# Vrinda Store Data Analysis Report

Prepared by: Sohaib Hasan

Date: March 2025

## Executive Summary

This report presents an analysis of sales, orders, and customer distribution for Vrinda Store. The data covers total orders processed, sales performance across different states, and order status insights. The objective is to identify key trends and areas for improvement.

## Sales and Orders Overview

The analysis of Vrinda Store data reveals a significant volume of transactions. Below is a summary of key statistics:

• Total Orders Processed: 31,047

• Successfully Delivered Orders: 28,641 (92%)

• Cancelled Orders: 844 (2.7%)

• Returned Orders: 1,045 (3.4%)

• Refunded Orders: 517 (1.7%)

## Top Performing States by Sales

The highest revenue-generating states indicate strong market presence. The following states recorded the highest sales figures:

|  |  |
| --- | --- |
| State | Sales Amount (INR) |
| Maharashtra | ₹2,990,221 |
| Karnataka | ₹2,646,358 |
| Tamil Nadu | ₹1,678,877 |
| Telangana | ₹1,712,439 |
| Delhi | ₹1,266,328 |

## Conclusion & Recommendations

The data indicates strong sales in Maharashtra, Karnataka, and Tamil Nadu. With over 92% successful deliveries, the order fulfillment process is efficient. However, efforts should be made to reduce cancellations and returns. Targeted marketing and customer engagement strategies in underperforming regions may further improve overall revenue.