



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

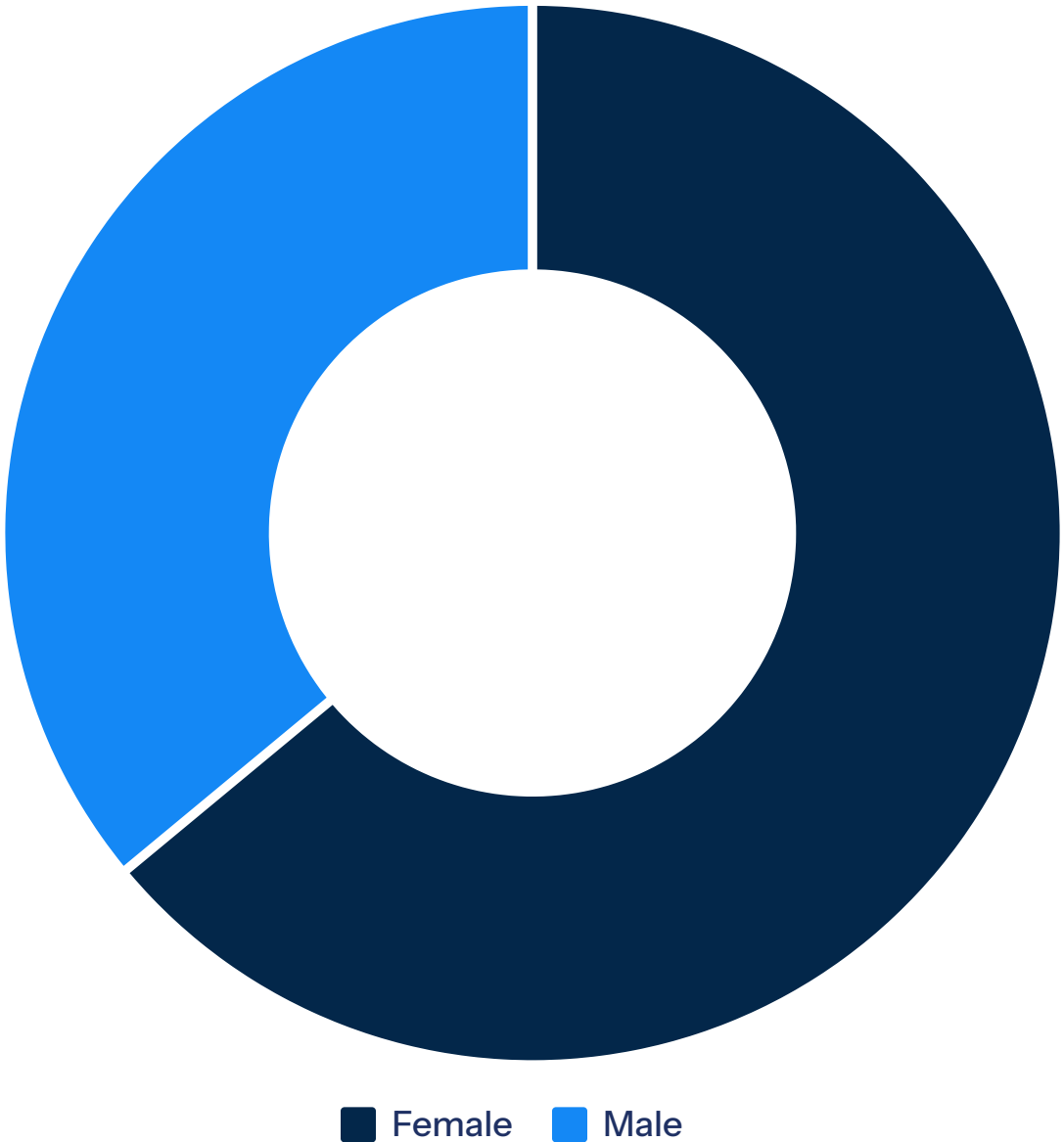
Total Orders

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

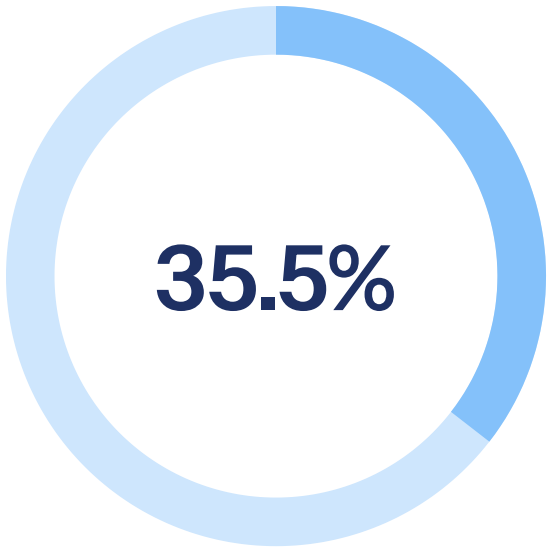
Senior Women (50+)

