

Annual Sales Insight Report – Vrinda Store

1. Monthly Orders & Sales

- Peak Months: February, March, April show highest sales.
- Decline from May to December.
- Insight: Run promotions in later months.

2. Gender-Wise Sales

- Women contribute ~64% of total sales.
- Men contribute ~36%.
- Insight: Focus on women-oriented products.

3. Order Status

- Delivered: 28,641
- Cancelled: 844
- Refunded: 517
- Returned: 1,045
- Insight: Strong delivery performance.

4. Age Group Performance

- Adult Women: 34.59%
- Teen Women: 21.13%
- Adult Men: 15.47%
- Senior groups lowest.
- Insight: Adults drive major revenue.

5. Top State Sales

- Tamil Nadu, Karnataka, Delhi, Uttar Pradesh, West Bengal.
- Insight: Boost campaigns in these states.

6. Channel-Wise Sales

- Amazon highest.
- Next: Myntra, Flipkart, Ajio.
- Insight: Optimize listings on Amazon & Myntra.

7. Category Insights

- Best: Kurta, Saree, Top, Bottom, Ethnic Dress.
- Insight: Ethnic wear dominates.

FINAL INSIGHTS

- Women (especially adults) are main buyers.
- Amazon strongest platform.
- Q1 is best-performing quarter.
- High delivery success rate.