VRINDA STORE ANALYSIS

21M
Sum of Amount

31K
Sum of Qty

Sum of Amount by Channel

- 8M (35.51%)
- 1M (4.38%)
- 1M (6.29%)
- 5M (21.6%)
- 5M (23.34%)

Channel
- Amazon
- Myntra
- Flipkart
- Ajio
- Nalli
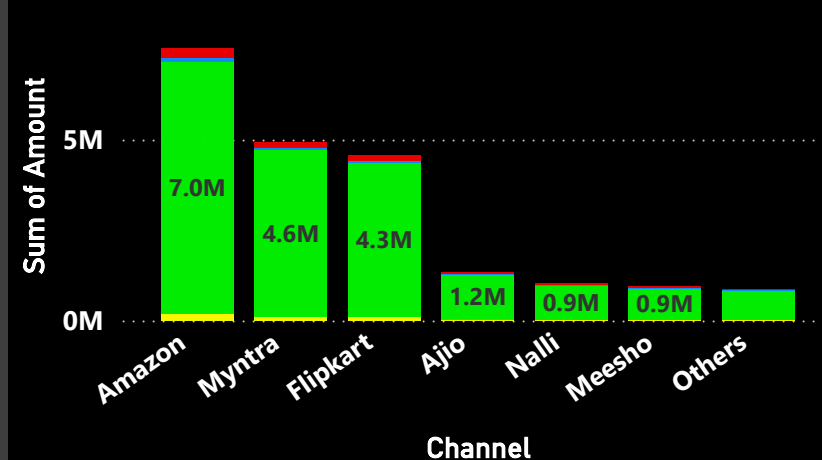- Meesho
- Others
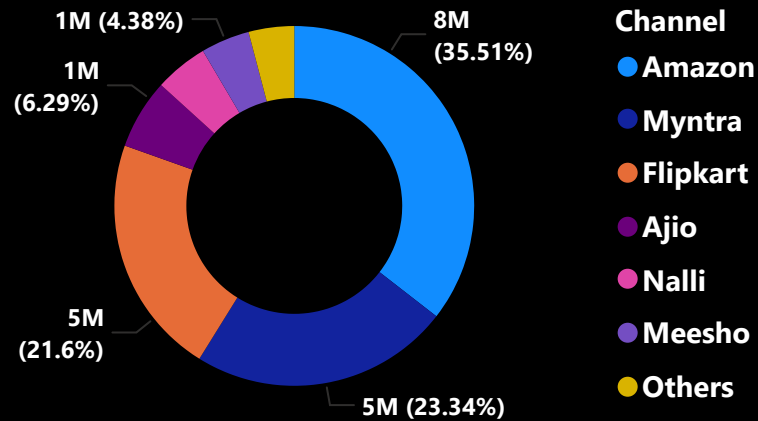
Sum of Amount by Channel and Status

Status ● Cancelled ● Delivered ● Refunded ● Returned

Sum of Amount

- Amazon: 7.0M
- Myntra: 4.6M
- Flipkart: 4.3M
- Ajio: 1.2M
- Nalli: 0.9M
- Meesho: 0.9M
- Others

Channel

Sum of Qty by ship-state

ship-state

- MAHARASH...: 4.5K
- KARNATAKA: 4.0K
- UTTAR PRA...: 2.9K
- TAMIL NADU: 2.7K
- TELANGANA: 2.5K

Sum of Qty

Count of Gender by Channel and Gender

Gender ● M ● W

Channel

- Amazon: 3.4K / 7.6K
- Myntra: 2.2K / 5.1K
- Flipkart: 2.0K / 4.7K
- Ajio: 0.6K / 1.3K
- Nalli: 0.5K
- Meesho: 0.4K
- Others: 0.4K

Count of Gender
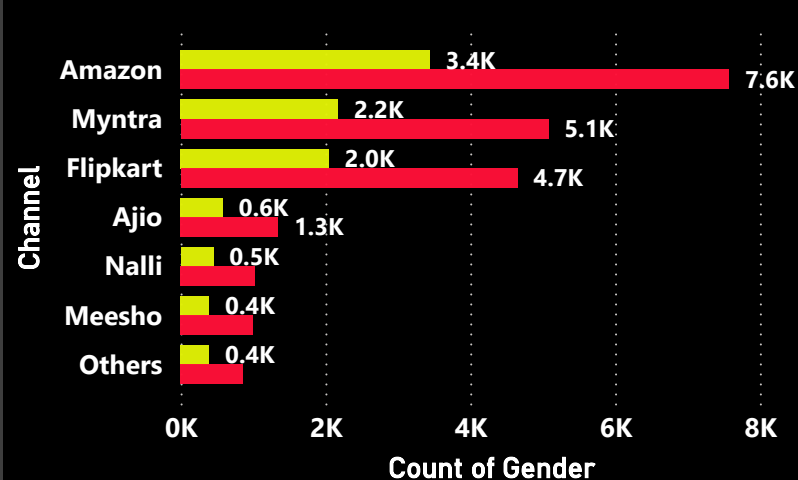
Sum of Amount by Category

