# VRINDA TEXTILES

## Sales Overview

Gain a comprehensive look at the overall sales performance across all channels. This section includes insights on total sales, revenue growth, and key metrics, helping you understand your financial standing at a glance.

## Customer Insights

Explore detailed customer demographics, including gender, age groups, and buying patterns. This section provides valuable information for segmenting your customer base and making data-driven marketing decisions.

## Order Fulfillment Analysis

Track the entire order lifecycle from placement to delivery. Here, you can monitor order status distribution, processing stages, and any operational bottlenecks that may affect timely fulfillment.

## Channel Performance Overview

Analyze how each sales channel contributes to overall revenue. This section offers insights into the effectiveness of your online, retail, and direct sales channels, helping you optimize your sales strategy.

## Customer Support

Monitor and improve customer satisfaction through insights on support ticket volumes, resolution times, and common issues. This section helps track how effectively customer concerns are being addressed and identifies areas for improvement in support services.

**21M**
Total Sales

**743.80**
Average Order Value

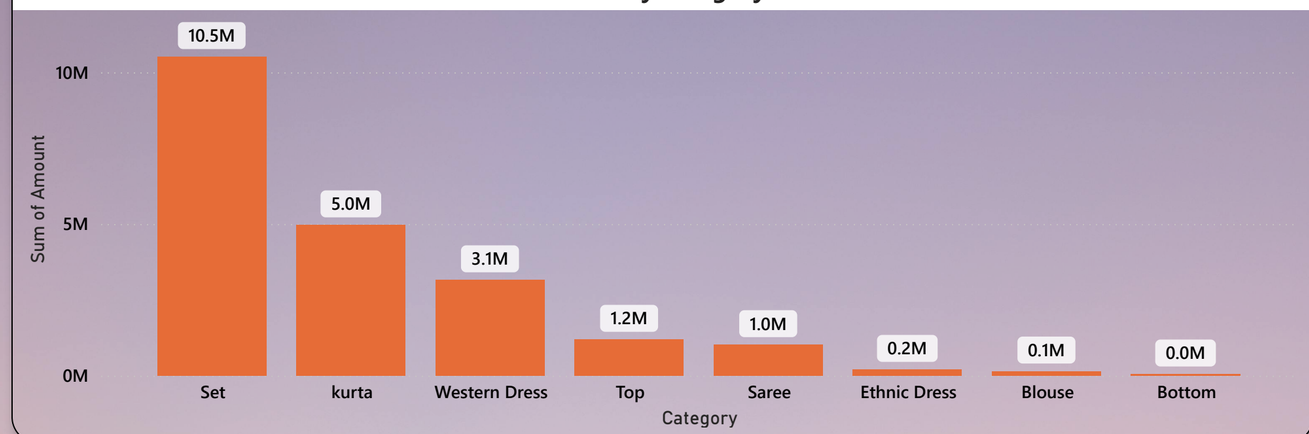
## State

| | | | | | |
|---|---|---|---|---|---|
| ANDAMAN & NICOBAR | ARUNACHAL PRADESH | BIHAR | CHHATTISGARH | DELHI | GUJARAT |
| ANDHRA PRADESH | ASSAM | CHANDIGARH | DADRA AND NAGAR | GOA | HARYANA |

