**Vrinda Store Report 2022**

This report summarizes the key performance metrics for Vrinda Store in the year 2022, covering sales trends, order distribution, customer demographics, and channel performance.

A screenshot of a computer

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**1. Orders vs Sales Trend (Monthly)**

* The store saw **peak order volume and sales in March**, with approximately **2.9K orders and sales nearing 2M**.
* After March, both sales and order volumes gradually declined, ending the year with the **lowest performance in December**.
* **February and April** were also strong performers, maintaining sales near **1.9M**.
* The decline in the second half of the year indicates potential seasonal variation or reduced marketing impact.

**2. Gender-Based Sales Distribution**

* **Women accounted for 64%** of total sales, while **Men contributed 36%**.
* This highlights a stronger product-market fit or targeting strategy towards women consumers.

**3. Order Status Overview**

* **92% of orders were successfully delivered**, showcasing operational efficiency.
* **3% each were either cancelled or returned**, and **2% were refunded**, suggesting **low friction in fulfillment** and post-purchase service.

**4. Top 5 Performing States**

* **Maharashtra led with 3.0M in sales**, followed by Karnataka (2.6M), Uttar Pradesh (2.1M), Telangana (1.7M), and Tamil Nadu (1.7M).
* These states are key markets and should be prioritized for future campaigns and inventory planning.

**5. Orders by Age and Gender**

* **Adult women (34.59%)** were the dominant customer segment, followed by **Teenage women (21.13%)**.
* Across all age groups, **female customers had significantly more orders** than male counterparts, reinforcing the earlier gender sales insight.

**6. Channel Performance**

* **Amazon led the channel performance with 35% of orders**, followed by **Myntra (23%)**, **Flipkart (22%)**, and **Ajio (6%)**.
* Emerging platforms like **Meesho, Nalli, and Others** accounted for the remaining 14%, suggesting room for omnichannel expansion.

**Key Insights & Recommendations**

* **Customer Focus**: Women, especially adults and teenagers, are the primary buyers. Marketing should target this segment with relevant messaging and products.
* **Channel Strategy**: Amazon, Myntra, and Flipkart remain dominant platforms; continue strategic partnerships while exploring growth on niche platforms.
* **Geographic Targeting**: Invest more in high-performing states like Maharashtra and Karnataka. Consider analyzing underperforming states for growth opportunities.
* **Operational Efficiency**: With 92% delivery success, the logistics process is strong. Focus on maintaining this and reducing return/cancellation rates further.
* **Seasonal Planning**: Address the mid-to-late year dip with promotions, new collections, or loyalty programs to sustain engagement.