

Vrinda Store Sales Report

Sales Performance:

Revenue steadily increased:

Jan: \$1.82M (2,702 orders) | Feb: \$1.87M (2,750 orders) | Mar: \$1.93M (2,819 orders)

Order Status:

Delivered: 19,885 | Cancelled: 621 | Refunded: 391

Top Sales States:

Maharashtra: \$1.89M | Karnataka: \$1.65M | Uttar Pradesh: \$1.37M

Customer Demographics:

Men: \$7.61M | Women: \$13.56M (higher sales share)

Sales Channels:

Amazon: 35.48% | Flipkart: 21.59% | Ajoio: 6.22%

Final Conclusion to improve Vrinda store sales:

Target women customers (30-40 yrs) in Maharashtra, Karnataka, and Uttar Pradesh

Use ads/offers/coupons on Amazon, Flipkart, and Myntra to boost sales.