Vrinda Store Data Analysis

2022 Performance Summary

Performance at a Glance

₹21.2M

Total Revenue

Strong annual performance across all channels

31,047

Total Orders

Consistent customer engagement throughout the year

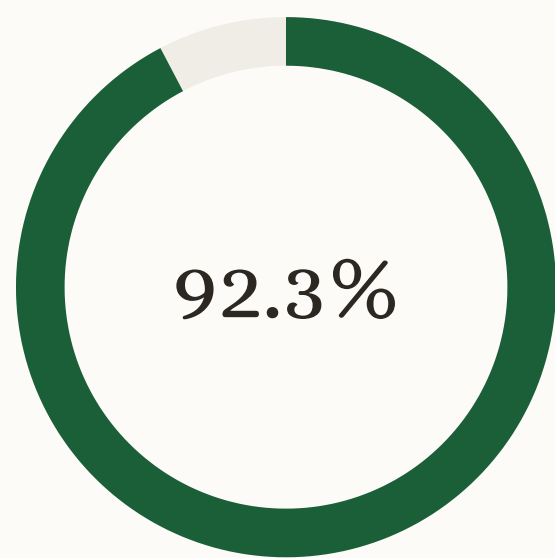## ₹682

Average Order Value

Healthy basket size per transaction

92.3%

Delivery Rate

Excellent fulfillment performance
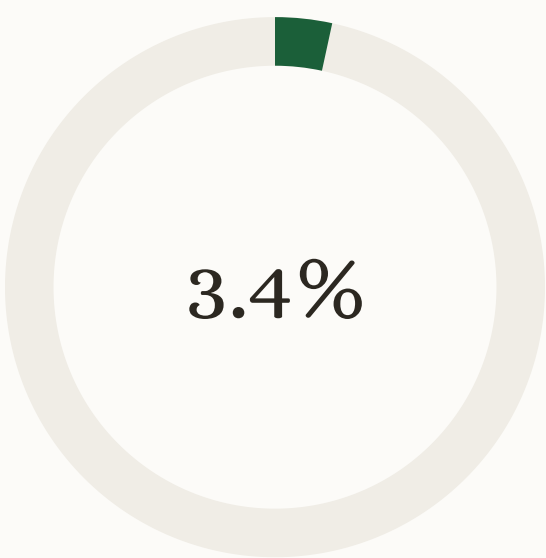
Made with GAMMA

Order Status Breakdown

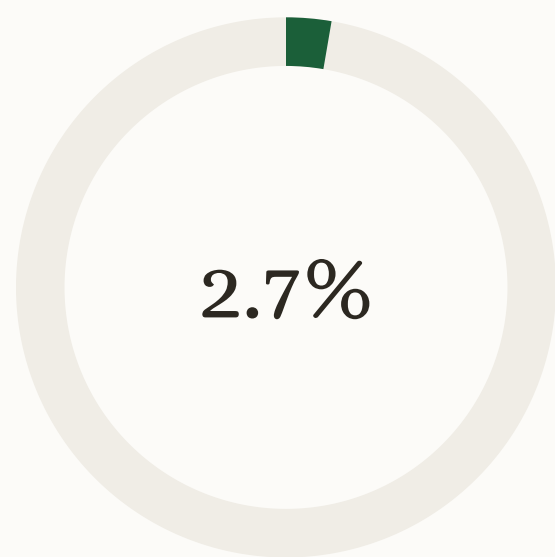Understanding our fulfillment efficiency and customer satisfaction metrics

