Executive Summary: Vrinda Store Annual Report 2022 Dashboard

This dashboard provides a comprehensive analysis of Vrinda Store's performance for the year 2022, offering key insights into sales, customer behaviour, and regional trends. It highlights critical metrics and visualizations to help stakeholders make informed decisions.

Key Performance Metrics

1. **Total Orders:** 31,047

2. **Total Revenue:** ₹2,11,76,377

3. **Average Customer Spend:** ₹682.1

4. **Total SKUs Sold:** 5,287

Sales and Orders Overview

- **Monthly Performance:** The bar and line chart illustrate monthly sales trends, with peak sales occurring early in the year (January–March), followed by a gradual decline toward the end of the year.

- **Gender Distribution:**

  o Women constitute 64% of the total sales, indicating their significant contribution to the store's revenue.

  o Men account for 36%, highlighting potential areas for targeted marketing.

Regional Insights

- **Top 10 States by Sales:**

  o Maharashtra leads with ₹2.99M, followed by Karnataka (₹2.65M) and Uttar Pradesh (₹2.10M).

  o These states form a critical market base, and focusing on them can amplify growth.

Customer Demographics

- **Age vs. Gender Breakdown:**

  o Adults (35%) are the largest customer group, followed by teenagers (21%) and seniors (14%).

  o Targeting adults with tailored campaigns could further enhance sales.

Order Status

- Delivered orders make up 92% of the total, showcasing operational efficiency.

- Returned, refunded, and cancelled orders collectively account for 8%, presenting opportunities for process improvements.

Sales Channels Analysis

- **Channel Performance:**

    o Amazon dominates with the largest share (30%).

    o Myntra and Flipkart follow with 23% and 22%, respectively.

    o Platforms like Nalli (6%) and Meesho (4%) represent niche but important channels.

Actionable Insights

1. **Boost Marketing Campaigns:** Leverage the 64% female customer base with gender-specific promotions to maintain and grow this segment.

2. **Enhance Regional Strategies:** Focus on Maharashtra, Karnataka, and Uttar Pradesh to capitalize on existing demand and optimize delivery logistics.

3. **Optimize Channels:** Strengthen partnerships with Amazon, Myntra, and Flipkart to sustain and grow revenue through these platforms.

4. **Address Returns and Cancellations:** Investigate reasons behind the 8% non-delivered orders to improve customer satisfaction and reduce operational losses.

Conclusion

The Vrinda Store Annual Report Dashboard is a powerful tool that delivers actionable insights into the business's performance. By capitalizing on high-performing regions, channels, and demographics, stakeholders can drive sustained growth while addressing potential inefficiencies.