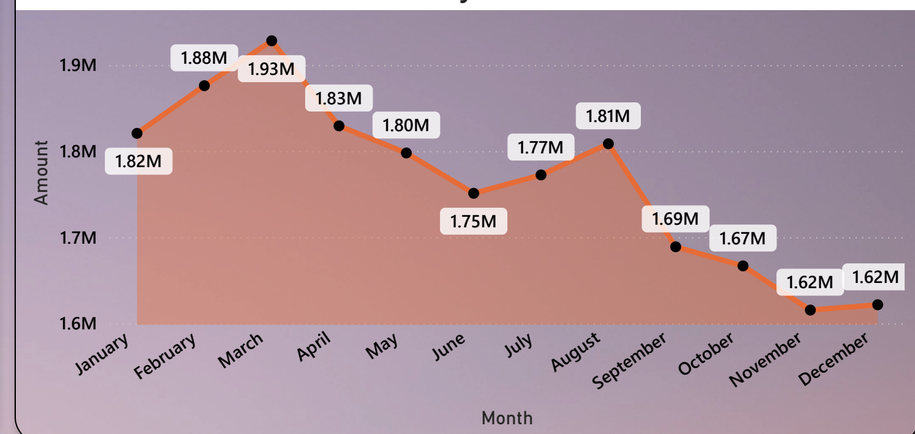
## Quarter

| | |
|---|---|
| Qtr 1 | Qtr 3 |
| Qtr 2 | Qtr 4 |

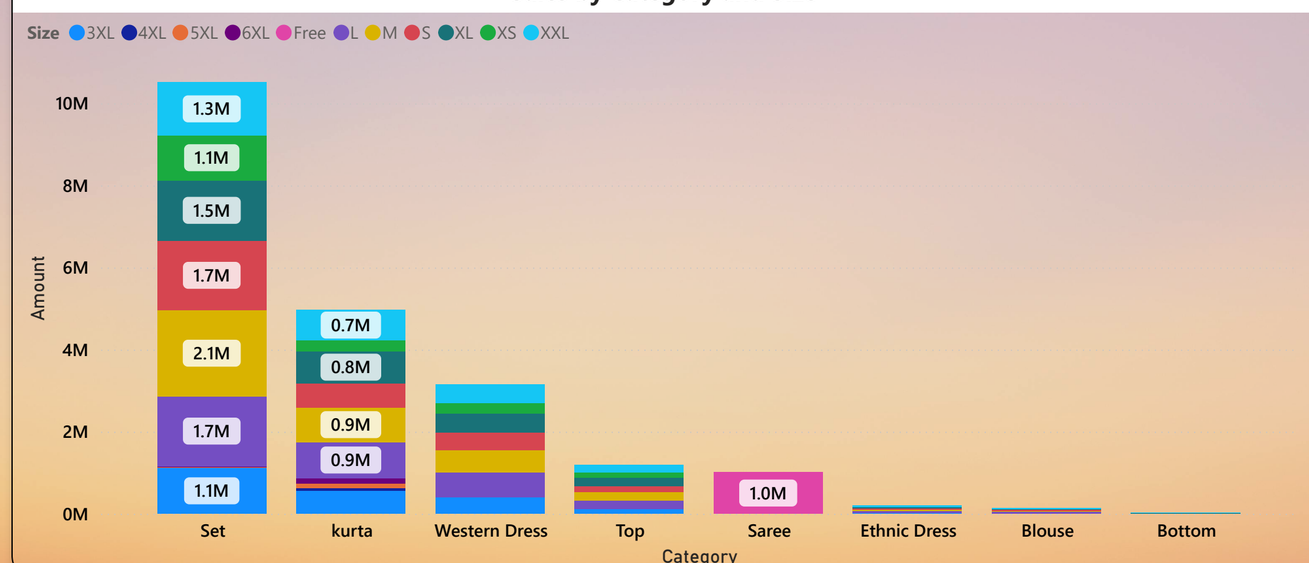
## Sales by Category




## Sales by Month




## Sales by Category and Size




| ship-state | Blouse | Bottom | Ethnic Dress | kurta | Saree | Set | Top | Wester |
|---|---|---|---|---|---|---|---|---|
| ANDAMAN & NICOBAR | | | | 8743 | 2841 | 32300 | 1171 | |
| ANDHRA PRADESH | 4260 | 1709 | 8051 | 252334 | 28404 | 441169 | 25117 | |
| ARUNACHAL PRADESH | | | | 3070 | 3942 | 18429 | 8105 | |
| ASSAM | 2839 | 1095 | 2020 | 71045 | 10318 | 182105 | 15779 | |
| BIHAR | 20077 | 1476 | 373 | 67235 | 97195 | 202742 | 10951 | |
| CHANDIGARH | | | | 13757 | 1301 | 33314 | 7479 | |
| CHHATTISGARH | 2118 | | 2246 | 33499 | 2731 | 115265 | 3050 | |
| DADRA AND NAGAR | | | | 2108 | 801 | 9836 | 693 | |
| DELHI | 2387 | 345 | 7549 | 245108 | 52693 | 724245 | 106699 | |
| GOA | 2358 | 518 | 2181 | 59354 | 4375 | 72676 | 15597 | |
| GUJARAT | 2391 | 957 | 6969 | 141399 | 24834 | 347834 | 62518 | |
| HARYANA | 3170 | 947 | 13678 | 141270 | 30291 | 441624 | 78364 | |
| HIMACHAL PRADESH | 563 | | 1099 | 27196 | 5606 | 99660 | 3665 | |
| JAMMU & KASHMIR | 339 | 356 | | 24942 | 8238 | 100892 | 6900 | |
| JHARKHAND | 665 | 360 | 3403 | 49235 | 5172 | 163852 | 10329 | |
| KARNATAKA | 22669 | 3305 | 23635 | 669143 | 96640 | 1219884 | 144837 | |

