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# SALES REPORT

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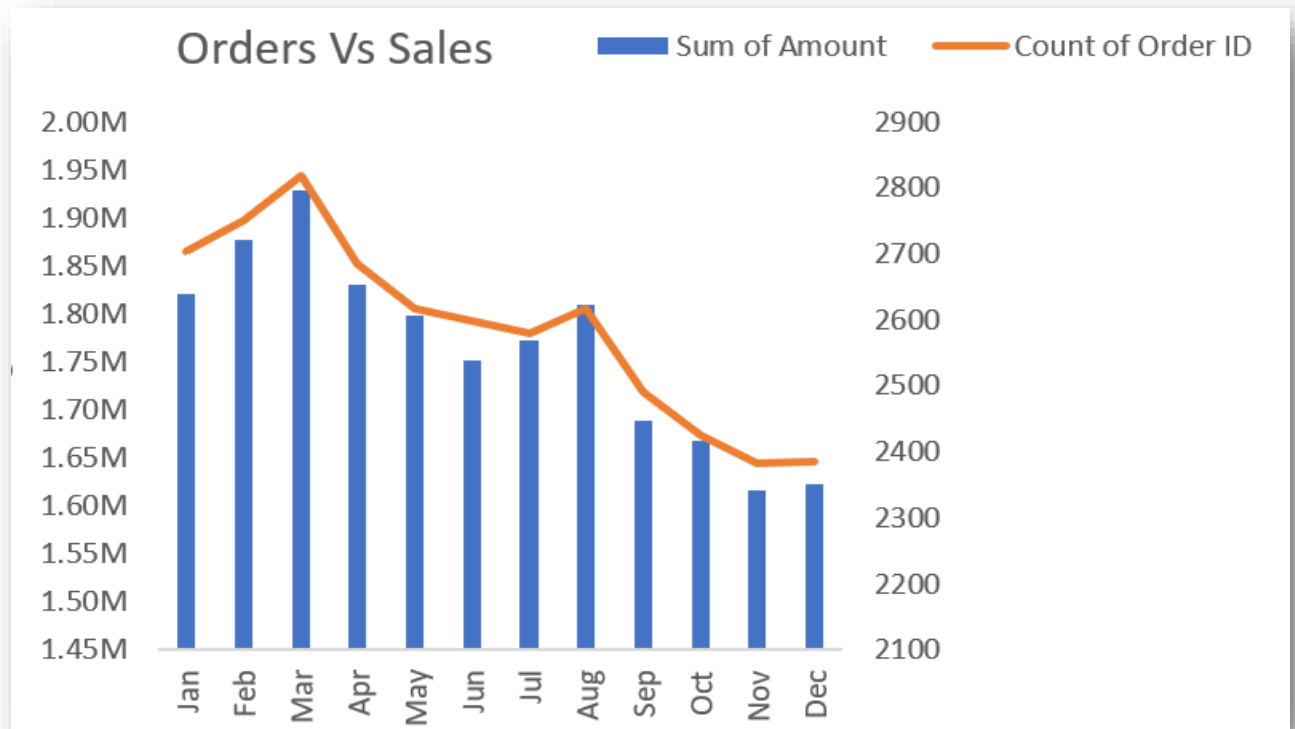
Vrinda store