- 11M (49.62%)
- 1M (5.6%)
- 0M (0.92%)
- 3M (14.8...)
- 5M (23.42%)

Category
- Set
- kurta
- Western Dress
- Top
- Saree
- Ethnic Dress
- Blouse
- Bottom

Sum of Qty by Category

Sum of Qty

- Set: 12.4K
- kurta: 10.5K
- Western Dress: 4.1K
- Top: 2.2K
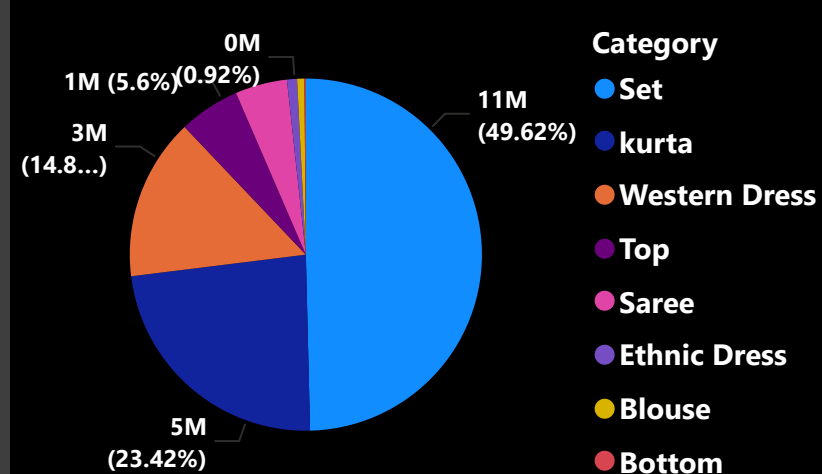
Category
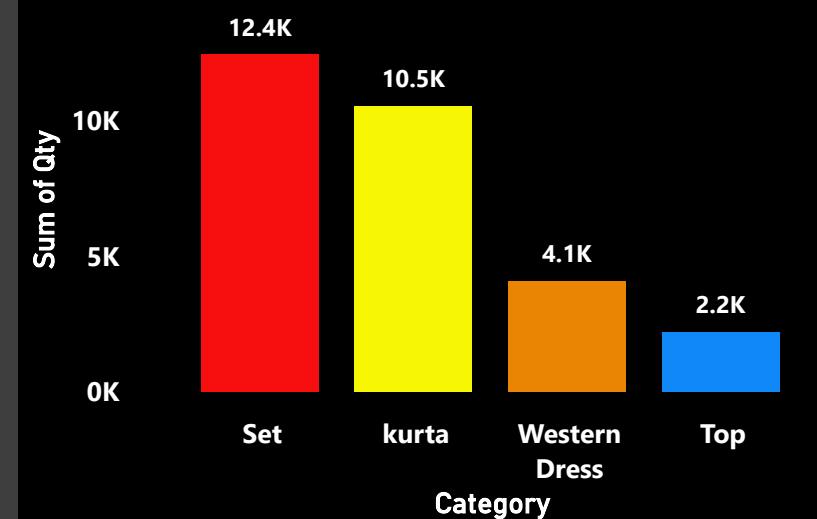
VRINDA STORE ANALYSIS

Following are the observations:

1. Total Sales of the store is 21M with 31K items sold.

2. Amazon has the highest numbers of orders compared to others e-commerce websites.

3. Amazon has delivered nearly 7M sum of amount to people followed by myntra and flipcart.

4. Female use more e-commerce website (i.e 7.6K alone from Amazon) than men.

5. Amazon has the highest number of female and as well men users.

6. Among category Set is the most sold out item i.e 12.6K and earned revenue of 11M followed by kurta and western dress.

7. Set is the highest sold item and holds nearly 50% of the market.

8. Highest number of shipment is in Maharashtra state with 4.5K shipments followed by Karnataka with 4K shipments.