**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.

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