

Supplier Analysis Report – Amazavr

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Executive Summary:

As part of the Supplier Analysis for Amazavr, I conducted a detailed evaluation of supplier performance focusing on revenue contribution, discount practices, defect rates, and category diversity. The goal was to identify key suppliers driving profitability, detect potential risks, and recommend strategies for better supplier management.

Key Findings:

- **Top 10 Suppliers by Revenue:** The majority of revenue is concentrated among a few suppliers, with *StitchStyle* and *BeautyWorld* leading significantly.
- **Supplier Count by Category:** Electronics has the largest supplier share (42.86%), followed by Clothing (35.71%). Categories like Home Goods and Sports are underrepresented, showing potential risks if suppliers face disruptions.
- **Avg Discount % per Supplier:** Discount rates vary, but most suppliers maintain relatively low discount percentages, suggesting a focus on maintaining value over price competition.
- **Units Defective per Supplier:** Certain suppliers, notably *StitchStyle* and *BeautyWorld*, show higher defective unit counts, raising quality concerns that could impact customer satisfaction.

Actionable Recommendations:

- **Strengthen Relationships with Top Performers:** Focus on nurturing partnerships with high-revenue suppliers while negotiating better terms.
- **Diversified Supplier Base:** Especially in categories with fewer suppliers (Home Goods and Sports) to reduce dependency risks.
- **Address Quality Issues:** Set up quality improvement programs with suppliers showing high defect rates to minimize returns and maintain customer trust.
- **Monitor Discount Strategies:** Regularly review discount practices to balance competitiveness without eroding margins.