# Vrinda Store Data Analysis Report

## 1. Sales vs Orders

Time Frame: Monthly breakdown (e.g., Jan, Feb, Mar).  
Metrics:  
- Sales (Amount):  
 - Jan: ₹1,820,601  
 - Feb: ₹1,875,932  
 - Mar: ₹1,928,066  
- Order Count:  
 - Jan: 2,702  
 - Feb: 2,750  
 - Mar: 2,819  
Observation: Both sales and order volume increased month over month, indicating positive growth.

## 2. Gender-wise Customer Data

Total Orders:  
- Men: 9,452  
- Women: 21,553  
Observation: Women make up the majority of the customer base, contributing to more than double the orders placed by men.

## 3. Order Status Distribution

Total Orders Analyzed: 30,002  
Breakdown:  
- Delivered: 28,641  
- Cancelled: 844  
- Refunded: 517  
Observation: ~95% of orders are successfully delivered, indicating efficient logistics.

## 4. Top Sales by States

Top Performing States:  
- Delhi: 1,833 orders  
- Andhra Pradesh: 1,369 orders  
- Haryana: 1,118 orders  
Observation: Northern and Southern Indian states are strong markets.

## 5. Age vs Gender (Customer Demographics)

Distribution (Proportion of Orders):  
- Adult Men: ~15.4%  
- Adult Women: ~34.6%  
- Senior Men: ~5.9%  
- Senior Women: ~13.7%  
Observation: Adult women are the primary customer segment.

## 6. Sales Channel Distribution

Platform Share (Proportion of orders):  
- Amazon: 35.4%  
- Ajio: 6.2%  
- AMaleazon: 0.03% (Possible typo or duplicate of Amazon)  
Observation: Amazon is the dominant sales channel. “AMaleazon” may be a data entry issue.

## 7. Vrinda Store Detailed Orders

Contains individual order-level details:  
- Customer ID, Gender, Age Group  
- Date, Status, Channel, Product Category, Size  
- Amount, City, State, Country  
Insights:  
- Most products sold include kurtas and sets  
- Product sizes vary, but popular ones include M, L, XXL  
- Key cities include Mohali, Gurugram, and Kolkata

## 8. vrinda store reports 2025

Status: This sheet is currently empty. Likely reserved for future data or a summary dashboard.

## Key Takeaways

- Strong growth in sales and orders month-over-month.  
- Women and adult customers dominate the purchase demographics.  
- Amazon is the most successful sales channel, though data cleaning is needed.  
- Northern India is a prime market region.