

Vrinda Store Annual Report 2022: Key Questions and Answers

1. What is the trend of orders and sales throughout the year?

Ans:- Sales and orders peaked in Q1, with March being the top-performing month.

2. What is the gender distribution of sales?

Ans:- 64% of sales came from women, while men contributed 36%.

3. Which states contributed the most to sales?

Ans:- The top-performing states were Maharashtra, Uttar Pradesh, and Telangana.

4. What is the status of orders?

- Delivered: 92%
- Canceled: 3%
- Returned: 3%
- Refunded: 2%

5. How do age groups and genders impact orders?

Ans:- Adults contributed the majority of orders, and women dominated across all age categories.

6. Which sales channels performed the best?

Ans:- Amazon ranked first, followed by Myntra and Flipkart.

7. What are the most popular product categories?

Ans:- Ethnic dresses and sarees were the most frequently purchased items.