Executive Summary: Vrinda Store Annual Report 2022

1. Sales & Orders Overview

- **Total Sales Performance:** Sales peaked in **March**, nearing ₹2 million, followed by a slight decline from **April to December**.

- **Order Volume:** The number of orders closely follows sales trends, with **February and March** having the highest order counts (~2800–2900 orders).

- **Observation:** A steady drop is seen after Q1, indicating a potential need for marketing push or promotional efforts in the second half of the year.

2. Customer Demographics

- **Gender Split:**

    o **Women:** 64% of sales

    o **Men:** 36%

    o Indicates a strong female customer base and potential for targeted marketing.

- **Age vs Gender Distribution:**

    o **Adults** (26–45 years) form the largest demographic at **43.57%**.

    o **Teenagers (13–19)** and **Seniors (45+)** together make up **approximately 22%**, with women dominating all age categories.

3. Order Status

- **Delivered Orders:** 92%

- **Returned:** 3%

- **Cancelled:** 3%

- **Refunded:** 2%

- **Insight:** High fulfillment success rate (92%) reflects operational efficiency, but return and cancellation rates (~6%) should be monitored for patterns.

4. Regional Performance

- **Top 5 States by Sales:**
    - **Maharashtra:** ₹2.98M
    - **Karnataka:** ₹2.65M
    - **Uttar Pradesh:** ₹2.10M
    - **Telangana:** ₹1.71M
    - **Tamil Nadu:** ₹1.68M
- **Insight:** Maharashtra and Karnataka are top-performing states, ideal for regional expansion or loyalty programs.

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5. Sales Channels Performance

- **Amazon:** 35% of total sales
- **Myntra:** 23%
- **Flipkart:** 22%
- **Meesho:** 5%
- **Ajio, Nalli, Others:** Combined 15%
- **Insight:** Amazon dominates; however, Myntra and Flipkart also play significant roles. Diversification across platforms helps reduce risk and expand reach.

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6. Product Category Distribution

- Key product categories include:
    - **Kurta, Saree, Western Dress, Blouse, Bottoms, etc.**
- **Insight:** A well-diversified apparel mix attracts varied customer tastes, with opportunities for bundling or cross-promotion.

Key Recommendations

- Capitalize on strong sales months (Feb–Mar) with advanced campaigns.
- Focus marketing efforts toward adult women, especially in Maharashtra and Karnataka.
- Analyse returns/cancellations for quality or logistics issues.
- Explore expanding product offerings on Amazon, Myntra, and Flipkart, which drive over 80% of sales.
- Develop loyalty or referral programs to retain high-value customers.