

# Supplier 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.

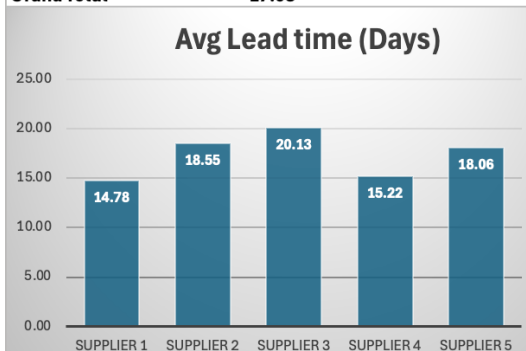
### 2.) Cosmetics have the highest Average Price per Order, but lowest shares:

- 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.

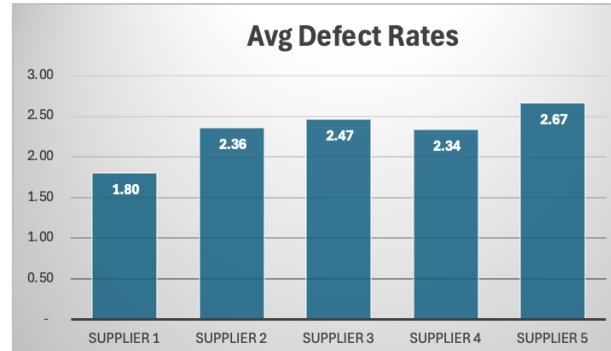
### 3.) Efficiency opportunities

- 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.

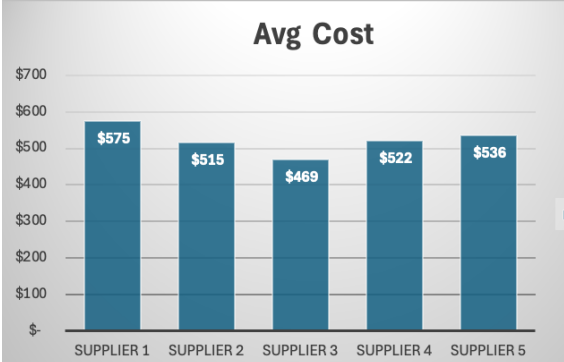
Supplier	Avg Lead time (Day)
Supplier 1	14.78
Supplier 2	18.55
Supplier 3	20.13
Supplier 4	15.22
Supplier 5	18.06
Grand Total	17.08



Supplier	Avg Defect Rates
Supplier 1	1.80
Supplier 2	2.36
Supplier 3	2.47
Supplier 4	2.34
Supplier 5	2.67
Grand Total	2.28



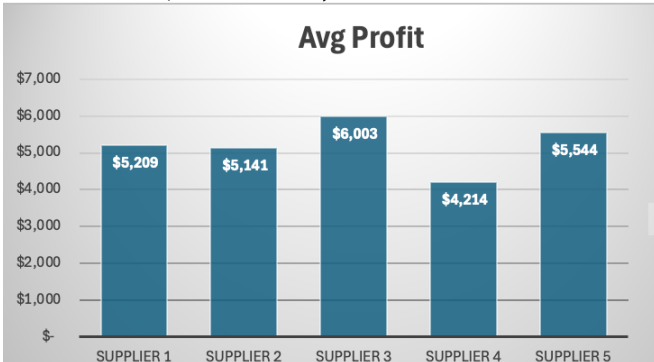
Supplier	Avg Cost
Supplier 1	\$ 575
Supplier 2	\$ 515
Supplier 3	\$ 469
Supplier 4	\$ 522
Supplier 5	\$ 536
<b>Grand Total</b>	<b>\$ 529</b>



Supplier	Total Profit	Profit Percentage
Supplier 1	\$ 140,637	27.08%
Supplier 2	\$ 113,095	21.77%
Supplier 3	\$ 90,038	17.33%
Supplier 4	\$ 75,844	14.60%
Supplier 5	\$ 99,785	19.21%
<b>Grand Total</b>	<b>\$ 519,399</b>	



Supplier	Avg Profit
Supplier 1	\$ 5,209
Supplier 2	\$ 5,141
Supplier 3	\$ 6,003
Supplier 4	\$ 4,214
Supplier 5	\$ 5,544
<b>Grand Total</b>	<b>\$ 5,194</b>



Supplier	Distribution
Supplier 1	27
Supplier 2	22
Supplier 3	15
Supplier 4	18
Supplier 5	18
<b>Grand Total</b>	<b>100</b>

