



# Vrinda Store Dashboard

A comprehensive analysis of ₹21.18 Crore revenue performance across channels, demographics, and geographies

BUSINESS OVERVIEW

# Revenue & Performance Snapshot

₹21.1... 32,047 89.3%

## Total Revenue

Strong annual performance across all channels

## Total Orders

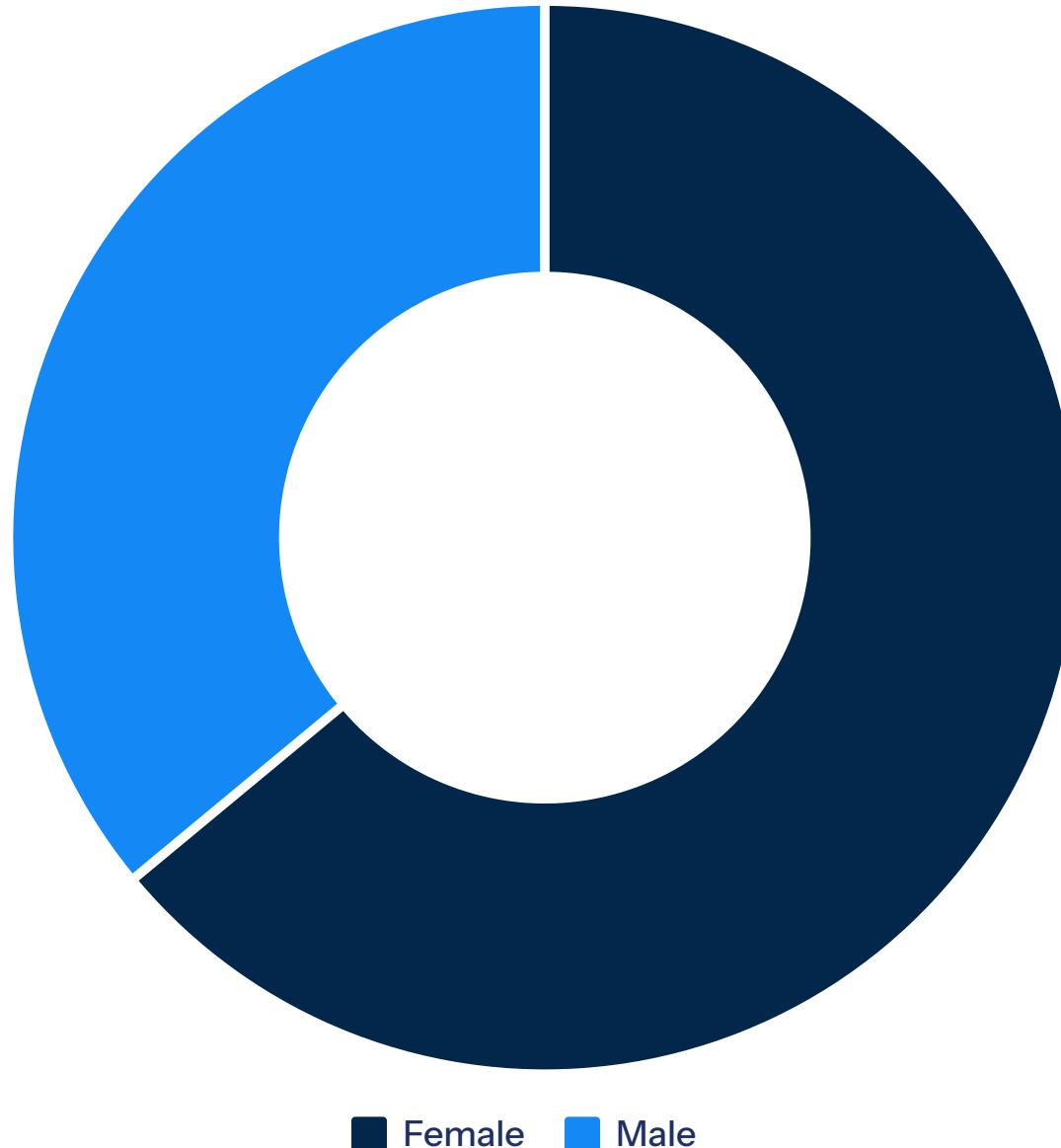
Consistent order volume throughout the year

## Delivery Success

Excellent fulfillment and customer satisfaction



# Gender Revenue Distribution



Women drive 64% of total revenue (₹13.56 Cr), representing the core customer base. Male segment shows significant growth opportunity at 36% (₹7.61 Cr).

