

Driving 2023 Growth:

INSIGHTS FROM THE VRINDA STORE 2022 SALES ANALYSIS

A Data-Driven Strategy for Optimizing E-commerce Performance

Executive Summary – Vrinda Store Analysis

Project Goal

Uncover actionable insights from Vrinda Store's 2022 sales data to guide inventory, marketing, and regional strategy.

Main Recommendations

- Prioritize women-centric Inventory.
- Boost stock & promotions in March and Festive months.
- Focus Marketing in High-Performing States.



Key Findings

- 64% of total sales come from female customers.
- March & festive months show peak demand.
- Top 5 States Contribute ~50% of Revenue Maharashtra, Karnataka, Uttar Pradesh, Telangana and UP.



Potential Impact

Projected 15–20% revenue growth through targeted inventory, regional campaigns, and seasonal alignment.

Business Problem & Objectives



BUSINESS PROBLEM

Vrinda Store's 2022 sales data highlights strong performance in certain states and platforms, but gaps remain in understanding:

- Which customer segments drive profitability
- How seasonal trends affect orders and revenue

Key Challenges: Which customer segments, regions, and channels drive profitability — and where are we losing traction?

OBJECTIVES OF THE ANALYSIS

- Identify top-performing states and underutilized regions
- Analyze gender and age-based purchasing behavior
- Compare monthly trends in orders vs revenue to spot seasonal patterns
- Evaluate sales channel effectiveness (Amazon vs Meesho, etc.)
- Recommend strategies to improve targeting and boost sales in 2023.

STAKEHOLDER FOCUS



Management
clarity on revenue drivers

Sales Team
target profitable customer
segments based on trends



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Data & Methodology Overview



Data Sources

This project utilizes a sample retail dataset from the GitHub repository of data analysis educator Rishabh Mishra. It models a fictional e-commerce store to provide a practical scenario for data analysis techniques.



Data Cleaning

- Eliminated unnecessary columns
- Standardized gender values
- Formatted Date columns



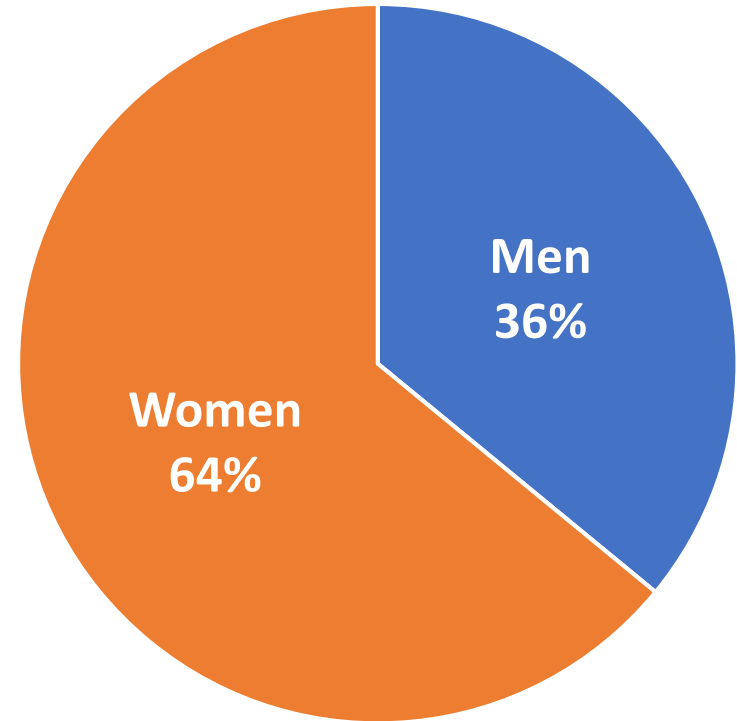
Analytical Approach

- Excel formulas & functions
- Pivot tables & filters
- Trend analysis & segmentation

Key Findings & Visualizations

Insight #1: Women Drive Majority of Sales

- ✓ **64% of total sales** came from female customers.

