

Geographical Performance

Key Insights:

1.) Mumbai as the highest performing city:

- 24% of all revenue generated is from Mumbai, and has the relatively low average shipping time (5.55 days).

- Indicates strong logistics infrastructure and customer demand

2.) Kolkata revenue generation consistent with Mumbai, but slower shipping times:

- Also holds 24% of all revenue, but has slower average shipping times (5.96 days).

- Sustained regional demand despite slower lead times.

3.) Bangalore, low revenue share, fastest shipping time:

- Revenue share at 18%, but holds fastest lead time at 5.28 days.

- Reflects operational efficiency despite lower sales volume.

4.) Delhi has the lowest revenue and above average lead times:

- This may reflect possible constraints affecting revenue performance.

5.) Recommendation:

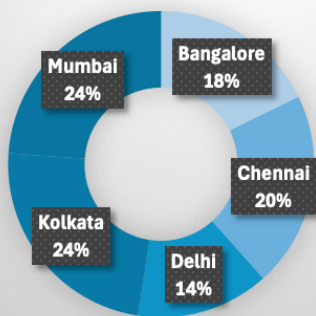
- Prioritize optimizing Kolkata lead time performance as it could potentially benefit from faster delivery times.

- Maintain focus on Mumbai as it could act as a benchmark for all other cities.

Row Labels	Sum of Revenue generated
Bangalore	\$ 102,602
Chennai	\$ 119,143
Delhi	\$ 81,028
Kolkata	\$ 137,078
Mumbai	\$ 137,755
Grand Total	\$ 577,605

Row Labels	Avg Shipping Times
Bangalore	5.28
Chennai	6.00
Delhi	5.93
Kolkata	5.96
Mumbai	5.55
Grand Total	5.75

Sum of Revenue generated



Avg Shipping Times

