

Vrinda Store Annual Sales Report 2022

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.

INSIGHTS REPORT:

1. Overall Sales & Order Trend

- Vrinda Store shows **consistent monthly sales growth**, with **March recording the highest sales and order volume**.
- Orders and revenue move in the **same direction**, indicating stable pricing and demand.
- The business experiences **strong performance in Q1**, suggesting effective campaigns or seasonal demand.

2. Customer Gender Analysis

- **Women customers contribute the majority of sales and orders**, significantly higher than men.
- This indicates that Vrinda Store's **product mix and marketing strategies are more appealing to female customers**.
- Focusing future promotions, offers, and new collections toward women can further boost revenue.

3. Order Status Performance

- **Delivered orders form the largest share**, showing **strong operational efficiency**.
- A small portion of orders are **cancelled or returned**, which is within an acceptable range.
- Reducing cancellations and returns even slightly can improve **net revenue and customer satisfaction**.

4. Top Performing States

- **Top 5 states contribute a major share of total sales**, indicating strong regional demand.
- These states should be **priority markets** for:
 - Faster delivery
 - Localized promotions
 - Inventory planning
- Expansion strategies can be planned by targeting **similar customer profiles in nearby states**.

5. Age & Gender Insights

- The **adult age group (especially women)** generates the highest number of orders.
- Teen and senior customer groups contribute comparatively less.
- This suggests Vrinda Store's core customer base is **working-age consumers**, ideal for premium and trend-based products.

6. Sales Channel Analysis

- **Online platforms (Amazon, Flipkart, Myntra, etc.) drive the majority of orders**.
- Offline or other channels contribute less, highlighting the strength of **e-commerce presence**.
- Increasing visibility through online ads, deals, and platform-specific discounts can maximize sales.

7. Key Business Recommendations

- Focus marketing campaigns on **women aged 25–45**
- Strengthen logistics in **top-performing states**

- Increase presence and offers on **top online sales channels**
- Reduce returns through better size guides and product descriptions
- Plan seasonal campaigns based on **high-performing months**.

Final Conclusion: Womens 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%).