**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.

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