JULY 7, 2023

GAURAV THAKUR  
Personal Project

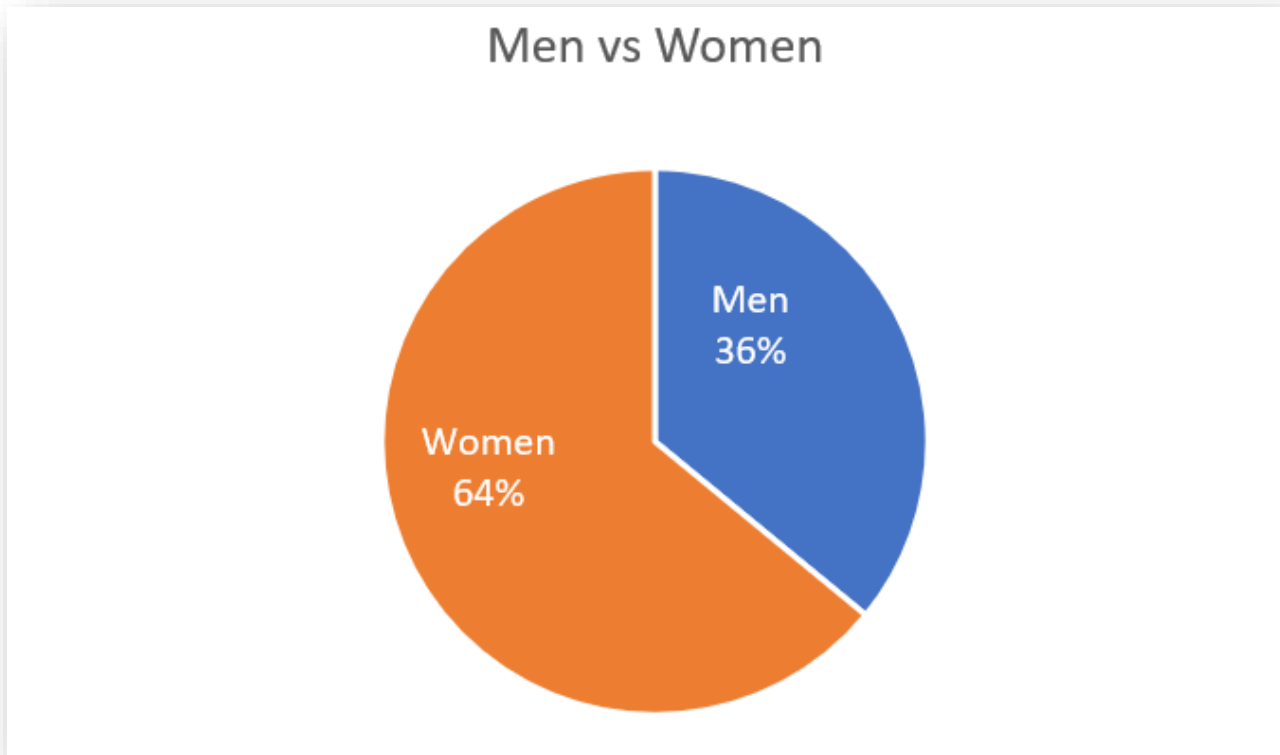
## 1. Compare Sales and Order Charts



The number of orders reached its peak in the month of March, with approximately 1.92 million sales, while November recorded the lowest number of orders at 1.6 million sales. This pattern was mirrored in the sales figures, as they also reached their highest point in March at 2700 orders and dipped to their lowest level in November, with approximately 2300 orders.

During the first quarter of 2022, a significant portion of our sales, approximately 26.5%, was achieved. This amounted to a total of 5.61 million sales over the course of three months.

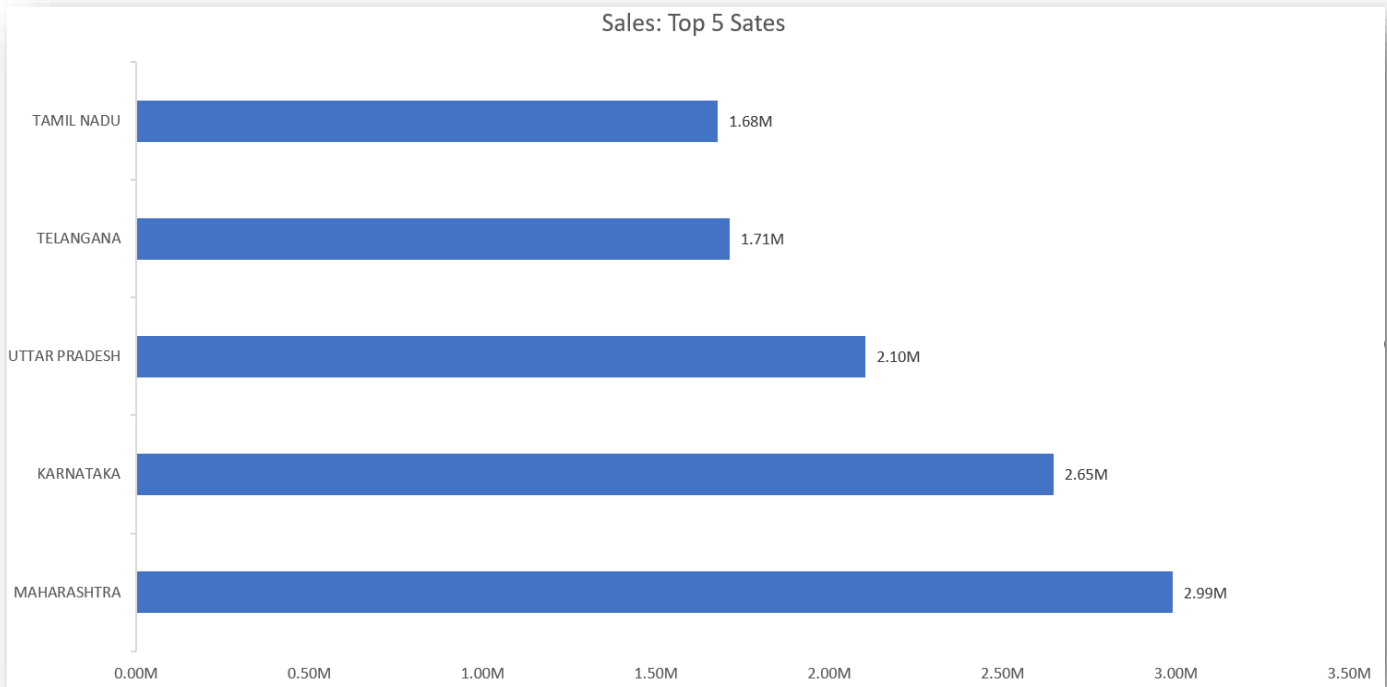
## 2. Who purchased more, man or woman in 2022



In the year 2022, a clear pattern emerges, indicating that women accounted for 64% of our total sales, while men contributed 36% to the overall sales. This stark contrast highlights the significant dominance of women in our sales figures, with their sales exceeding those of men by more than double.

