

Executive Summary

Overview

The Vrinda Store Annual Report 2022 highlights key sales performance metrics, customer demographics, order statuses, and geographical distribution of sales. This comprehensive dashboard provides actionable insights into sales trends and customer behavior, empowering data-driven decision-making.

Key Insights

1. Sales vs. Orders (Monthly Trends)

- **Peak Performance:** Sales peaked in **February**, with a significant increase in both order count and revenue compared to other months.
- **Seasonal Variation:** Sales showed a declining trend from March onward, stabilizing in the second half of the year.

2. Sales Demographics (Men vs. Women)

- Women accounted for a dominant share of total sales, contributing **69.4%** of the revenue.
- Men contributed **30.6%**, suggesting an opportunity to expand male-focused product lines or marketing campaigns.

3. Order Status

- A highly efficient fulfillment system ensured that **92% of orders were delivered successfully**.
- **2% of orders were refunded**, and **3% each were canceled and returned**, highlighting areas for potential improvement in customer satisfaction and return policies.

4. Orders: Age vs. Gender

- Adults were the most significant contributors, comprising **52.8% of sales**.
- Senior and teenage segments contributed less than **10% each**, indicating potential untapped markets or lower product relevance.

5. Channel-Wise Sales

- **Amazon** was the leading sales channel, contributing **35.5%** of revenue, followed by **Flipkart** with **21.6%** and **Myntra** with **23.3%**.

- Smaller channels like **Nalli**, **Meesho**, and others accounted for less than **5% each**, reflecting a potential area for strategic partnerships or channel expansion.

6. Top 5 States by Sales

- **Maharashtra** led with sales totaling **₹2.99M**, followed by **Karnataka (₹2.65M)** and **Uttar Pradesh (₹2.10M)**.
- **Tamil Nadu** and **Telangana** also showed strong performance, suggesting a geographical focus for further growth.

Recommendations

1. Boost Sales During Off-Peak Months

- Implement targeted promotions, discounts, or new product launches to sustain revenue during months with declining sales.

2. Expand Male Customer Base

- Introduce male-oriented marketing campaigns and broaden product offerings that appeal to men.

3. Optimize Order Fulfillment

- Address the 8% of non-delivered orders through process improvement, better quality checks, or enhanced return policies.

4. Explore Untapped Age Groups

- Develop products or marketing campaigns targeting senior and teenage customer demographics.

5. Channel Diversification

- Strengthen underperforming sales channels like **Nalli** and **Meesho** through collaborations or platform-specific promotions.

6. Focus on High-Performing States

- Allocate resources to top-performing states for higher ROI while exploring opportunities to grow in underrepresented regions.