

INSIGHTS

ORDER vs SALES

- March recorded the highest sales figures for the analysed period.
- The number of orders placed in **March** was also the highest compared to other months.
- Both sales and the number of orders showed a consistent increase from January through March. This indicates a strong upward trend in customer engagement and purchase activity during these months.
- Following the peak in March, there was a noticeable decline in both sales and orders. This downward trend persisted after March, highlighting a period of reduced customer activity and sales.

MEN vs WOMEN

- Sales by gender indicates that **female** customers contribute to a larger portion of the total sales (64%) compared to male customers (36%).

ORDER STATUS

- Almost 92% of the orders were **successfully delivered** which is quite impressive! This indicates the store's efficiency in processing and fulfilling orders.

SHIP STATE

- The top three states where the orders were shipped are **Maharashtra, Karnataka, and Uttar Pradesh**.

AGE & GENDER

- The majority of the orders (34%) were placed by **adult females**.
- The second-highest number of orders (21%) were placed by **teenage girls**.

CHANNEL

- The top three channels through which orders were placed are **Amazon** (35%), **Myntra** (23%), and **Flipkart** (22%).

CATEGORY

- Around 40% of the orders fall into the '**Set**' category which is the highest.
- The second-highest category is '**Kurta**', with 34% of the orders.

CONCLUSION:

If the Vrinda Store wants to grow their sales in 2023,

- Given that the majority of orders are placed by adult females (34%) and teenage girls (21%), marketing efforts should be primarily directed towards women.
- Promotional activities and targeted advertisements must be concentrated in Maharashtra, Karnataka, and Uttar Pradesh, as these are the top three states for orders.

- Offers and discounts must be increased on Amazon, Myntra, and Flipkart, which collectively contribute the most to Vrinda Store's sales (Amazon 35%, Myntra 23%, Flipkart 22%).
- Introduce more variety and new collections within the 'Set' and 'Kurta' categories, which are the most popular. Encourage sales in less popular categories by offering targeted discounts and special promotions.