92.3%

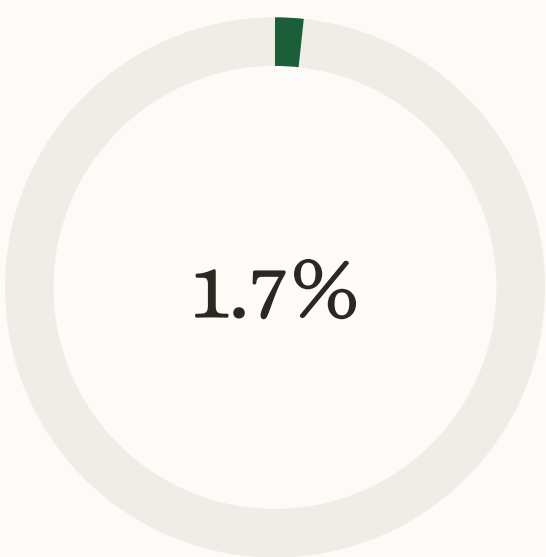### Delivered

Successfully completed orders

3.4%

Returns

Customer return rate

2.7%

Cancellations
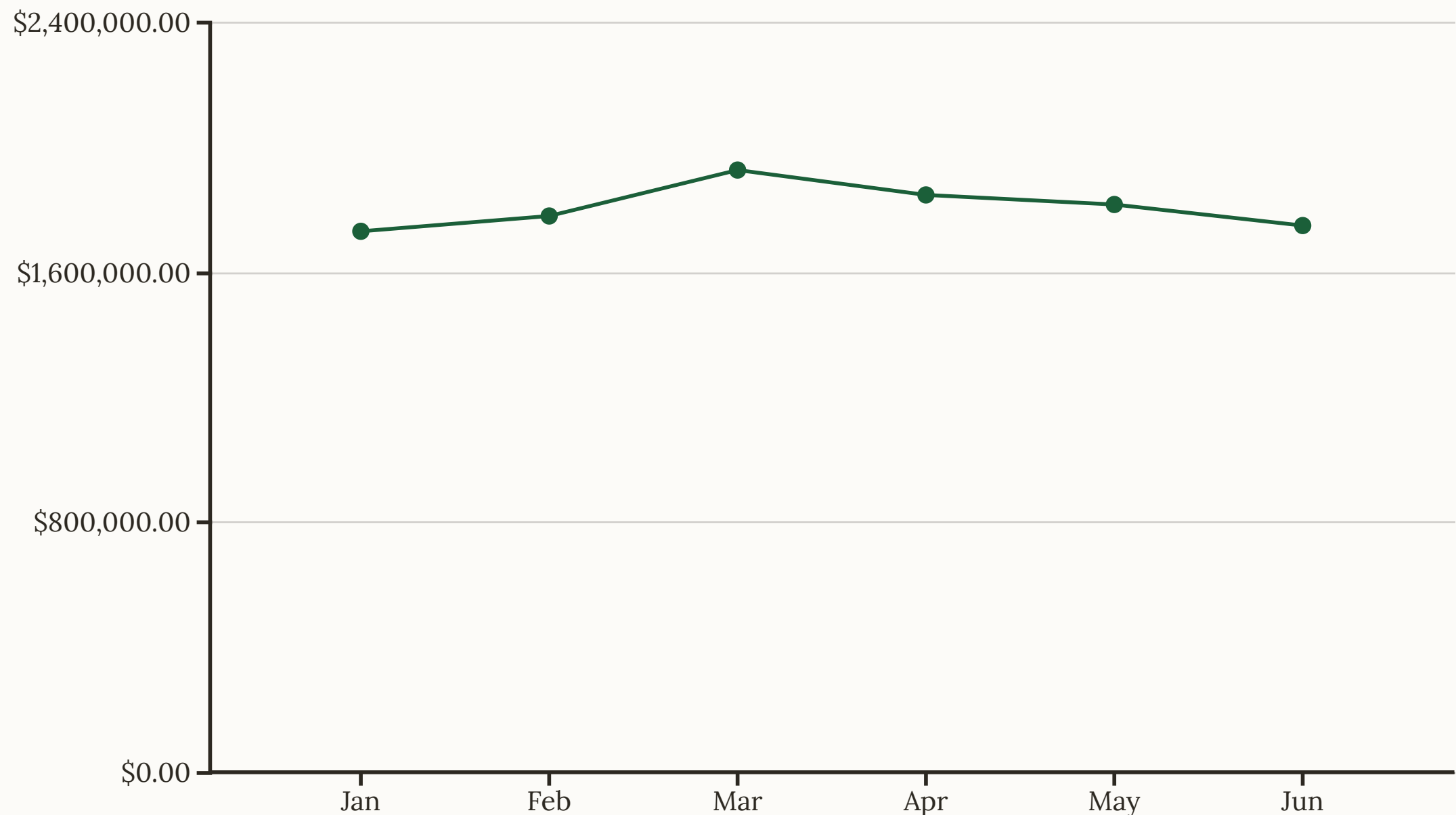
Order cancellation rate

1.7%

Refunds

Refund processing rate

Monthly Revenue Trends

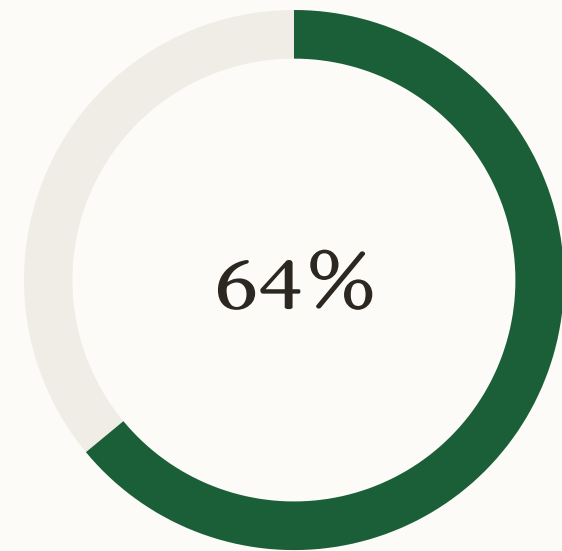Peak performance in March with ₹1,928,066 in sales, showing strong seasonal patterns
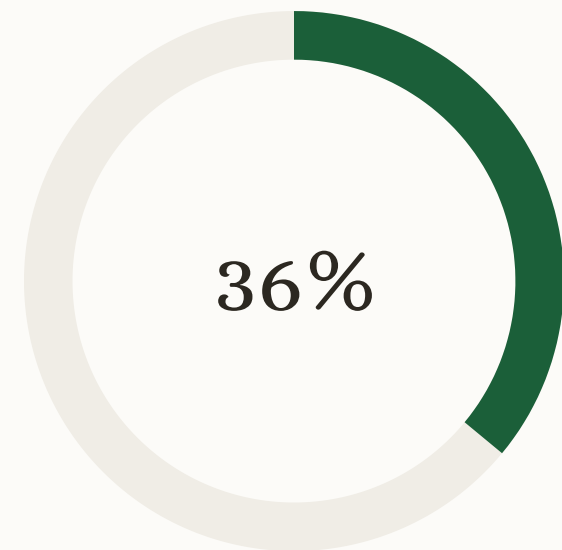
Customer Demographics

Women Lead Revenue

Female customers drive approximately 64% of total revenue compared to male customers at 36%.

This significant gender split reveals a clear target audience for marketing campaigns and product development strategies.

- Women: ~₹13.5M revenue
- Men: ~₹7.6M revenue
- Total unique customers: 28,437

64%

Women

36%

Men

Top Sales Channels

Amazon

₹7,519,933

Leading marketplace channel driving maximum revenue

Myntra

Strong fashion platform performance

Flipkart

Consistent e-commerce presence

Others

Diversified channel mix

Geographic Performance

Top Revenue States

Maharashtra

₹2,990,221 – Highest revenue state requiring priority inventory and promotions

Karnataka

Strong southern market presence with consistent performance

Uttar Pradesh

Growing northern region with expansion potential

Telangana

Emerging market with increasing customer base

Product Category Mix

Set category leads product performance, indicating strong customer preference for bundled offerings

Top Categories

- **Set** – Leading category driving maximum sales
- **Kurta** – Traditional wear favorite
- **Western Dress** – Contemporary fashion segment
- **Top** – Casual wear staple

Key Insights

01

Gender Focus

Women drive ~64% of revenue vs Men ~36%, indicating clear target demographic

02

Seasonal Peaks

March achieved peak revenue (₹1,928,066); align campaigns to seasonality

03

Channel Dominance

Amazon contributes ₹7,519,933 revenue as top-performing channel

04

Geographic Priority

Maharashtra leads with ₹2,990,221; prioritize inventory and promotions

05

Category Leader

Set category dominates; expand assortment and bundle offerings

Strategic Recommendations

Targeted Campaigns

Deploy focused marketing in top states