# Customer Segmentation by Age & Gender

## Adult Women (30-50)

**34.6% revenue**

Highest value segment - primary focus for marketing and product development

## Teen Girls (13-25)

**21.1% revenue**

Growing digitally-native segment with strong engagement potential

## Adult Men (30-50)

**15.5% revenue**

Significant growth opportunity in underdeveloped market

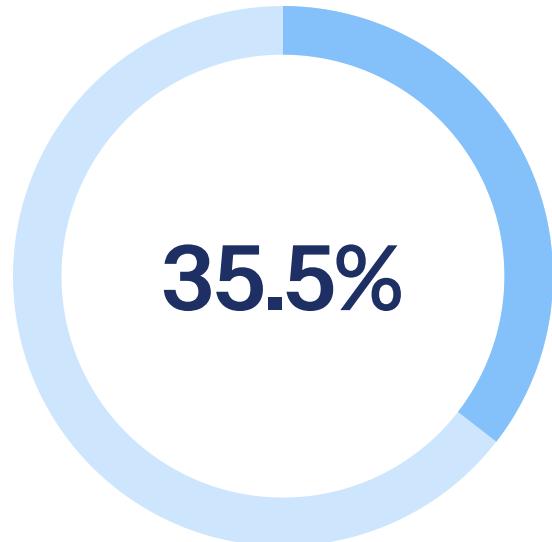
## Senior Women (50+)