**Total Customer**

28.44K

**Customer Average Age**

39

**State**

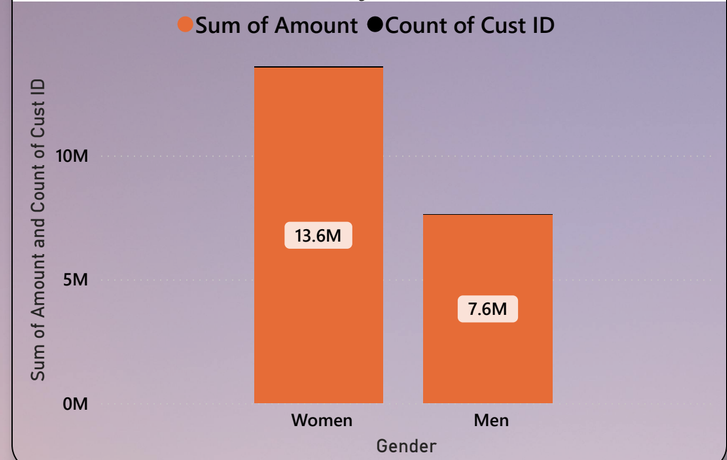
| | | | | | |
|---|---|---|---|---|---|
| ANDAMAN & NICOBAR | ARUNACHAL PRADESH | BIHAR | CHHATTISGARH | DELHI | GUJARAT |
| ANDHRA PRADESH | ASSAM | CHANDIGARH | DADRA AND NAGAR | GOA | HARYANA |

