

# Vrinda Store Report

## Problem Statement

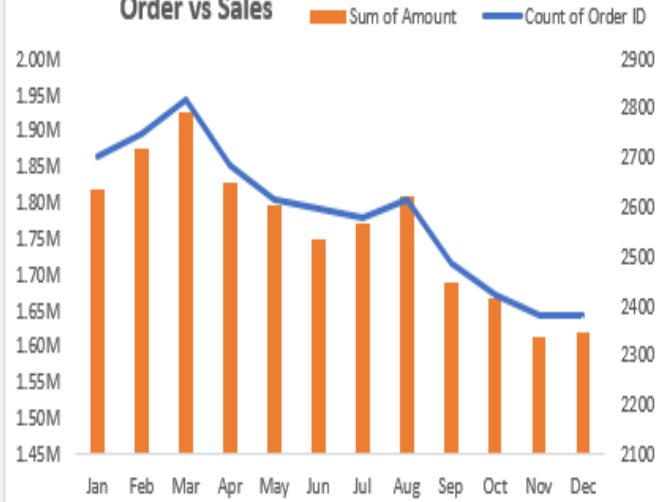
We need to analyze the sales data of Vrinda Store for the year 2022. This analysis aims to understand the distribution of orders and sales across different categories, channels, states, and demographics.

The goal is to identify key insights and areas for improvement to optimize sales strategies and enhance customer satisfaction.

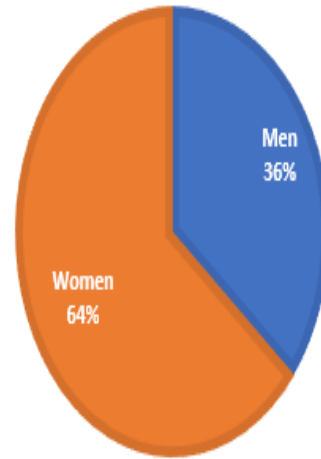


# Vrinda Store Report 2022

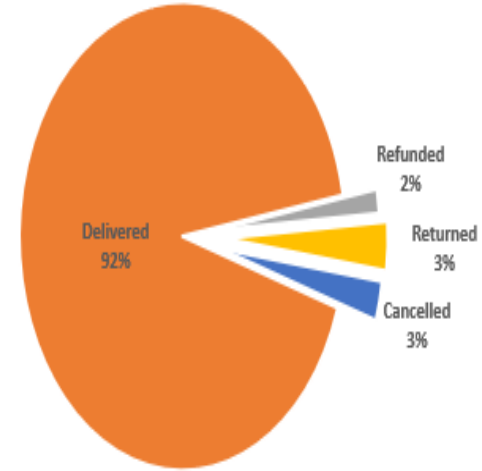
## Order vs Sales



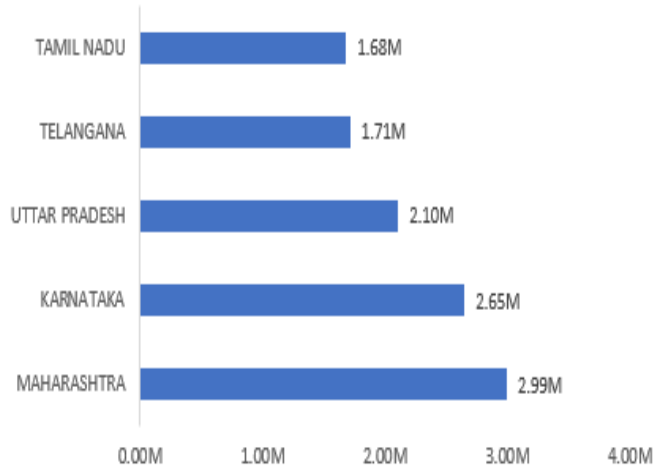
## SALES: MEN VS WOMEN



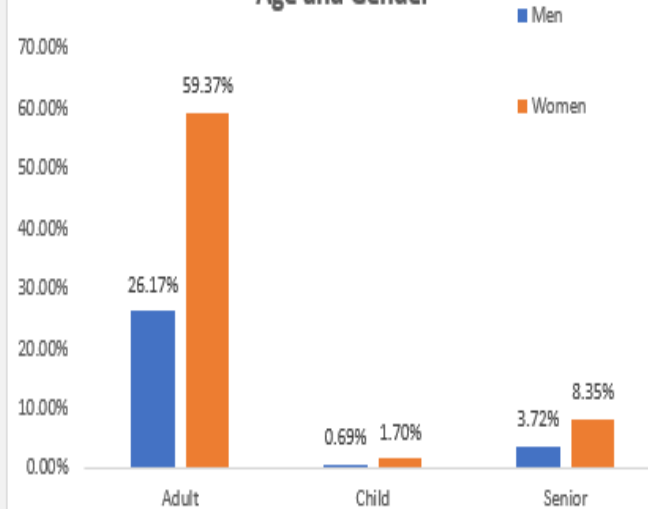
## Order Status



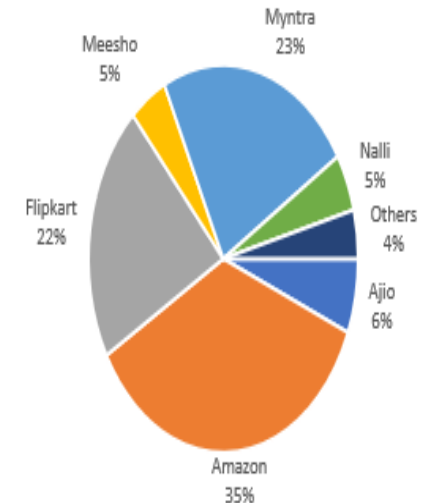
## Sales: Top 5 States



## Age and Gender



## Channel Contribution



## Category

- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree

## Channel

- Ajio
- Amazon
- Flipkart
- Meesho
- Myntra

## Month

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

# Vrinda Store Report



## Insights

### Order vs Sales:

**Trend:** The highest sales were recorded in March, followed by a decline until July. Sales remained relatively stable but lower in the latter half of the year.

**Scope for Improvement:** Investigate the factors contributing to the peak in March and the subsequent decline. Consider introducing promotions or new product launches in the latter half of the year to boost sales.

### Sales by Gender:

**Observation:** Women contributed 64% of the sales, whereas men contributed 36%.

**Scope for Improvement:** Develop targeted marketing campaigns to attract more male customers and balance the sales distribution between genders.



# Vrinda Store Report



## Insights

### Order Status:

**Observation:** 92% of orders were delivered successfully, while 3% were returned, 3% cancelled, and 2% refunded.

**Scope for Improvement:** Investigate the reasons behind returns and cancellations to improve the return policy and customer satisfaction. Enhance the refund process to minimize its occurrence.

### Sales: Top 5 States:

**Observation:** Maharashtra led with 2.99M in sales, followed by Karnataka (2.65M) and Uttar Pradesh (2.10M).

**Scope for Improvement:** Focus on increasing sales in states with lower performance by understanding the local preferences and adapting marketing strategies accordingly.



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## Insights

### Age and Gender Distribution:

**Observation:** Adults contributed significantly to sales, with women (59.37%) leading men (26.17%). Seniors and children had minimal contribution.

**Scope for Improvement:** Introduce products or marketing campaigns tailored for seniors and children to expand the customer base.

### Channel Contribution:

**Observation:** Amazon contributed the highest at 35%, followed by Myntra (23%) and Flipkart (22%).

**Scope for Improvement:** Strengthen partnerships with high-performing channels and explore opportunities to boost sales through less contributing channels like Meesho and Nalli.





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# Thank You

Created By

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