13.7% revenue

Loyal customer base with consistent purchasing patterns

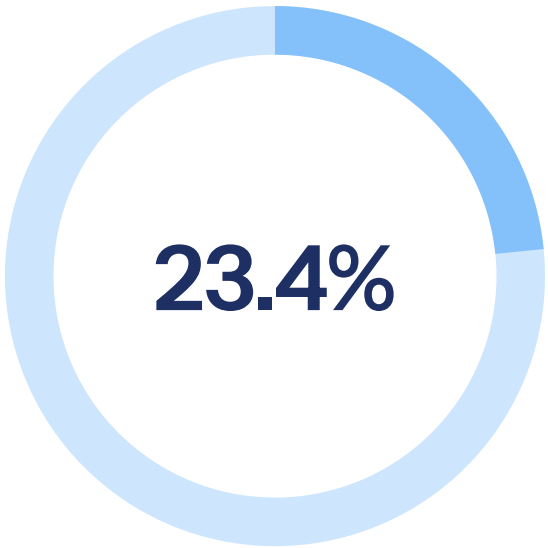


Omnichannel Revenue Distribution



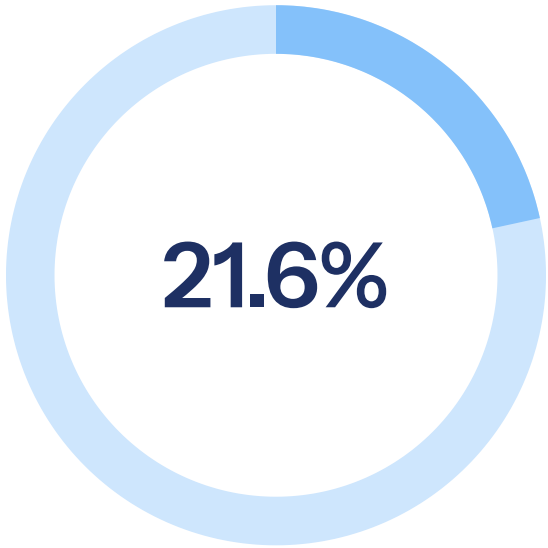
Amazon

₹7.5 Cr - Primary channel with dependency risk



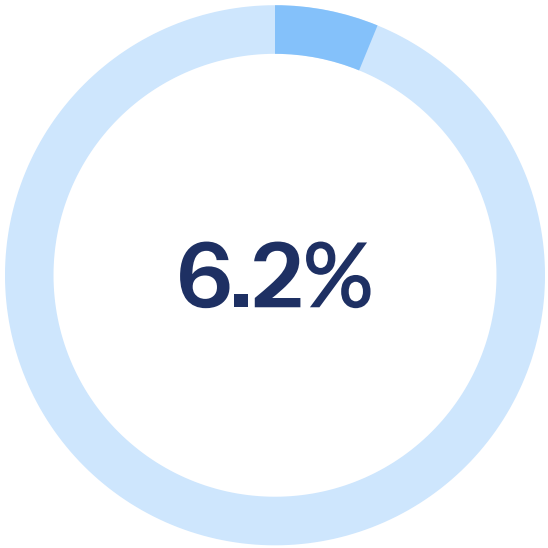
Myntra

₹4.9 Cr - Fashion-forward platform



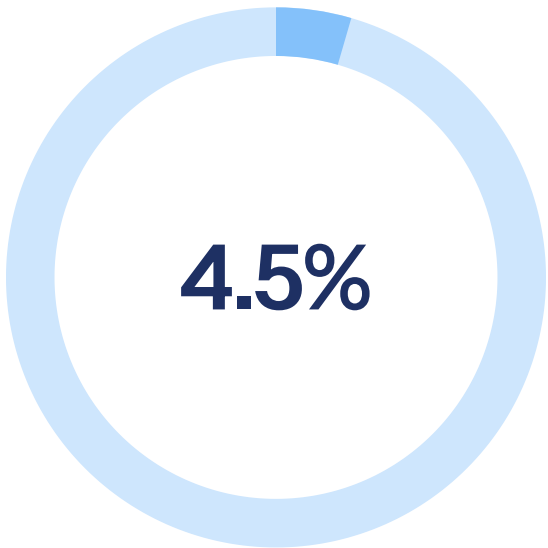
Flipkart

₹4.6 Cr - Volume driver



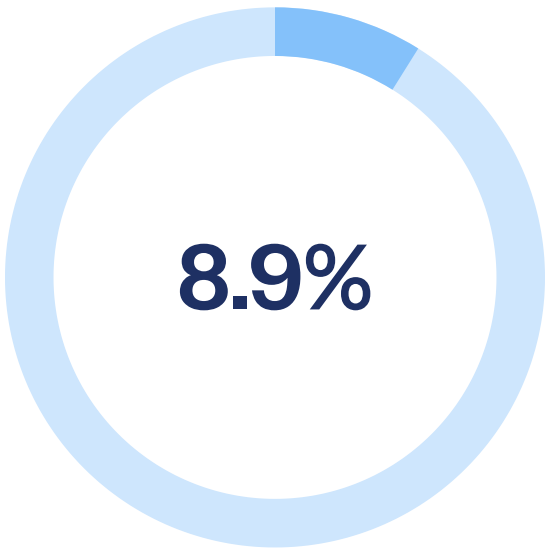
Ajio

