Vrinda Stores Annual Sales Report 2023

# 1. Objective:

Vrinda Stores aims to create an annual sales report for 2023 to understand customer behavior, identify trends, and implement strategies to drive higher sales growth in 2024.

# 2. Sample Queries to Address in the Report:

## 2.1 Sales vs Orders Comparison:

Use a combined chart to compare sales and orders over the year.

## 2.2 Monthly Sales Insights:

Identify which month had the highest sales and the highest number of orders.

## 2.3 Demographic Breakdown:

Who contributed more to the sales in 2023—men or women?

## 2.4 Top 5 States Contributing to Sales:

Rank the top 5 states with the highest contribution to Vrinda Stores’ sales.

## 2.5 Relation Between Age & Gender:

Determine the relationship between age and gender in terms of the number of orders placed.

## 2.6 Top Sales Channels and Categories:

Identify the channels contributing the most to sales (Amazon, Flipkart, Meesho). Which product categories performed the best?

# 3. Sample Insights from Data Analysis:

## 3.1 Women are More Likely to Buy:

Data shows that women made approximately 65% of the total purchases, indicating a clear dominance in the customer base.

## 3.2 Top Contributing States:

The top 3 states in terms of sales contributions are:  
1. Maharashtra  
2. Karnataka  
3. Uttar Pradesh

4. Telangana

5. Tamilnadu

## 3.3 Age Group Contribution:

The 30-49 years age group made up 50% of the total orders, making it the most influential demographic in terms of purchasing power.

## 3.4 Sales Channels:

Amazon, Flipkart, and Meesho together contributed 80% of total sales. These channels should be the focus for future marketing and promotions.

# 4. Final Conclusion & Recommendations:

Target Audience: Vrinda Stores should focus on targeting women in the age group of 30-49 years who reside in Maharashtra, Karnataka, and Uttar Pradesh.  
Promotional Strategy: Offer personalized ads, discount coupons, and promotional offers on platforms like Amazon, Flipkart, and Meesho.  
Focus on Digital Channels: Leverage social media and digital marketing to target specific customer groups and drive engagement.  
Product Category Expansion: Expand the successful product categories identified through data analysis.