**B2B**

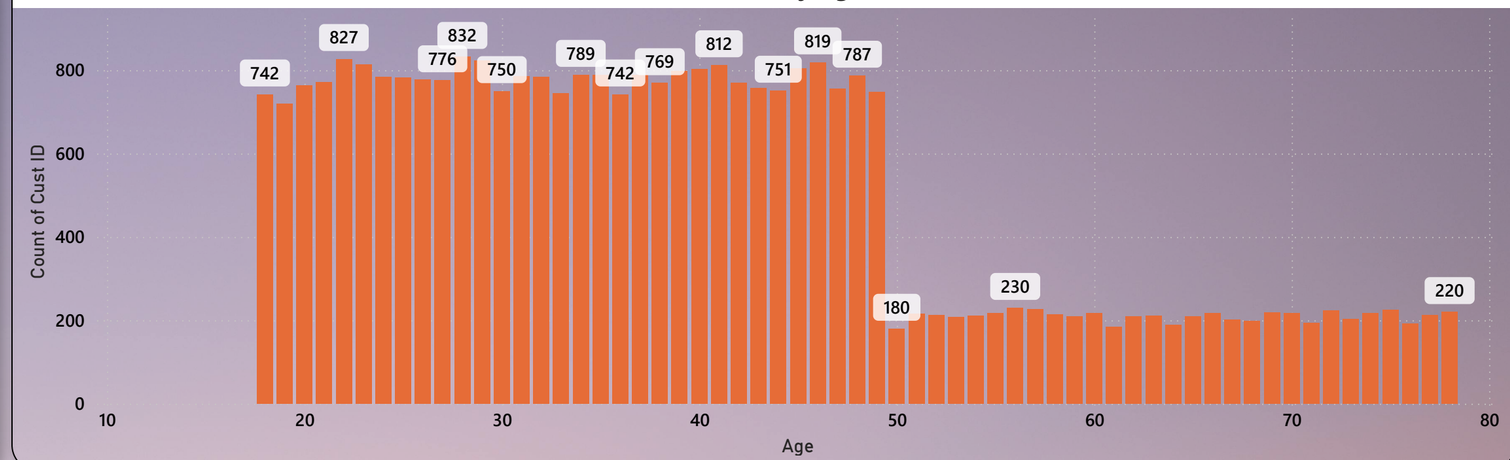
False

True

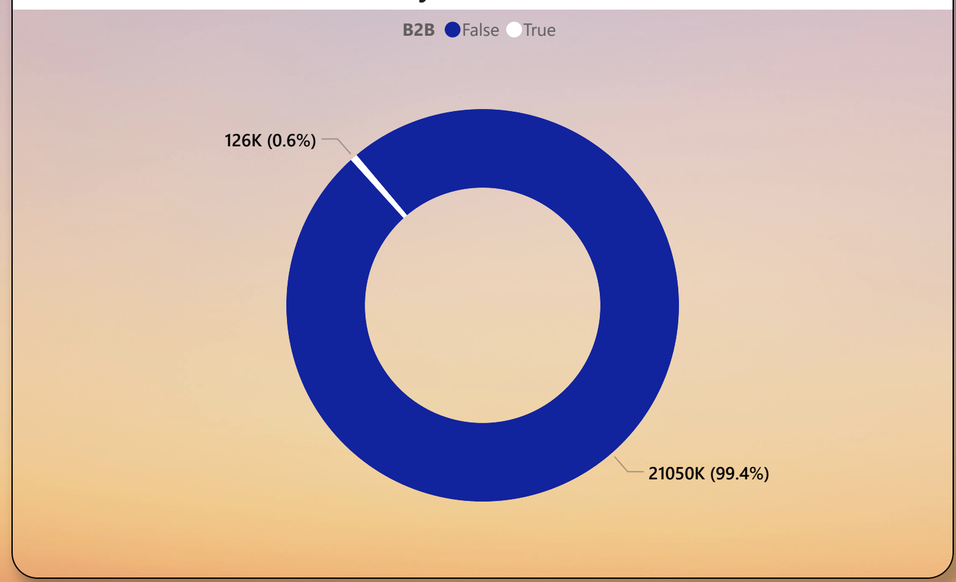
## Sales by Gender



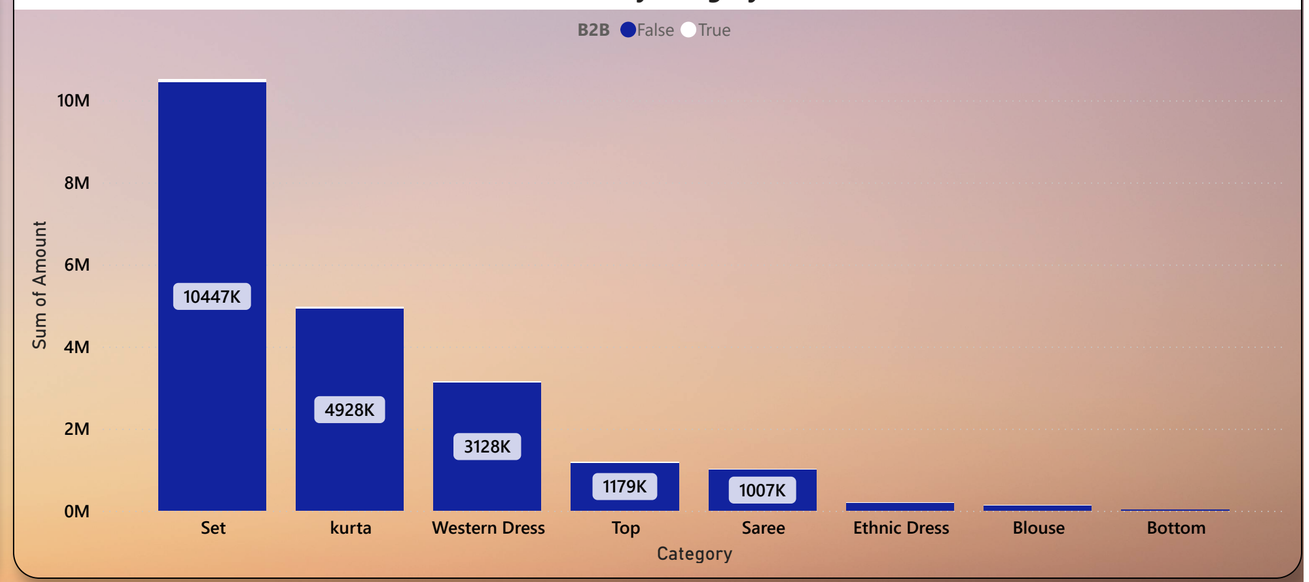

## Customer by Age




## Sales by B2B & Customer




## Sales by Category



