

Vrinda Sales Data Analyst

Operating in India's competitive fashion e-commerce market, Vrinda Store faces seasonal, customer-led demand influenced by price, convenience, and delivery reliability.

Industry

Fashion & Apparel - E-commerce / Omnichannel Retail (India)

Competition

Dominated by Amazon, Myntra, and Ajio.



Executive Summary: Key Data Insights

Revenue Growth

Month-on-month growth indicates stable demand and product-market fit.

Women Dominance

Women drive over 64% of total sales, making them core revenue drivers.

Marketplace Dependency

Amazon and Myntra are primary order channels, highlighting platform reliance.

Returns & Cancellations

Strong fulfillment, but returns/cancellations still impact revenue.

Core Buyers

Young-to-mid age groups are the primary customers, not older demographics.

Sales & Gender-Based Revenue Analysis

Sales & Order Trends

Monthly sales and order volume increased steadily from January to March, with growth aligning closely, indicating volume-led expansion without artificial price inflation.

- ▢ **Insight:** Scaling inventory is advisable to avoid capping growth.



Women Generate 2x Revenue

Women contribute significantly more revenue than men.

Inefficient Marketing Spend

Evenly split marketing budgets are inefficient; prioritize women-centric campaigns.

Action

Expand women's SKUs and run targeted promotions.

Customer Behavior & Operational Performance



Age Group vs. Gender Behavior

Adult women (young + mid-age) dominate transactions, while older age groups show minimal contribution.

- Insight:** Buyers are digitally comfortable and trend-sensitive. Focus messaging accordingly.

1

Order Status Performance

Delivered orders form the majority, indicating a functional logistics pipeline.

2

Returns & Cancellations

Returns and cancellations exist but are not alarming, yet impact profit.

3

Action

Audit top return SKUs and fix sizing charts, images, and descriptions.



Strategic Recommendations & Reality Check



Double Down on Women's Fashion

Focus on the primary cash engine.



Optimize, Don't Expand Blindly

Reduce returns before chasing more volume.



Marketplace-First, D2C-Aware

Mitigate platform dependency by building D2C readiness.



Data-Led Merchandising

Quickly eliminate low-performing SKUs.

Vrinda's data shows clear demand, a defined customer segment, and a growth path. Precision in strategic focus will determine if it becomes a brand or remains just a seller.