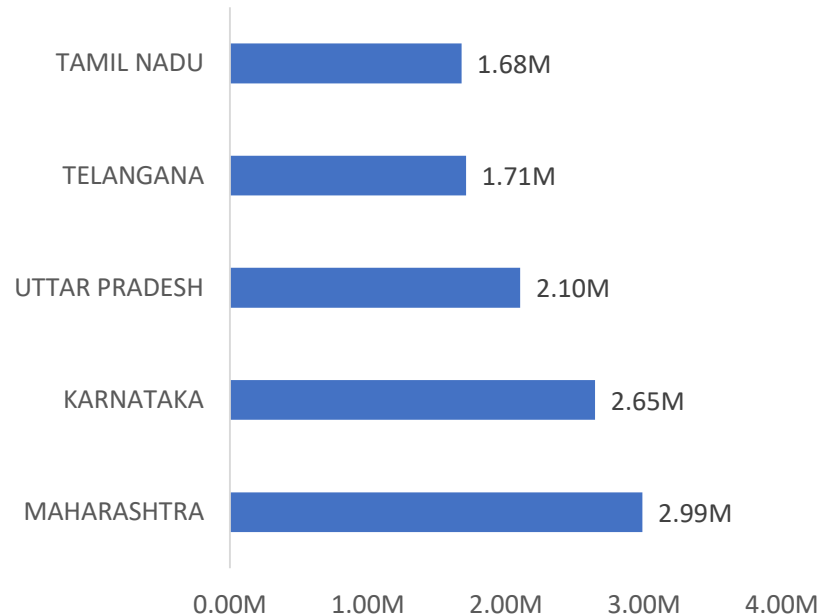


Sales: Men Vs Women

Key Findings & Visualizations

Insight #2: Maharashtra & Karnataka Lead in Revenue

- ✓ Top 2 states contributed over 5.6M INR in sales.
- ✓ Indicates strong regional demand and potential for targeted campaigns.

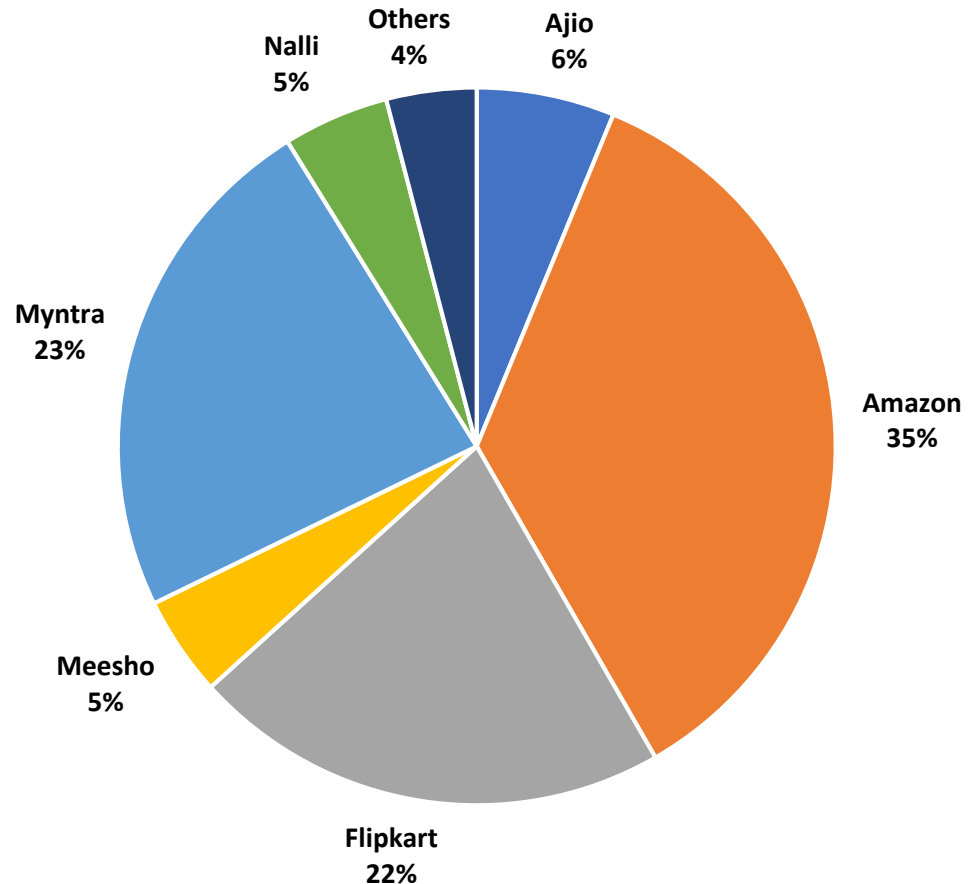


Sales: Top 5 States

Key Findings & Visualizations

Insight #3: Amazon Dominates Sales Channels

- ✓ 35% of orders came via Amazon, followed by Myntra and Flipkart.
- ✓ Suggests platform-specific promotions could boost performance

