



VRINDA STORE SALES REPORT 2022 DASHBOARD DESCRIPTION

PURPOSE:

THIS DASHBOARD PROVIDES A COMPLETE VISUAL ANALYSIS OF VRINDA STORE'S 2022 PERFORMANCE, COVERING **SALES, ORDERS, CUSTOMER BEHAVIOR, REGIONAL PERFORMANCE, CHANNEL CONTRIBUTIONS, AND ORDER STATUS**. IT IS HIGHLY INTERACTIVE WITH SLICERS TO FILTER BY **MONTH, CATEGORY, AND CHANNEL**.



DASHBOARD SECTIONS:

✓ 1. Filters/Slicers (on the left side)

- **Month, Category, and Channel** filters allow users to quickly drill down into specific periods, products, or platforms.

✓ 2. Sales Orders (Top Center)

- **Combo Chart** with:
 - Blue **bars** for the **Count of Orders** (left Y-axis)
 - Orange **line** for **Sales Value** (right Y-axis)
- Shows the trend of both sales and order volumes over months.
- Peaks observed around **March** and **September**.

✓ 3. Sales by Men vs Women (Top Right)

- **Pie Chart:**
 - **Women** contributed **64%** of the sales.
 - **Men** contributed **36%**.
- Clear that women dominate the customer base at Vrinda Store.

✓ 4. Order Status (Top Right Corner)

- **Doughnut Chart** showing order distribution:
 - Delivered: **28,641** (huge majority)
 - Cancelled, Refunded, Returned: Minor portions.
- Quick view of fulfillment efficiency.

✓ 5. Sales Top 5 States (Bottom Left)

- **Horizontal Bar Chart** showing:
 - **Maharashtra** leading (2.99M)
 - Followed by Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu.
- Important for targeting high-performing states.

✓ 6. Order by Age Group or Gender (Bottom Center)

- **Clustered Column Chart:**
 - Adults form the biggest customer group, especially women.
 - Teenagers and seniors contribute smaller, but visible, portions.
- **Women in all age groups** outnumber men in orders.

✓ 7. Top 3 Order Channel (Bottom Right)

- **Pie Chart** showing channels contributing to sales:
 - **Meesho** is the largest contributor (35.48%).
 - Followed by **Ajio** (23.36%) and **Myntra** (21.59%).
- Other platforms (Flipkart, Amazon, Nalli) have smaller shares.



Key Insights:

- **Women** are the dominant buyers.
- **Adults** are the biggest age group for purchases.
- **Meesho** is the most profitable channel.
- **Maharashtra** is the highest revenue state.
- **Delivered orders** are the majority, with very few returns/refunds.



Professional Summary:

This dashboard is a clean, interactive, and powerful visual storytelling tool that enables Vrinda Store management to quickly understand customer demographics, product popularity, order fulfillment, and sales channel effectiveness.