Vrinda Store Annual Sales Analysis (Year 2023)

Problem Statement for Vrinda Store Annual Report 2023:

Despite achieving strong sales in early months and a dominant delivery rate, **Vrinda Store is facing a decline in orders and customer engagement in the latter half of the year**, along with skewed gender and age-based purchasing behavior and an over-reliance on a few sales channels and states.

Key Observations (from Dashboard):

1. **Orders vs Sales Decline**:

   o Sales and orders peaked in February–March but steadily declined from April to October.

   o Count of orders dropped from ~2900 (Feb) to ~2400 (Oct), despite stable average sales amount.

2. **Sales by Gender**:

   o Women account for 64% of purchases, men only 36%, indicating a **gender imbalance** in buyer engagement.

3. **Age vs Gender**:

   o The adult group (especially women) dominates purchases (34.59%), but **seniors (5.91% men)** and **teenagers (9.2% men)** are significantly underrepresented.

4. **Channel Dependency**:

   o Amazon and Flipkart alone make up 57% of total sales, which shows **dependency on limited platforms**, posing risk if one underperforms.

5. **Geographical Sales Skew**:

   o Maharashtra alone contributes ~2.99M in sales, much higher than Tamil Nadu (1.68M) or Telangana (1.71M), suggesting a **regional concentration risk**.

6. **Order Status**:

   o 92% delivered successfully. But 8% issues (3% cancelled, 2% refunded, 3% returned) still represent a significant potential loss.

Suggested Solutions:

Problem Area	Proposed Solutions
📉 Declining Orders	- Launch monthly loyalty programs. - Analyze product relevance by season/month. - Push mid-year campaigns.
👫 Gender Disparity	- Introduce male-targeted product lines or offers. - Use male-centric influencers or campaigns.
👶 Under-targeted Age Groups	- Create category campaigns (e.g., "Youth Specials"). - Offer senior-friendly UI or senior discounts.
🛒 Channel Over-reliance	- Expand to niche platforms (e.g., TataCliq). - Improve brand presence on lower-performing channels.
🌍 Regional Concentration	- Localize ads/content for low-performing states. - Use region-based influencers.
🔄 Returns/Cancellations	- Improve product descriptions & visuals. - Offer better size guides & customer support.