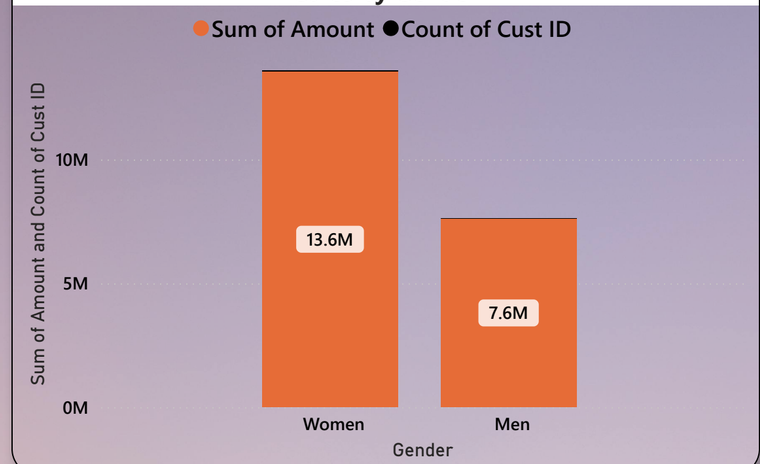
| Total Orders | Fulfillment Rate |
|---|---|
| 28.47K | 92.25% |

**Gender**: Men, Women

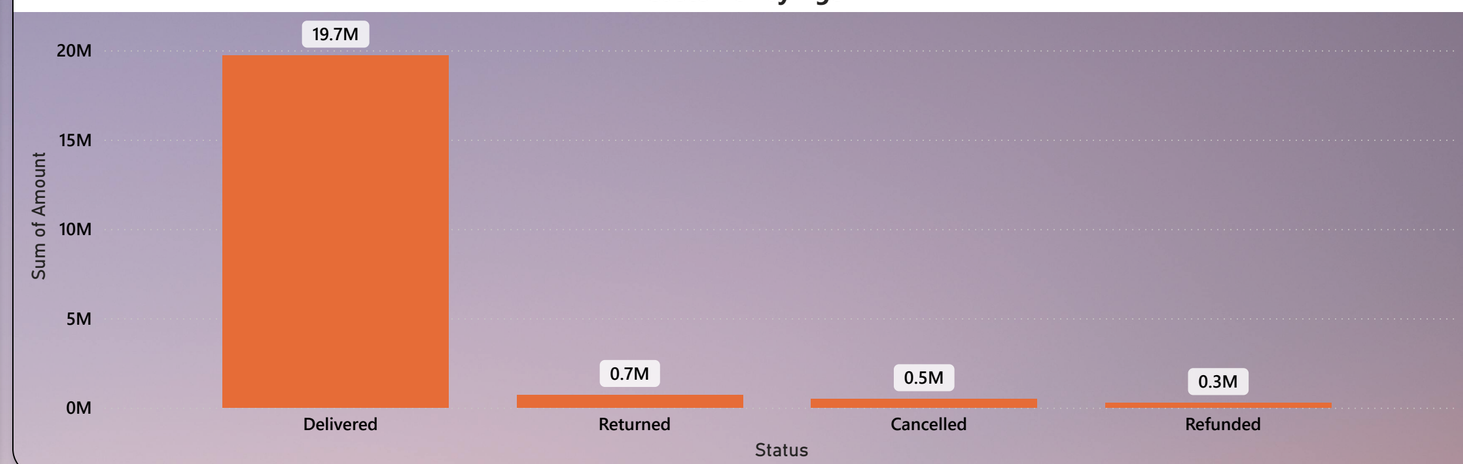
**Category**: Blouse, Bottom, Ethnic Dress, kurta, Saree, Set

