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BUSINESS REPORT 2023



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V r i n d a

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Introduction:

This report provides a comprehensive analysis of the **sales and orders** for the Vrinda Store, aiming to optimize operations and drive growth. Key metrics such as **sales vs. orders, gender vs. order amount, order status vs. order, top ordering states, channels vs. state, age group vs. gender, and order vs. channel in percentage** are examined.

1. Sales vs Order:

The **highest sales** of ₹1,928,066 were recorded in **March**, accompanied by **2,819 orders** while **November** has the **lowest sales** of ₹1,615,356 with **2,384 orders**.

2. Gender vs Order Amount:

Women's orders accounted for ₹13,562,773 (64%) surpassing **men's orders** at ₹7,613,604 (36%).

3. Order Status vs Order:

The majority of orders were **delivered** (28,641), followed by **returns** (1,045), **cancellations** (844), and **refunds** (517).

4. Top 10 States in Ordering:

Maharashtra led in order amount with (₹2,990,221) followed by **Karnataka** (₹2,646,358) and **Uttar Pradesh** (₹2,104,659).

5. Channels vs State:

Amazon had the **highest order count** with (11,016) followed by **Myntra** (7,254) and **Flipkart** (6,703).



6. Age Group vs Gender:

Women dominated order placements across all age groups.

7. Order vs Channel in percentage:

Amazon consistently held the highest **percentage of orders**, followed by Myntra and Flipkart.

Conclusion:

In conclusion, this sales and order analysis provides insights to optimize operations and drive growth for Vrinda Store. Suggestions for strategic decision-making include leveraging successful sales months, targeting male customers, reducing cancellations and returns, focusing efforts on top ordering states, optimizing channel performance, targeting specific age groups, and staying informed about market trends.



Recommendations:

1. **Leverage Success:** Identify factors behind **March's high sales** for replication.
2. **Target Male Customers:** Implement targeted marketing campaigns to increase **male order amounts**.
3. **Reduce Cancellations and Returns:** Minimize cancellations, refunds, and returns through **quality improvement** and enhanced **customer support**.
4. **Focus on Top Ordering States:** Enhance **customer satisfaction** and **loyalty** in **Maharashtra, Karnataka, and Uttar Pradesh**.
5. **Optimize Channel Performance:** Allocate resources based on channel contributions, with a focus on **Amazon, Myntra, and Flipkart**.
6. **Target Specific Age Groups:** Tailor marketing campaigns to attract and retain customers in the **"Adult" and "Senior" age groups**.
7. **Evaluate Channel Performance:** Continuously monitor and optimize each channel's performance.
8. **Stay Ahead of Market Trends:** Monitor **market trends, customer preferences, and competitors**.
9. **Enhance Data Analysis Capabilities:** Improve data collection and utilize advanced analytics too.
10. **Foster Innovation and Agility:** Encourage innovation, provide training, and promote **data-driven decision-making**.

Implementing these recommendations will optimize operations and drive growth for the Store.