

# **Vrinda Store Annual Report 2022**

## **Executive Summary**

Vrinda Store experienced strong performance throughout 2022 with consistent order volumes and substantial revenue across multiple platforms and demographics. The year's highlights reflect a diverse customer base and effective channel strategy, with women contributing the majority of sales and adults being the most active buyers.

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### **1. Monthly Performance: Orders vs Sales**

- Sales peaked in **March**, crossing **1.9M INR**.
  - The lowest sales were recorded in **November and December**, at around **1.6M INR**.
  - Order volumes followed a similar trend, peaking at over **2,800 orders** in March.
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### **2. Sales by Gender**

- **Women** accounted for **64%** of the total sales.
  - **Men** contributed the remaining **36%**.
  - This indicates a stronger female customer base.
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### **3. Order Status Overview**

- **92%** of orders were successfully **delivered**.
  - The rest were:
    - **Cancelled** – 3%
    - **Returned** – 3%
    - **Refunded** – 2%
  - This reflects a high fulfilment rate and customer satisfaction.
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### **4. Top 5 Performing States (by Sales Volume)**

1. **Maharashtra** – ₹3.0M
2. **Karnataka** – ₹2.6M

3. **Uttar Pradesh** – ₹2.1M
4. **Telangana** – ₹1.7M
5. **Tamil Nadu** – ₹1.7M

These states represent strong markets for Vrinda Store.

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## 5. Orders by Age Group and Gender

- **Adults** placed the highest number of orders.
    - Women dominate across all age segments, especially adults and teenagers.
  - **Teenagers and Seniors** show increasing engagement, indicating a widening customer demographic.
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## 6. Orders by Channel

- **Amazon** leads with **35%** of total orders.
  - Followed by:
    - **Myntra** – 23%
    - **Flipkart** – 22%
    - **Ajio, Meesho, Nalli, and Others** make up the rest.
  - This shows effective multi-platform selling with a heavy tilt toward Amazon.
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## Key Insights

- Focus on women-centric promotions may further increase revenue.
- Maharashtra and Karnataka are strategic zones for expansion.
- Amazon remains a stronghold; however, increasing Flipkart and Myntra focus could diversify risk.
- High delivery success (92%) indicates excellent logistics performance.