**Delivery Status**: Cancelled, Refunded, Delivered, Returned

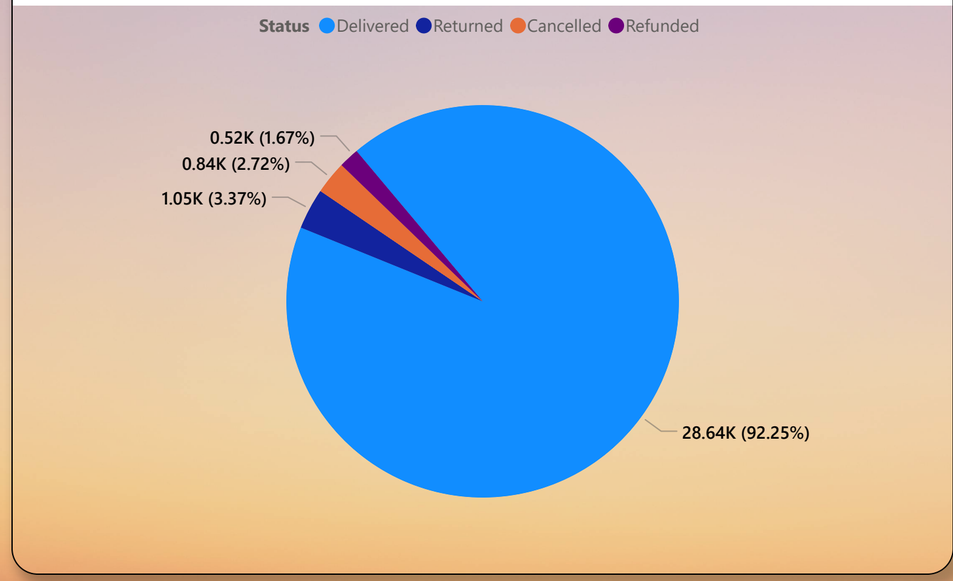
## Sales by Gender



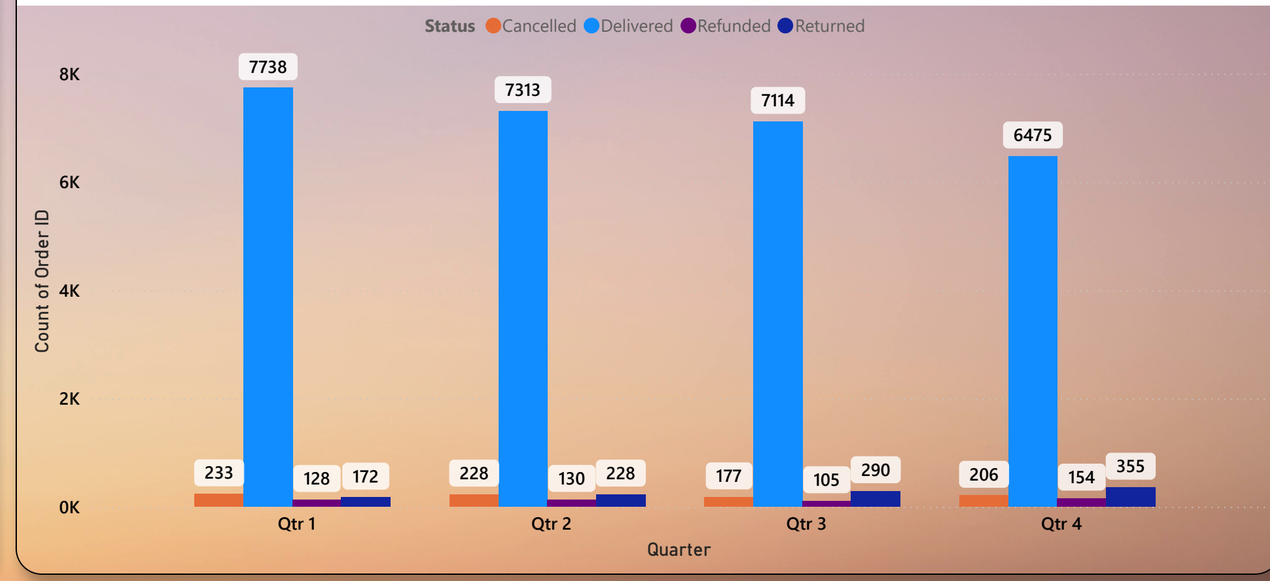

## Customer by Age




## Order Status Distribution




## Order Processing Stages



**21M**
Total Sales

**Quarter**

| | | | |
|---|---|---|---|
| Ajio | Flipkart | Myntra | Others |
| Amazon | Meesho | Nalli | |