Throughout the year 2022, it is evident that there was no month where men's sales came remotely close to the sales achieved by women. Women consistently dominated the sales figures, contributing significantly more than men in every month. This notable discrepancy emphasizes the strong performance and influence of women in our sales statistics.

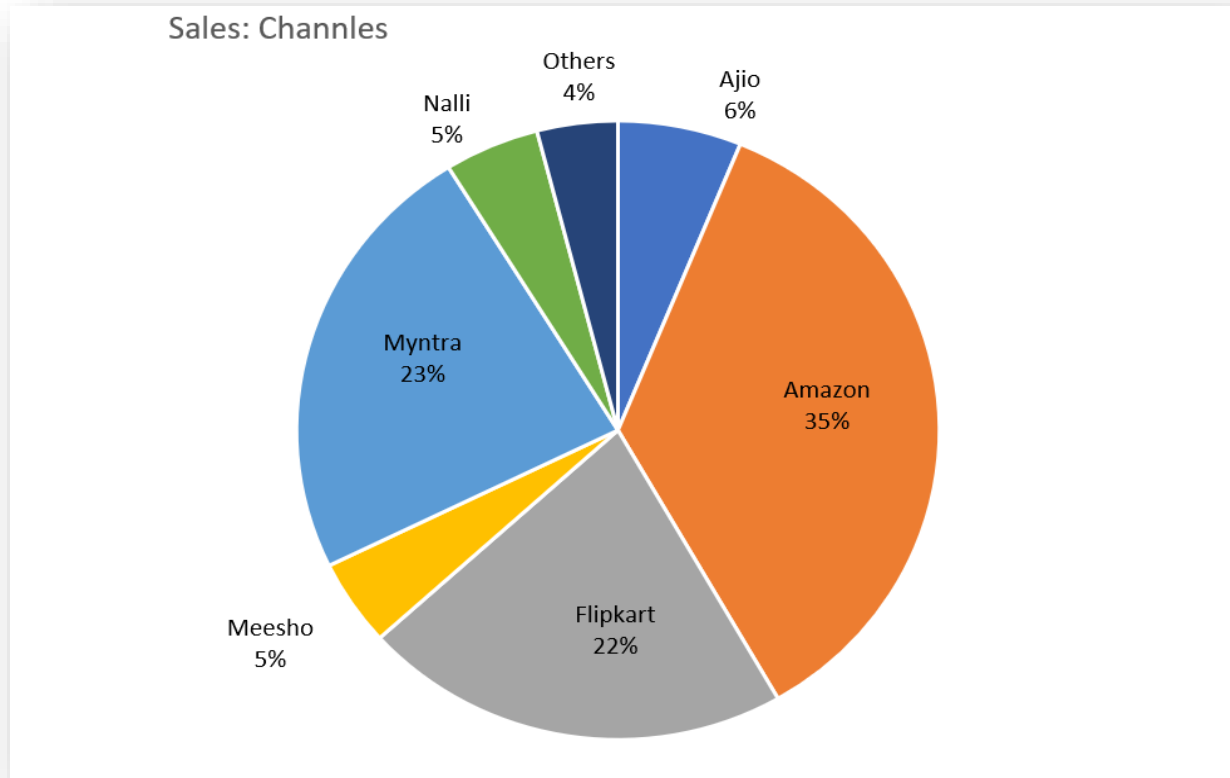
### 3. Sales By states



The analysis of sales by top states reveals that Maharashtra secured the highest position, with a total of 2.99 million sales. Following closely behind, Karnataka occupied the second spot with 2.65 million sales, while Uttar Pradesh secured the third position with 2.10 million sales. Remarkably, these top three states collectively contributed to 36.6% of the total sales, underscoring their significant impact on our overall sales performance.

Furthermore, the examination of sales by the top five states demonstrates their substantial influence, as they collectively accounted for 52% of the total sales. This highlights the significance of these states in driving our sales performance and underscores the importance of focusing on these key regions to ensure continued growth and success.

#### 4. Which medium is contributing to maximum sales



In a comprehensive analysis of the year's sales, it is evident that Amazon emerged as the market leader, contributing 35% to the total sales of VRINDA Store. Following closely behind, Myntra secured the second position with 23% of the sales, while Flipkart accounted for 22% of the sales. Remarkably, these three e-commerce giants collectively drove a staggering 80% of the total sales for VRINDA Store. This substantial dominance clearly indicates that Amazon is the preferred first choice for a significant number of Indian consumers when it comes to e-commerce shopping.