**13.7% revenue**

Loyal customer base with consistent purchasing patterns

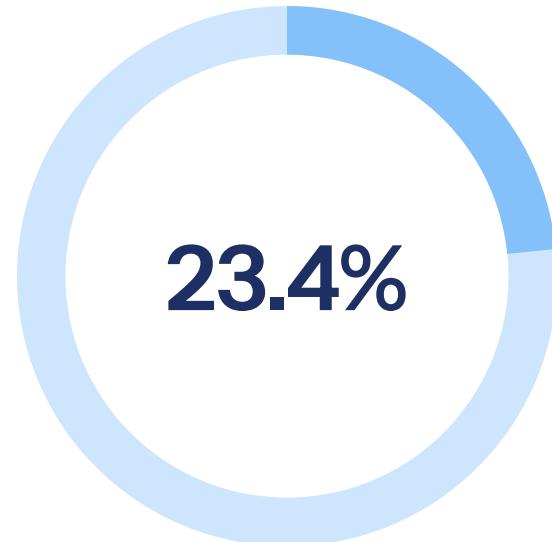


# Omnichannel Revenue Distribution



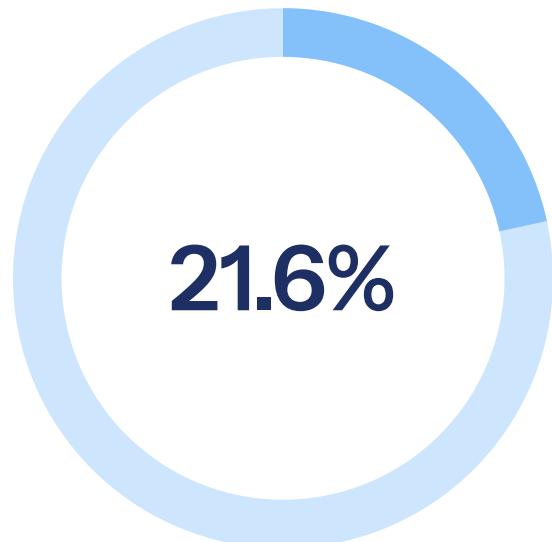
**Amazon**

₹7.5 Cr - Primary channel with dependency risk



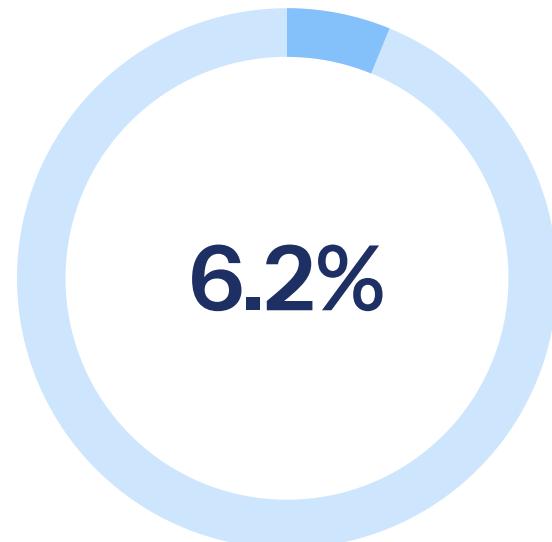
**Myntra**

₹4.9 Cr - Fashion-forward platform



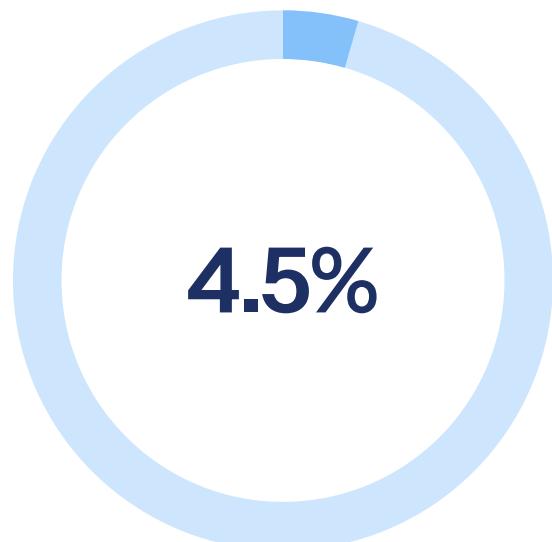
**Flipkart**

₹4.6 Cr - Volume driver



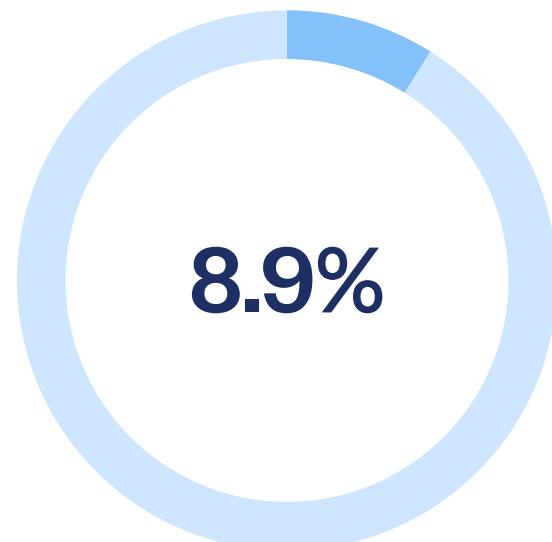
**Ajio**

₹1.3 Cr - Emerging opportunity



**Meesho**

₹0.95 Cr - Social commerce potential



**Others**

₹1.9 Cr - Nalli and miscellaneous

 **Strategic Alert:** 80% revenue from just 3 channels creates concentration risk. Diversification needed.

# Geographic Performance Analysis

## Maharashtra

₹2.99 Cr (14.1%) - Mature market leader

## Karnataka

₹2.65 Cr (12.5%) - Strong performer

## Uttar Pradesh

₹2.10 Cr (10.0%) - Growing potential

## Tamil Nadu

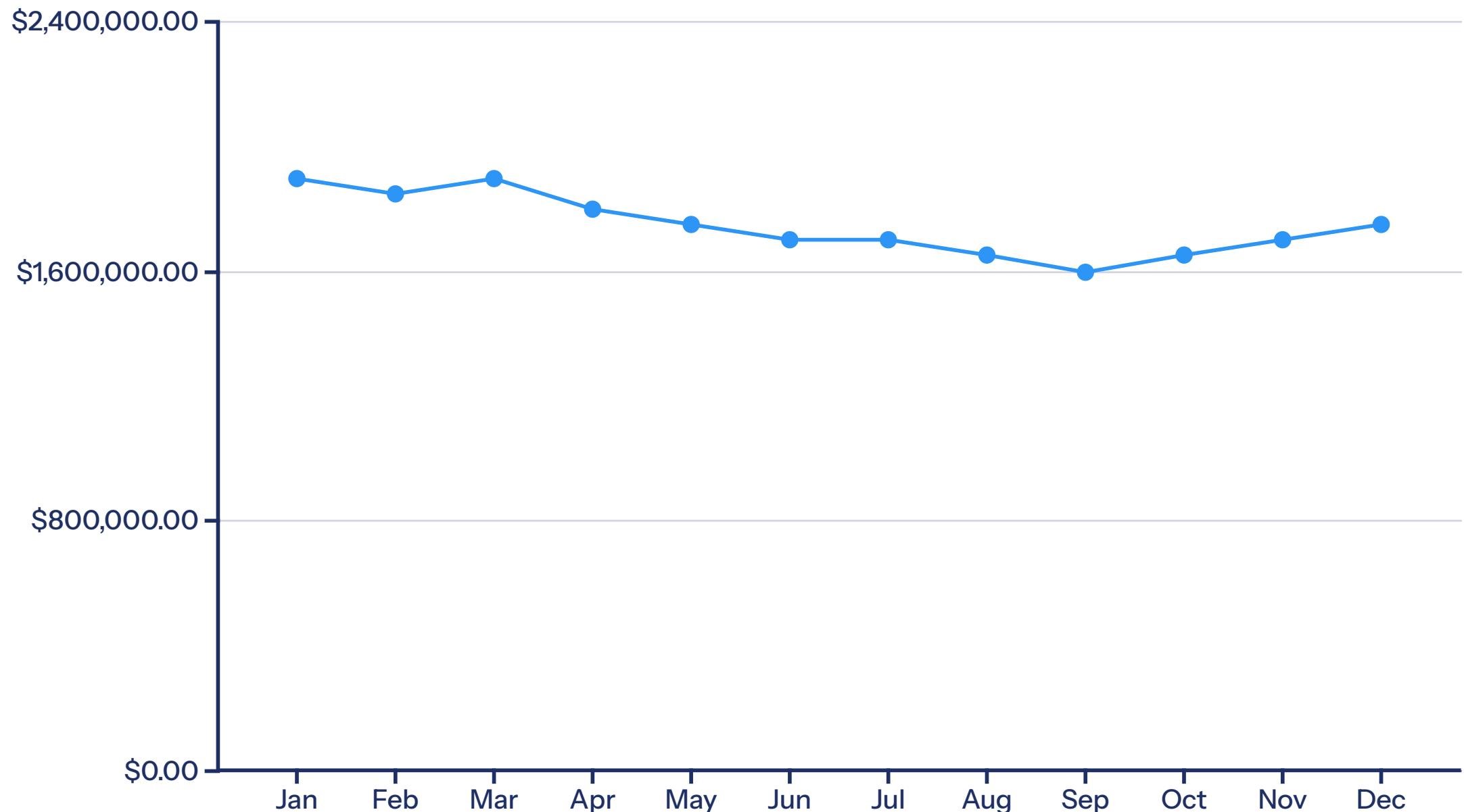
₹1.68 Cr (7.9%) - Stable market

## Key Insight

South India dominates with 52.6% of total revenue, while North India and Tier-2 cities remain underpenetrated.

**Opportunity:** Aggressive expansion into Delhi, Punjab, and emerging cities like Pune, Ahmedabad, and Jaipur.

# Monthly Sales Trends



## Peak Season

January-April: ₹18-19 Lakhs/month  
driven by wedding and festival season

## Off-Season

September-November: ₹16-17  
Lakhs/month post-Diwali dip