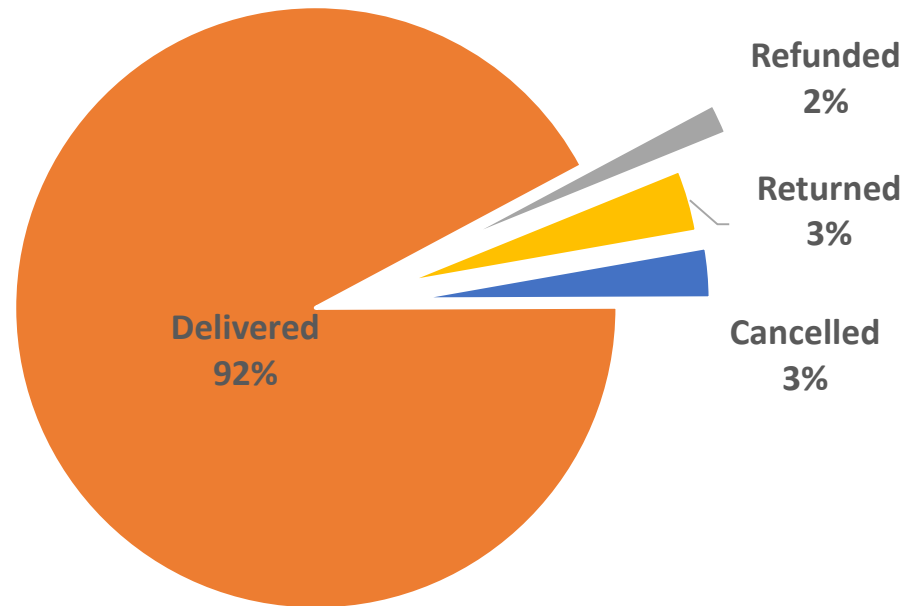


Orders: Channels

Key Findings & Visualizations

Insight #4: High Fulfillment Rate

- ✓ 92% of orders delivered successfully.
- ✓ Low cancellation and return rates reflect operational efficiency.



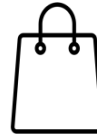
Order Status

Implications & Discussion

Key Findings

- Women drive 64% of sales
- Maharashtra & Karnataka lead in revenue
- Amazon dominates channels
- 92% Fulfillment rate

Implication



Prioritize female-centric product lines and targeted campaigns



Focus expansion and inventory in top-performing states



Maintain operational excellence and reduce refund/cancellation risk

Insights translate into strategic levers for growth, efficiency, and customer engagement.

Actionable Recommendations

- **Enhance Female-focused offerings**

- ✓ Expand product lines and market campaigns tailored to women
- ✓ Loyalty programs to strengthen engagement



- **Regional Expansion Opportunities**

- ✓ Increase inventory and distribution in Maharashtra & Karnataka
- ✓ Pilot expansion in other high-performing states.



- **Optimize Channel Strategies**

- ✓ Prioritize Amazon with platform-specific promotions
- ✓ Diversify presence across Flipkart and Mantra



- **Strengthen Fulfillment Operations**

- ✓ Maintain 92% +delivery success rate
- ✓ Invest in logistics to minimize cancellations and returns

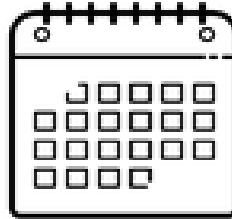


Turning insights into strategy to drive growth and efficiency.

Next Steps & Q&A

Short-term (0–3 months)

- Implement female-focused campaigns
- Expand inventory in Maharashtra & Karnataka



Medium-term (3–6 months)

- Optimize Amazon promotions
- Pilot expansion in other states



Q&A

Open floor for discussion and feedback

Long-term (6+ months)

- Strengthen logistics network
- Diversify across Flipkart & Myntra



Clear roadmap and collaborative engagement for sustained growth