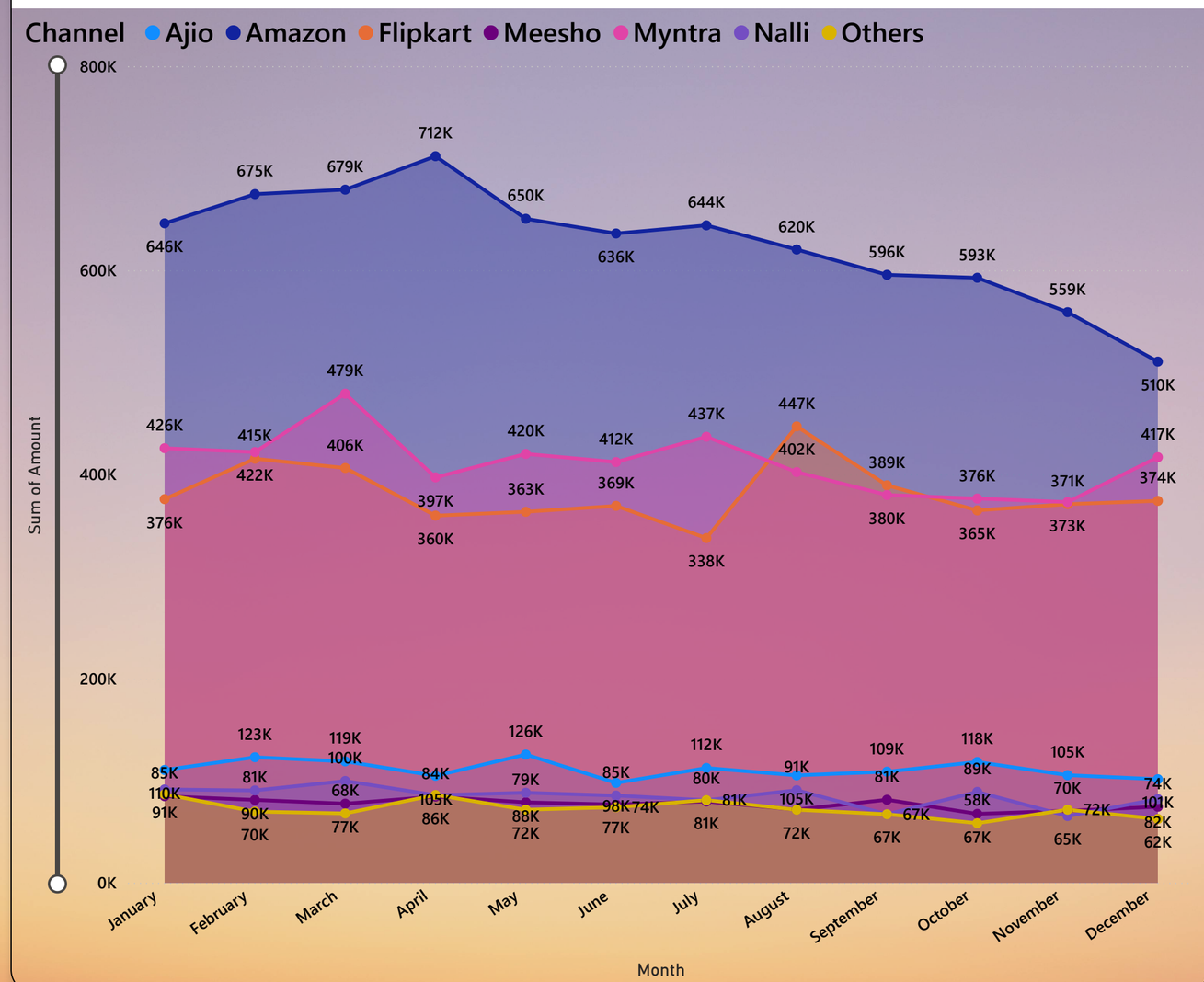
**State**

| | | | |
|---|---|---|---|
| ANDAMAN & NICOBAR | ARUNACHAL PRADESH | BIHAR | CHHATTISGARH |
| ANDHRA PRADESH | ASSAM | CHANDIGARH | DADRA AND NAGAR |

