VRINDA STORE ANNUAL REPORT

**Problem Statement :**

Vrinda Store wants to create an annual report for the year 2022 to better understand its customers, analyze sales trends, and identify key growth areas. This analysis will help the store make informed decisions and plan effectively for increased growth in 2023**.**

**Business Questions Answered:**

1. Compare the sales and orders using a single chart

A combo chart (bar for sales and line for orders) was used to show trends over the year. March had the highest sales and order count, while December saw the lowest performance.

2. Which month got the highest sales and orders?

✅ **March** recorded the highest sales and number of orders.  
✅ **December** showed the lowest, suggesting a year-end dip.

3. Who purchased more – men or women in 2022?

Women contributed 64% of total sales, while men accounted for 36%. This shows women were the primary buyers in 2022.

4. What are different order status types in 2022?

* Delivered: 92%
* Cancelled: 3%
* Returned: 3%
* Refunded: 2%  
  The high delivery rate indicates strong logistics and customer service performance

5. List top 10 states contributing to the sales  
 Top 5 states from the dashboard:

* Maharashtra – ₹2.99M
* Karnataka – ₹2.65M
* Uttar Pradesh – ₹2.10M
* Telangana – ₹1.71M
* Tamil Nadu – ₹1.68M

6. Relation between age and gender based on number of orders  
Adults placed the most orders, especially adult women. Senior and teenage groups also contributed, but in smaller numbers.

7. Which channel is contributing to maximum sales?  
Amazon was the top sales channel with 35%, followed by Flipkart (22%) and Myntra (23%). Meesho and others contributed smaller portions.

* **Sample Insights :**
* Women are more like to buy compared to Men 65%
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states 35%
* Adult age group (30-49 yrs) is maximum contributing (80%)
* Amazon, Flipkart and Myntra channels are maximum contributing (80%)
* **Final Conclusion to improve Vrinda store sales :**

The 2022 analysis of Vrinda Store reveals clear patterns in customer behavior and sales performance. Women, especially adults, were the primary customers, and Amazon proved to be the most successful sales channel. States like Maharashtra and Karnataka contributed significantly to revenue, while product categories such as sarees and ethnic wear were in high demand. March recorded the highest sales, while December showed the lowest, highlighting seasonal sales variations.

To drive growth in 2023, Vrinda Store should:

* Focus more on adult female customers by launching targeted campaigns
* Expand inventory and promotions in top-performing states
* Strengthen presence on Amazon and Flipkart
* Introduce end-of-year offers to improve December sales
* Reduce return/cancel rates by improving product information and delivery experience

By implementing these data-driven strategies, Vrinda Store can enhance customer satisfaction, increase revenue, and achieve sustainable growth in the coming year

**Dashboard :**

****