



## Problem Statement: Vrinda Store Annual Performance

The Vrinda Store annual sales performance is strong in certain segments but faces two critical challenges that threaten sustained growth and stability: **a significant decline in order and sales volume in the second half of the year (H2) and an over-reliance on a few key sales channels.**

Specifically:

- **1. Sales Seasonality & Decline:** Despite a strong peak in the first quarter (Q1) and mid-year performance, order count and sales amount show a consistent and concerning **decline from July to December**, suggesting a failure to capitalize on potential holiday or promotional periods in the latter half of the year. This lack of H2 stability impacts annual revenue targets.
- **2. Channel Concentration Risk:** The business is heavily dependent on a few platforms, with **Amazon (35%)** and the top three channels (**78% combined**) driving the vast majority of orders. This concentration creates a substantial **business risk** exposed to potential changes in platform policies, commissions, or competitive intensity, which could instantly and severely impact order volume and profitability.
- **3. Untapped Demographic Potential:** While women drive 64% of sales, there is a clear opportunity to increase market share and capture more orders in the **Senior** and **Teenager** age groups, which currently account for a smaller percentage of the overall order volume.
- **The goal of this project is to analyze the root causes of the H2 decline and channel concentration, and to develop actionable strategies to stabilize sales throughout the year and diversify the channel mix for sustainable, de-risked growth.**