₹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

Telangana

₹1.71 Cr (8.1%) - Emerging market

Tamil Nadu

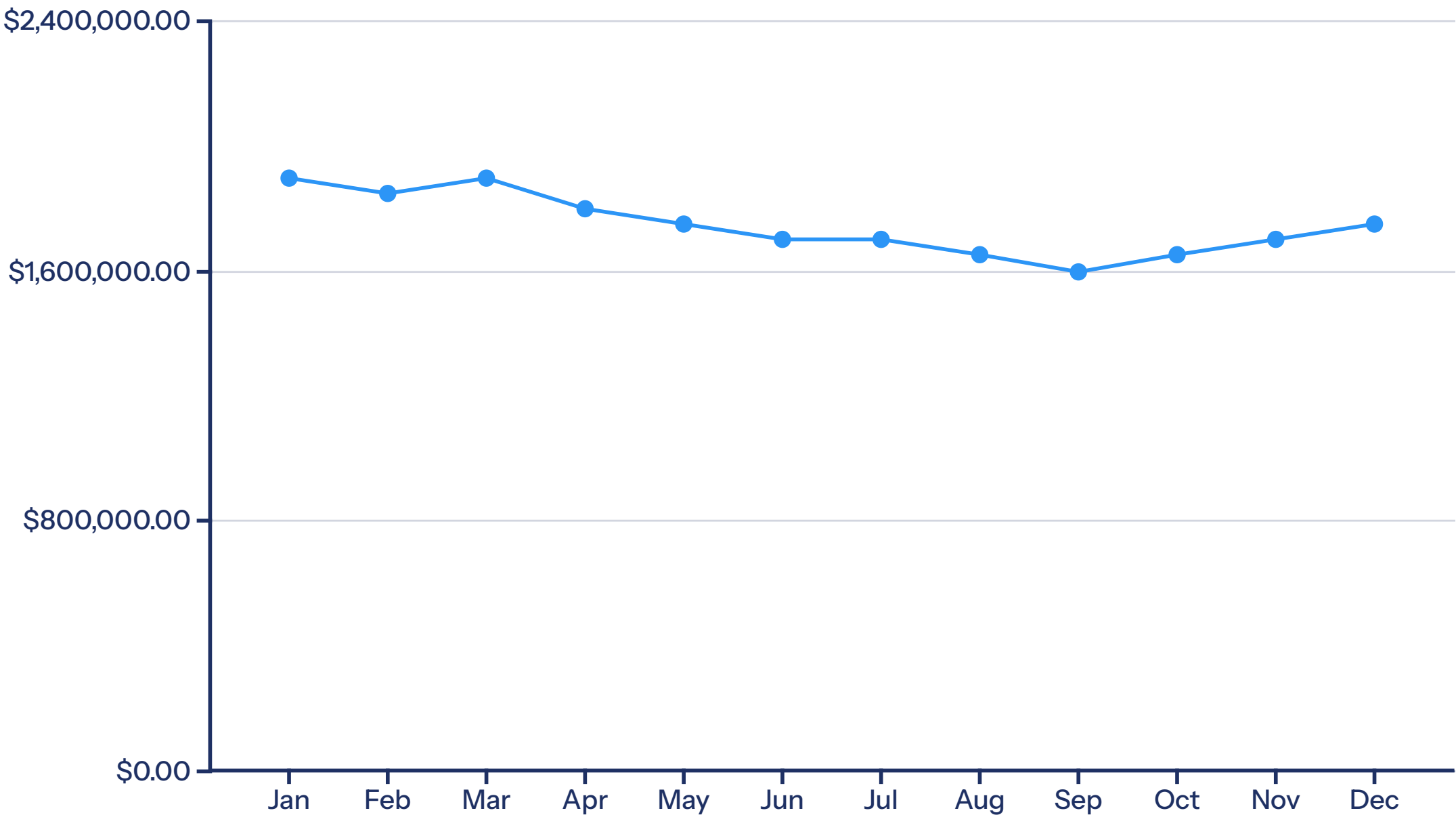
₹1.68 Cr (7.9%) - Stable market

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

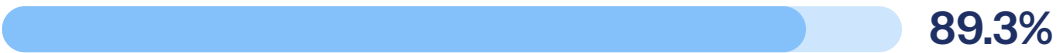
Off-Season

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

Opportunity

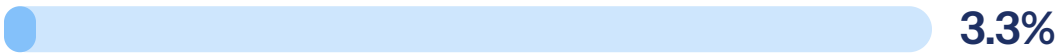
16% seasonal variation enables
targeted campaign optimization

Order Fulfillment & Quality Metrics



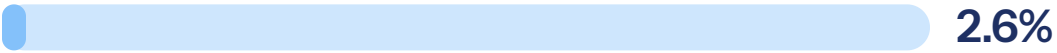
Delivered

28,641 orders - Excellent success rate



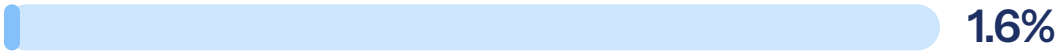
Returned

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: $\pm 10-15\%$ smoothing

Executive Summary

What's Strong

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

What Needs Work

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

Growth Potential

~~₹21.18 Cr~~

₹25+ Cr

Achievable in 12 months with strategic execution