# Vrinda Store Data Analysis

**month**
- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul

**Channel**
- Ajio
- Amazon
- Flipkart
- Meesho
- Myntra
- Nalli
- Others

**Category**
- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree
- Set
- Top
- Western Dress

### Orders Vs Sales

(Legend: Sum of Amount, Count of Order ID)

Bar/line chart by month Jan–Dec, left axis 0.00M–0.50M, right axis 0–1200.

### Sales:Men vs Women

- Men 2%
- Women 98%

### Order Status

- Delivered 90%
- Refunded 3%
- Returned 3%
- Cancelled 4%

### Sales Top 5 States

- UTTAR PRADESH — 0.39M
- TELANGANA — 0.44M
- TAMIL NADU — 0.57M
- KARNATAKA — 0.67M
- MAHARASHTRA — 0.72M

### Orders:Age Vs Gender

(Legend: Men, Women)

- Adult: 0.486693471, 0.0094773...
- Senior: 0.193949837, 0.003542026
- Teenager: 0.302412407, 0.003924947

### Channels

- Ajio 6%
- Amazon 35%
- Flipkart 21%
- Meesho 5%
- Myntra 24%
- Nalli 5%
- Others 4%
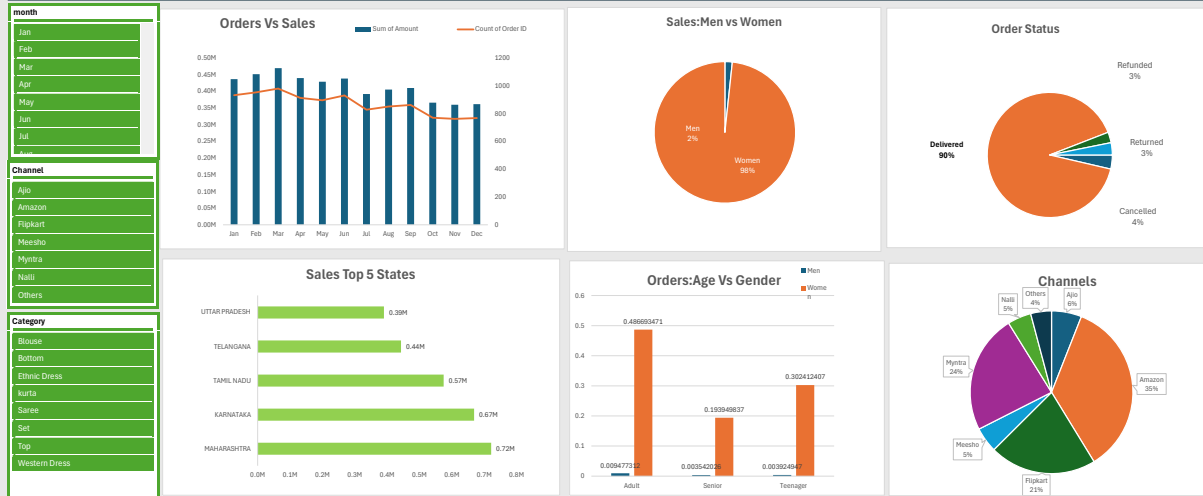
## Sample Insights

- Women are more likely to buy compared to men (~65%).
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (~35%).
- Adult age group (30-49 years) is max contributing (~50%).
- Amazon, Filpcart and Myntra channels are max contributing (~80%).

**Final conclusion to improve Vrinda store sales.**

Target women customer s of age group (30-49 years) lives in Maharashtra, Karnataka and Uttar Pradesh by short Ads/offers/coupons available on Amazon, Flipcart and Myntra.