

Vrinda Store Report 2022

Month

Jan
Feb
Mar
Apr
May

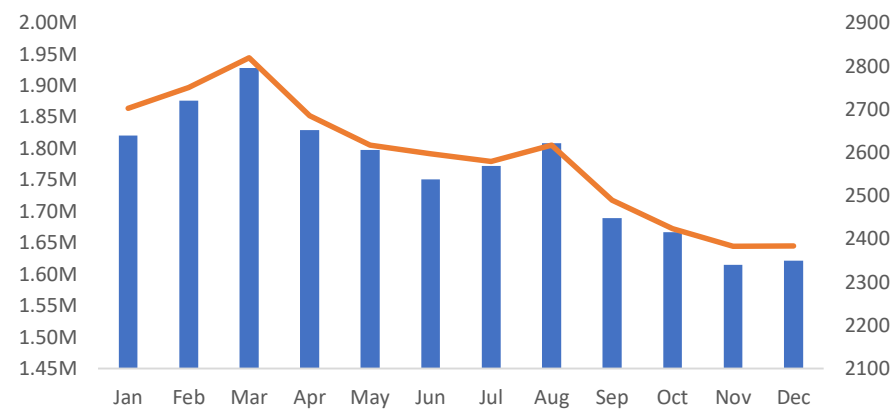
Channel

Ajio
Amazon
Flipkart
Meesho
Myntra

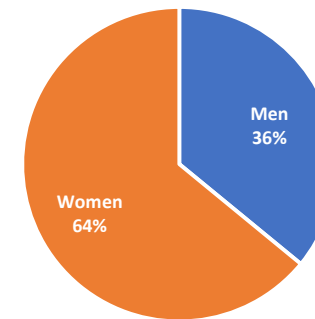
Category

Blouse
Bottom
Ethnic Dress
kurta
Saree

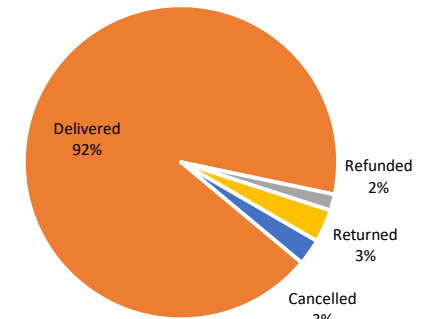
Orders Vs Sales



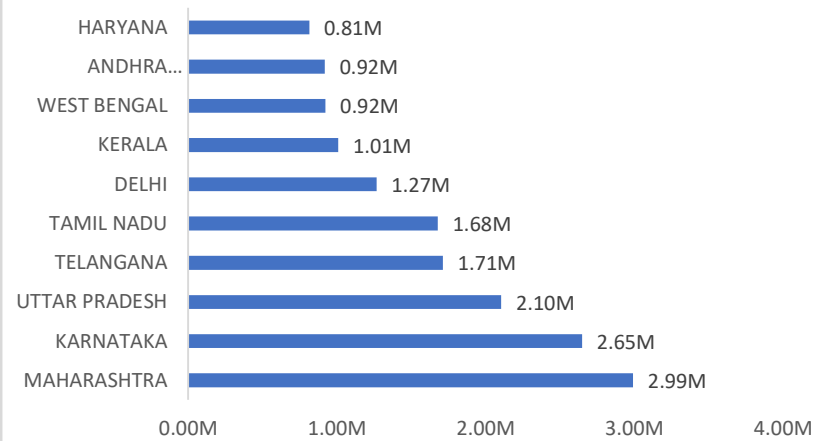
Sales: Men Vs Women



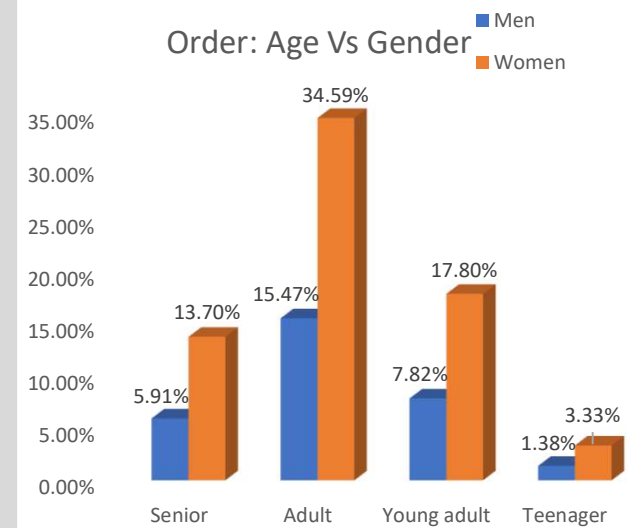
Order Status



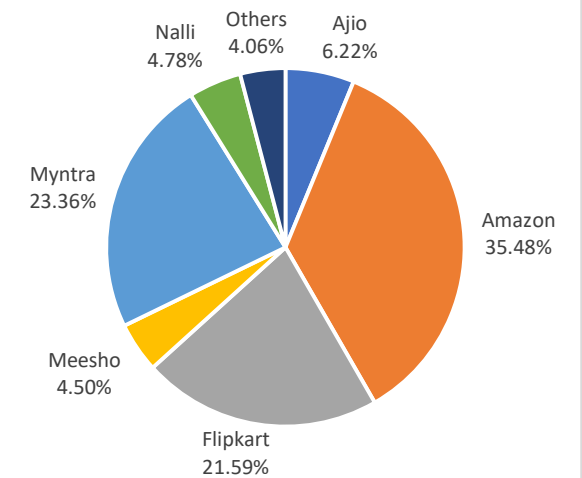
Sales: Top 10 states



Order: Age Vs Gender



Orders: Channels



Insights:

Women are more likely to buy compared to men (65%)
 Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%)
 Adult age group (30-49 yrs) is max contributing (—50%)
 Amazon, Flipkart and Myntra channels are max contributing (—80%)

Final Conclusion to improve Vrinda store sales:

Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/coupons/offers available on Amazon, Flipkart and Myntra.