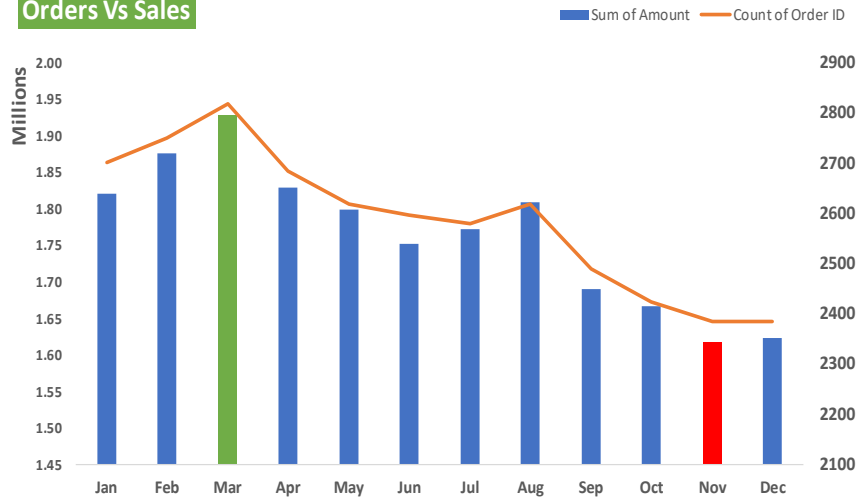
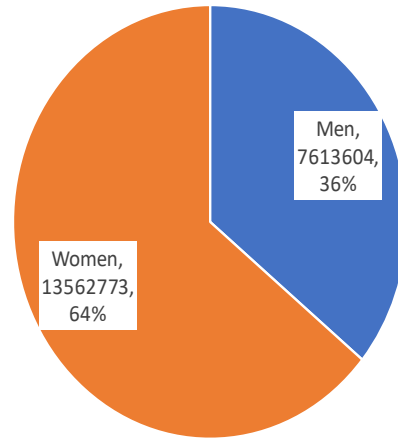


Vrinda Sales report 2022

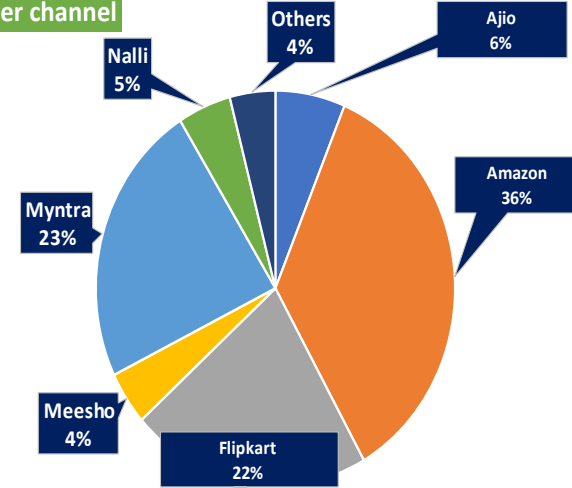
Orders Vs Sales



Man vs Women



Sales per channel



Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

Status

Cancelled
Delivered
Refunded
Returned

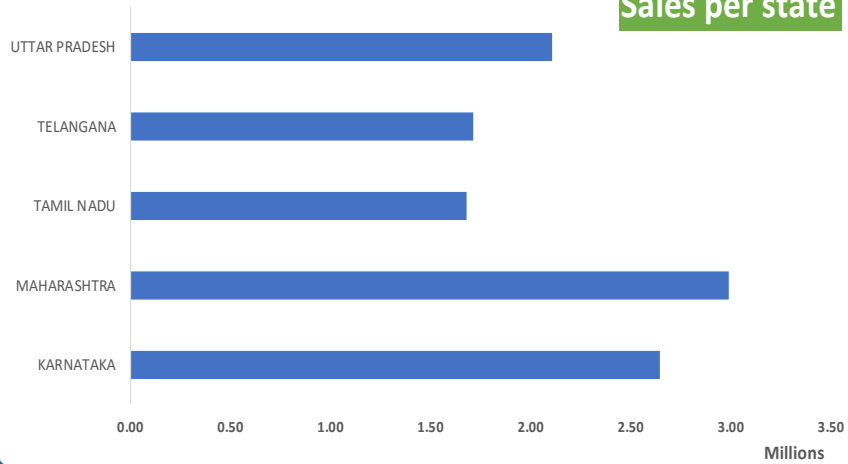
Month

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

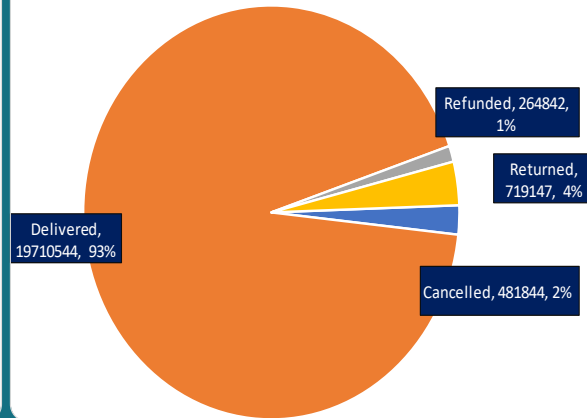
Channel

Ajo	Amazon
Flipkart	Meesho
Myntra	Nalli
Others	

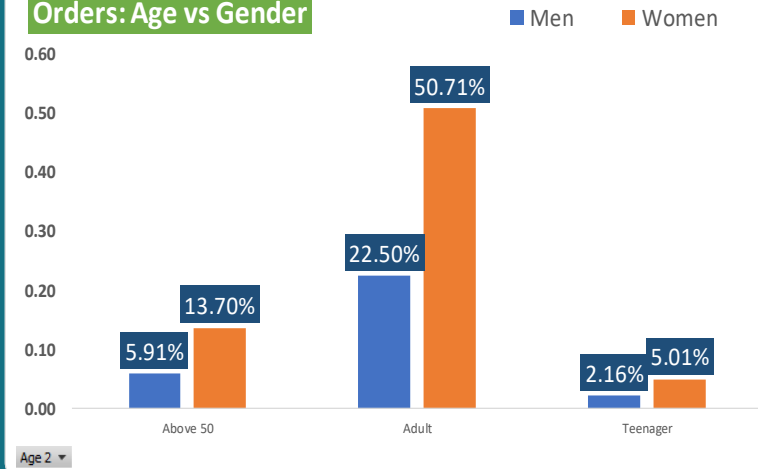
Sales per state



Order status



Orders: Age vs Gender



Insights:-

- ❑ Women are more likely to buy compared to men (~68%).
- ❑ Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
- ❑ The majority of sales is coming from the adult(21-49 yrs) age group (~73%).
- ❑ Amazon, Myntra and Flipkart channels are the highest contributing (~81%).