



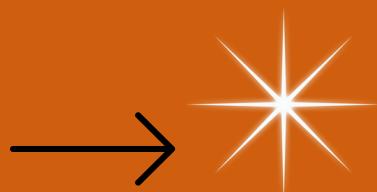
**VRINDA STORE**

**EXCEL AUDIT**

# **SALES REPORT**

**20  
22**

presented by  
**N.Veeraj**





# INTRODUCTION

Welcome to the Vrinda Store Sales Report

Presentation. In this report, we will delve into the sales performance of Vrinda Store over the past year. By analyzing key metrics and trends, we aim to uncover valuable insights that will enhance our understanding of customer behavior and drive strategic decision-making for future growth.



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# EXECUTIVE SUMMARY

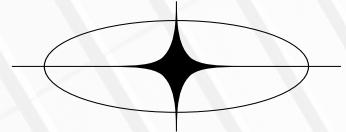
Welcome to the Vrinda Store sales report for the year 2022. This report provides an analysis of our sales performance, highlighting key achievements and trends. Our findings indicate that women are the primary purchasers, accounting for 65% of total sales. The states of Maharashtra, Karnataka, and Uttar Pradesh are the top contributors, while the age group of 30-49 years drives significant sales. These insights will guide our strategic initiatives for the upcoming year.



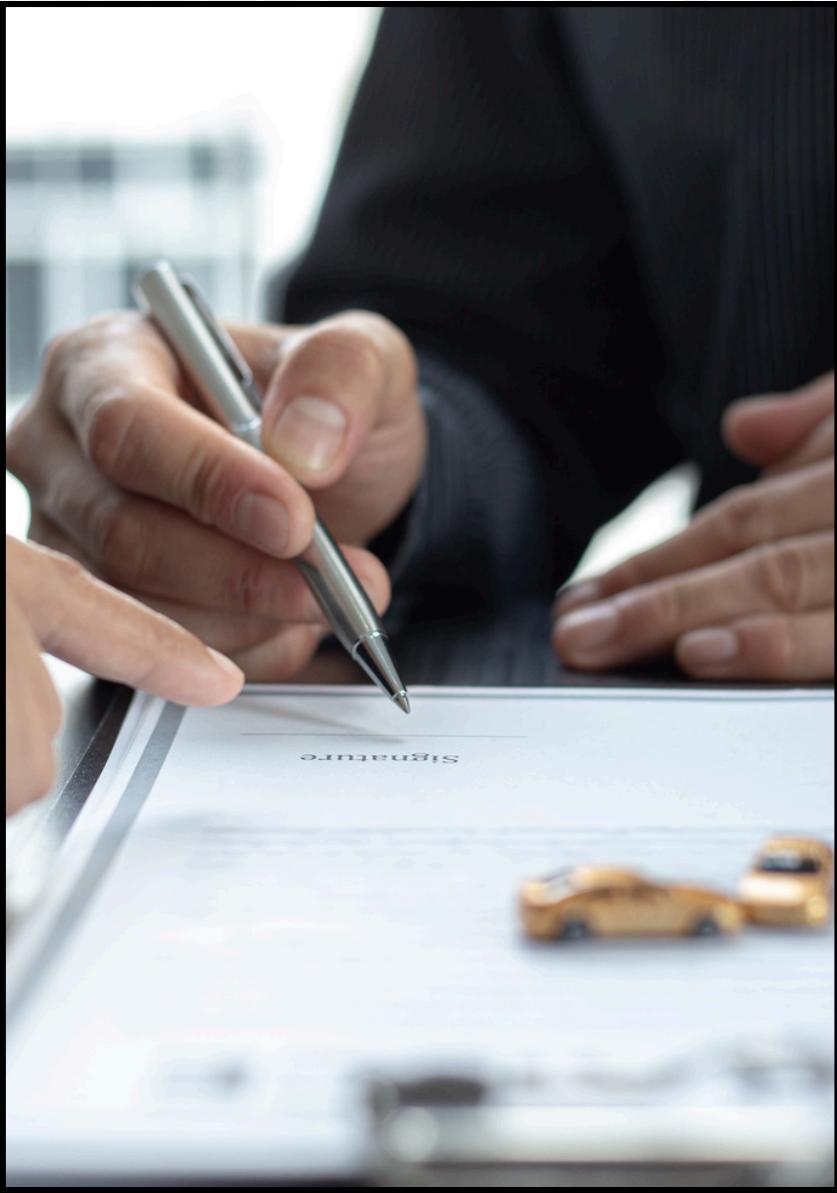
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# SALES PERFORMANCE



In the previous year, Vrinda Store achieved a total sales revenue of 2.17 Crores from 31000 orders. A monthly breakdown reveals significant sales spikes in March month, suggesting seasonal trends. Graphs illustrate monthly performance and help identify patterns in purchasing behavior, showcasing the importance of targeted marketing during peak periods.

