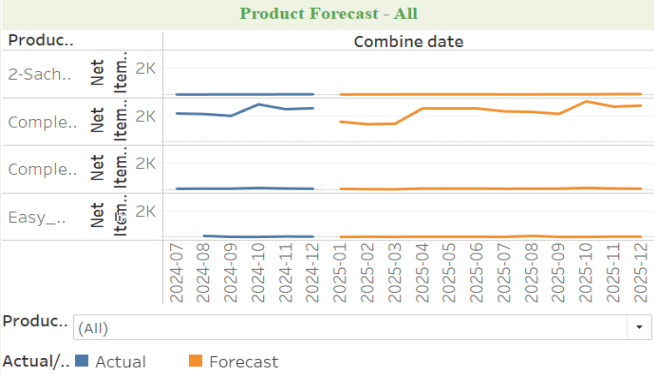📦 Suggested Reorder Quantity: 10,000

Reorder countdown provides an estimate on the **number of days** left to reorder. **Email alerts** highlight the **inventory component(s)** to be reordered within the **next 14 days**.
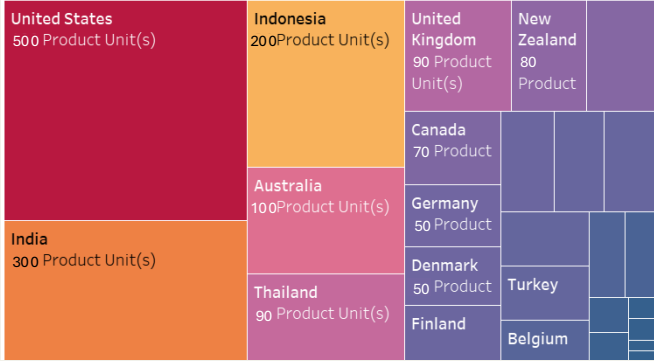
KEY INSIGHTS

KEY DASHBOARD CHARTS

Product Forecast - All

Combine date

Produc.. (All)

Actual/.. ■ Actual ■ Forecast

Highlights **current and forecasted product demand**, aiding DrinkAid in planning **future reorder quantities** for each component and **strategic decisions.**

Units Sold Across Countries - All

United States 500 Product Unit(s)	Indonesia 200 Product Unit(s)	United Kingdom 90 Product Unit(s)	New Zealand 80 Product
		Canada 70 Product	
	Australia 100 Product Unit(s)	Germany 50 Product	
India 300 Product Unit(s)		Denmark 50 Product	Turkey
	Thailand 90 Product Unit(s)	Finland	Belgium

Allows DrinkAid to see the **demand** of a certain product type for **each country**, enabling them to **clear excess inventory** and make **strategic decisions** (market expansion, marketing purposes etc.)