

Vrinda Store Annual Report 2022

Months

- Jan
- Feb
- Mar
- Apr
- May
- Jun

Channel

- Ajio
- Amazon
- Flipkart
- Meesho
- Myntra
- Nalli

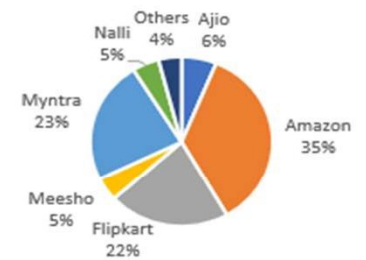
Category

- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree
- Saree

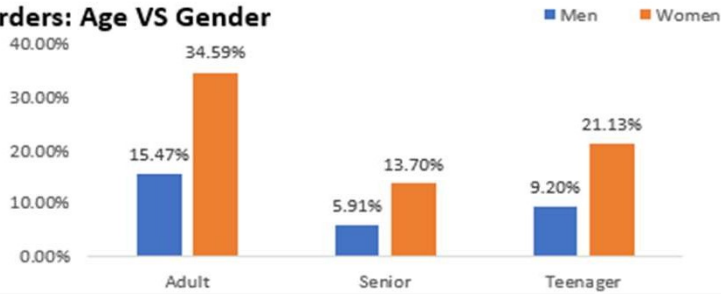
Orders VS Sale



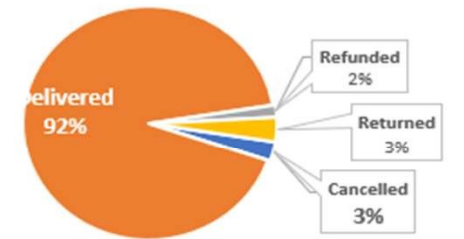
Orders:Chennal



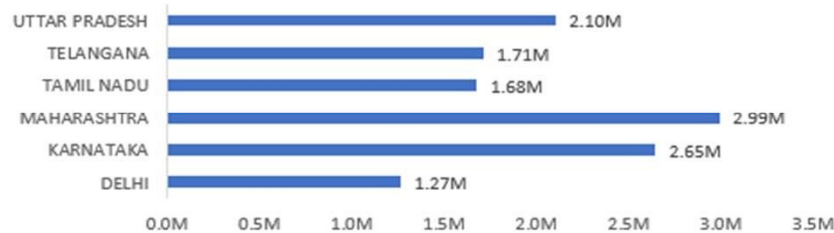
Orders: Age VS Gender



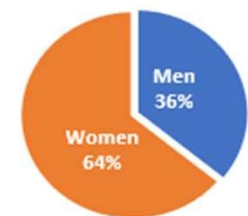
Order Status



Sales: Top 6 States



Sales: Men VS Women



conclusion : Target womens customers of age group between (30 to 49) living in MAHARASHTRA, KARNATAKA & UTTAR PRADESH bY showing ads/Offer/coupons available on AMAZON, FLIPKART & MYNTRA

Objective

- ▶ Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can **understand** their customers and grow more sales in 2023, 2024 & 2025.

Sample Questions

- ❑ Compare the sales and orders using single chart
- ❑ Which month got the highest sales and orders?
- ❑ Who purchased more- men or women in 2022?
- ❑ What are different order status in 2022?
- ❑ List top 10 states contributing to the sales?
- ❑ Relation between age and gender based on number of orders
- ❑ Which channel is contributing to maximum sales?
- ❑ Highest selling category?, etc.

Sample 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/offers/coupons available on Amazon, Flipkart and Myntra

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