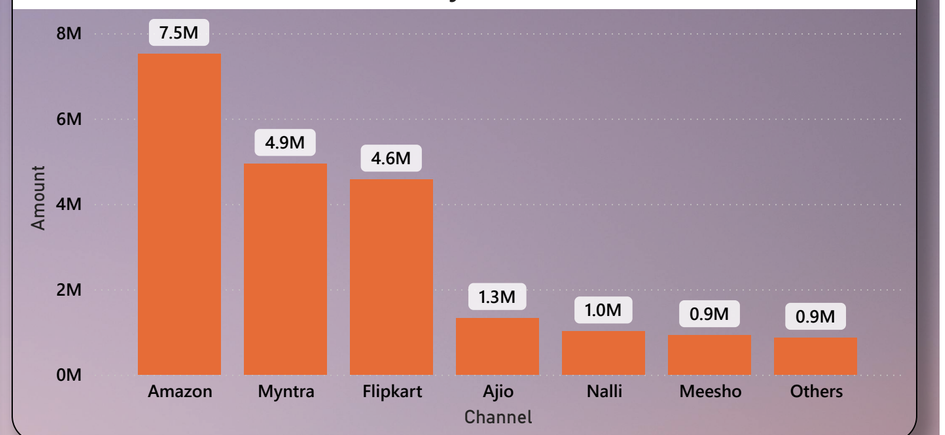
**Quarter**

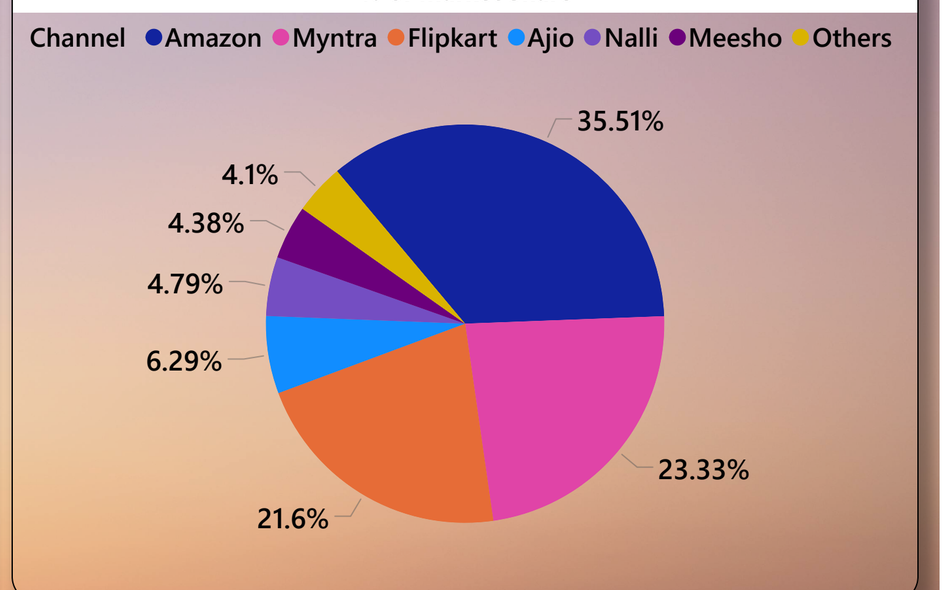
| | |
|---|---|
| Qtr 1 | Qtr 3 |
| Qtr 2 | Qtr 4 |

## Trend Over Time




## Sales by Channel




## % of Market Share