## VRINDA STORE ANNUAL REPORT 2023 Month **ORDER STATUS** May Sum of AMOUNT —— Count of Order ID **ORDERS VS SALES** SALES:MEN VS WOMEN Refunded 2.00M 2900 Jun 1.95M 2800 Jul 1.90M Returned 2700 1.85M 3% Aug 1.80M 2600 Men Cancelled 1.75M 2500 Sep V 1.70M 3% Delivered 2400 1.65M 92% 1.60M 2300 1.55M Channel 2200 1.50M 2100 1.45M Ajio Oct Jun Sep Amazon **AMENazon** Flipkart SALES:TOP 5 STATES ORDERS: CHANNELS Men Women ORDERS: AGE VS GENDER Meesho Amazon TAMIL NADU 1.68M 40.00% 35% 34.59% 35.00% TELANGANA 1.71M **AMENazon** Category 30.00% Flipkart 22% 25.00% Bottom UTTAR PRADESH 2.10M 21.13% 20.00% **Ethnic Dress** 15.47% 13.70% KARNATAKA 2.65M 15.00% Ajio kurta 9.20% Meesho 10.00% 6% 5.91% MENY MAHARASHTRA 2.98M 5% Saree 5.00% Others MENeesh 0.00M 2.00M 3.00M 1.00M 4.00M Set 0.00% 4% Nalli ADULT SENIOR TEENAGER Myntra 5% 23%