

Sales Performance

Key insights

1.) Skincare demand:

- Skincare drives the highest revenue, leading with nearly \$242,000 in sales which accounts for 42% of all revenue gained.
- This strong market demand signals the company to invest more in Skincare products of high demand.

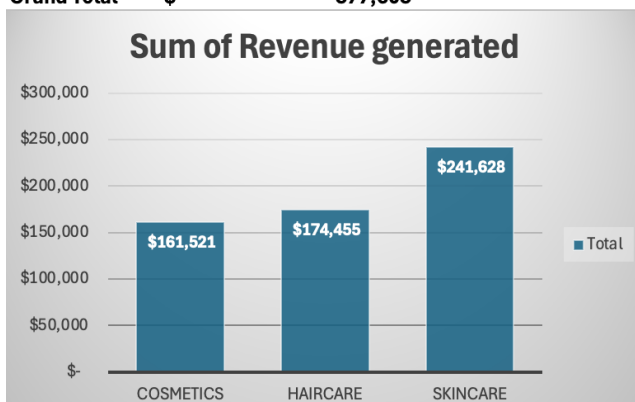
2.) Cosmetics have the highest Average Price per Order, but lowest shares:

- Although cosmetics lead with the highest average price per order, it also brings in the smallest revenue of total orders (26%).
- This may suggest that a more targeted area where cosmetics are more popular should be prioritized over areas where they are less popular. Bangalore provides the highest average Revenue, although it is only 3.61% higher than the average.

3.) Efficiency opportunities:

- Skincare's strong demand supports prioritizing inventory and market spending in this category.
- Cosmetics offers higher margins per sale, making it suitable for targeted sales.

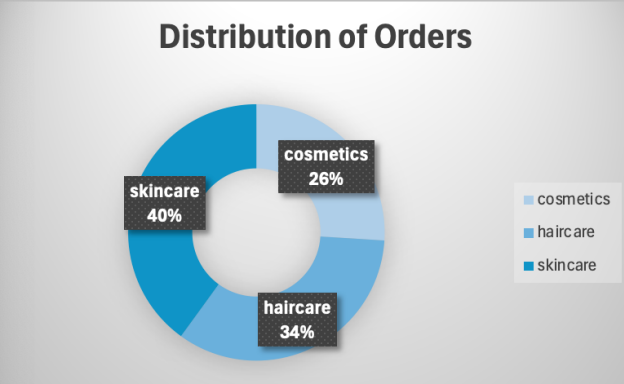
Orders	Sum of Revenue generated
cosmetics	\$ 161,521
haircare	\$ 174,455
skincare	\$ 241,628
Grand Total	\$ 577,605



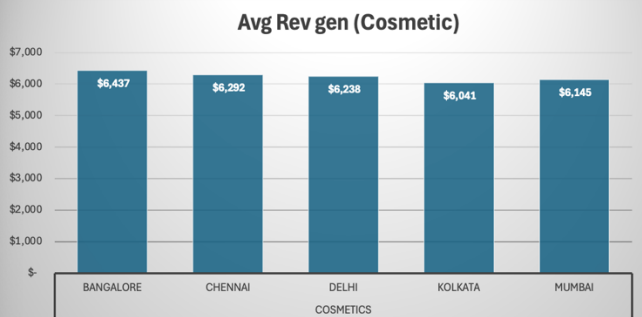
Orders	Average Price of Orders
cosmetics	\$ 57.36
haircare	\$ 46.01
skincare	\$ 47.26
Grand Total	\$ 49.46



Orders	Distribution of Orders	
cosmetics	\$	26.00
haircare	\$	34.00
skincare	\$	40.00
Grand Total	\$	100.00



Orders	Avg Rev gen (Cosmetic)	Revenue over Average
cosmetics	\$ 6,212	
Bangalore	\$ 6,437	3.61%
Chennai	\$ 6,292	1.29%
Delhi	\$ 6,238	0.42%
Kolkata	\$ 6,041	-2.76%
Mumbai	\$ 6,145	-1.09%
Grand Total	\$ 6,212	



Orders	Revenue Distribution
cosmetics	27.96%
haircare	30.20%
skincare	41.83%

