

Vrinda Store Annual Report - Executive Summary

1. Overview

The annual performance dashboard for Vrinda Store provides an insightful analysis of sales, customer demographics, and channel performance. The visuals reflect data-driven decision-making and highlight the store's strengths, challenges, and key trends across the year.

2. Key Performance Highlights

- Peak Sales occurred in March, both in terms of revenue and order volume.
- Consistent Drop observed from April to December, with December recording the lowest orders and sales.
- Highest Sales (INR 1.9M+): February and March.
- Trend: Order volume and revenue move in parallel, indicating stable average order values.

3. Demographic Insights

- Women accounted for 64% of total sales, significantly outperforming men (36%).
- Adults dominate the customer base, especially women (34.59% of orders).
- Teenagers are the second-largest group, followed by Seniors.

4. Regional Performance

- Maharashtra - INR 2.99M
- Karnataka - INR 2.65M
- Uttar Pradesh - INR 2.10M
- Telangana - INR 1.71M
- Tamil Nadu - INR 1.68M

Maharashtra leads significantly, indicating high brand penetration or demand in the state.

5. Channel Performance

- Amazon: 35% of orders.
- Myntra: 23%
- Flipkart: 22%

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- Others (Meesho, Nalli, Ajio, etc.): 20%

Amazon is the most effective sales channel - could explore enhanced partnerships or exclusive listings.

6. Order Fulfillment & Status

- Delivered: 92%
- Cancelled/Returned/Refunded: Combined 8%

Suggests efficient operations, but further improvements can be made to reduce returns and cancellations.

7. Category Distribution and Filters

The dashboard includes interactive filters for Gender, Month, Category, and Sales Channel. These allow for granular analysis and help stakeholders make targeted business decisions.

8. Strategic Recommendations

- Enhance marketing and product selection for women and adults.
- Leverage Amazon with special promotions.
- Address return/cancellation reasons.
- Investigate downward trend post-March.
- Expand in underperforming states.

9. Conclusion

Vrinda Store has performed well in key markets with a dominant female customer base and strong channel partnerships. This dashboard serves as a comprehensive decision-making tool for improving customer engagement, boosting sales, and refining operational strategies.