## Opportunity

16% seasonal variation enables  
targeted campaign optimization

# Order Fulfillment & Quality Metrics

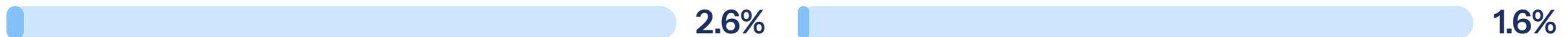


## Delivered

28,641 orders - Excellent success rate

## Returned

1,045 orders - Moderate, needs improvement



## Cancelled

844 orders - Good performance

## Refunded

517 orders - Very low rate

Quality score of 89.3% delivery success demonstrates strong operational excellence. Target: Reduce return rate from 3.3% to 2% for ₹40-50 Lakhs savings.



# Growth Action Plan



## Revenue Growth

Focus 60% marketing on Adult Women (30-50). Develop men's collections. **Expected: +15-20% revenue**



## Channel Strategy

Reduce Amazon dependency to 30%. Launch D2C platform. Target 40% own channels. **Expected: Risk mitigation**



## Geographic Expansion

Aggressive North India push. Penetrate Tier-2 cities. **Expected: +30% customer base**



## Seasonality Optimization

40% higher spend Jan-March. Discount campaigns Sep-Nov. **Expected: ±10-15% smoothing**

# Executive Summary



## What's Strong

- Female customer loyalty and purchasing power
- Omnichannel presence reducing risk
- Predictable seasonal patterns
- 89.3% delivery success rate

## Growth Potential

₹21.18 Cr

₹25+ Cr

Achievable in 12 months with strategic execution

## What Needs Work

- Amazon over-dependency (35.5%)
- Male segment underutilized
- North India geographic gap
- 3.3% return rate optimization