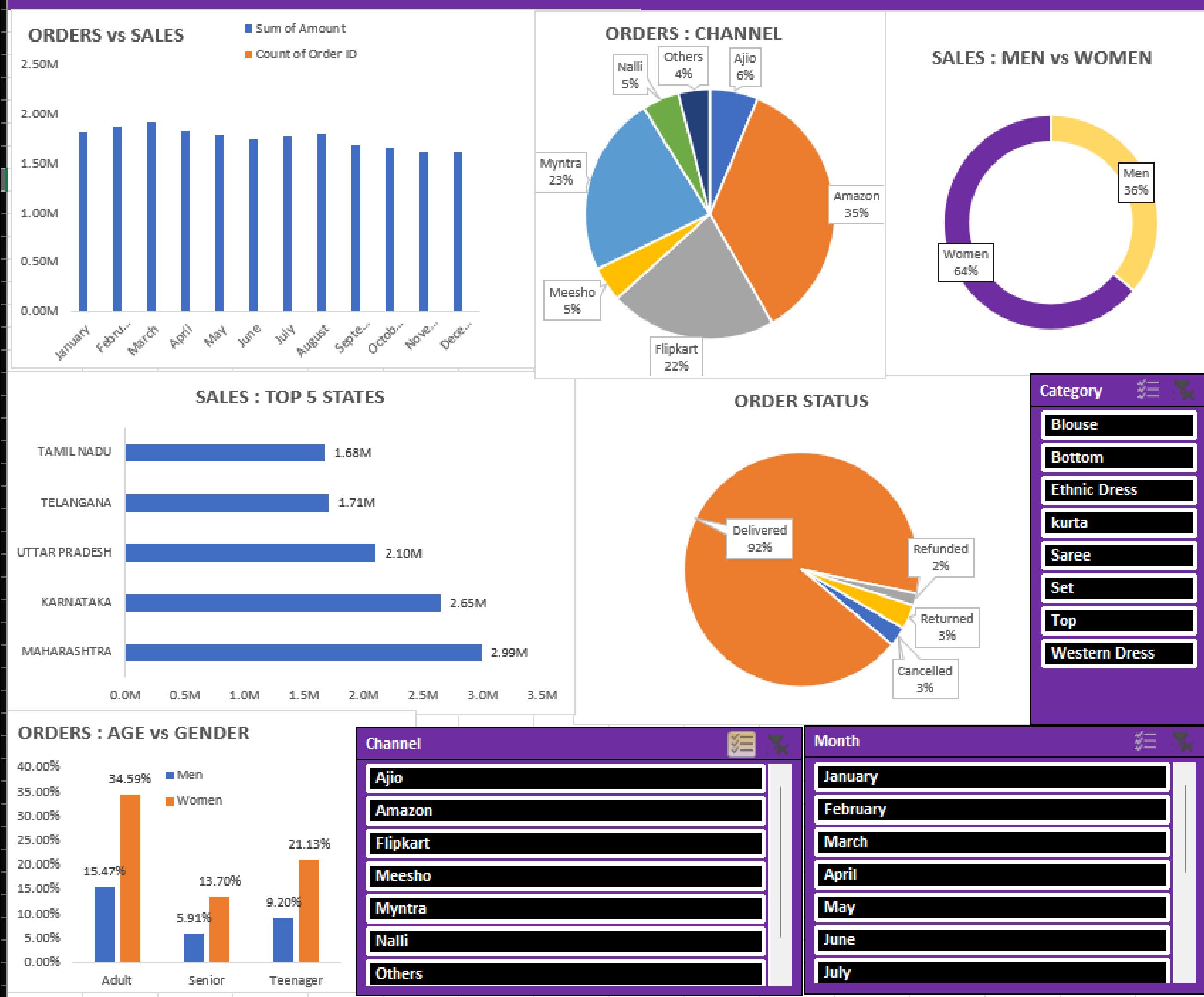


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# KEY METRICS



Key performance indicators  
for the year include:

Total Revenue: 2.17 Cr

Total Orders: 31047

Average Order Value: Rs 682

Cancellation Rate: 3%

Delivered Orders: 92%

Returned Orders: 3%

Refunded Orders: 2%

# MARKET ANALYSIS

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Demographic insights reveal that women are more likely to make purchases compared to men, contributing approximately 65% to total sales. Additionally, the top three states—Maharashtra, Karnataka, and Uttar Pradesh—account for around 35% of total sales. A bar graph illustrates sales distribution by state, emphasizing regions where marketing efforts can be intensified.

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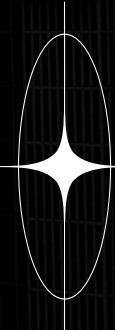


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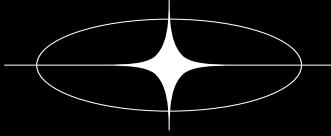
Current sales strategies have focused on leveraging popular online channels, with Amazon, Flipkart, and Myntra driving approximately 80% of sales. Successful past initiatives include targeted promotions, and seasonal sales. Future strategies will involve enhancing our online presence and tailoring campaigns based on demographic insights.

# SALES STRATEGIES AND INITIATIVES



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# CHALLENGES AND OPPORTUNITIES

Challenges faced over the past year included increased market competition and fluctuating consumer preferences. However, opportunities for growth exist in expanding product offerings and enhancing customer engagement through targeted marketing campaigns. Notably, seasonal trends provide a chance to optimize sales strategies.



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# ACTION PLAN

To capitalize on our findings, we propose an action plan focused on:

Targeting women aged 30-49 in Maharashtra, Karnataka, and Uttar Pradesh.

Launching personalized advertising campaigns on high-performing channels like Amazon and Flipkart.

Implementing promotions that highlight offers, discounts, and coupons.

Our goal is to increase conversion rates and drive sales growth effectively.



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# THANK YOU!

DATA HAS A STORY TO TELL. LETS MAKE SURE WE LISTEN. THANK YOU FOR YOUR TIME!.

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