

# ***Vrinda Store Annual Report 2022***

## **Introduction**

Vrinda Store is an online retail business catering to customers across India. This project analyzes sales and customer data for the year 2022. The purpose of the analysis is to identify sales trends, customer preferences, and performance of different sales channels to provide actionable insights for business growth.

## **Objectives**

The key questions addressed in this analysis are:

- Compare the sales and orders using a single chart.
- Identify the month with the highest sales and orders.
- Determine who purchased more: men or women.
- Examine the different order statuses in 2022.
- List the top 5 states contributing to sales.
- Explore the relationship between age and gender in terms of orders.
- Identify which sales channel contributed the most.
- Highlight the highest-selling product categories.

## **Analysis and Findings**

- Sales and Orders Trend
  - Sales and orders followed a similar trend throughout the year.
  - March recorded the highest sales and orders, indicating a seasonal peak.
  - A gradual decline was observed after March, with the lowest activity towards December.
- Gender Contribution
  - Women contributed 64% of total sales, while men accounted for 36%.

- This highlights that women are the primary customer base for Vrinda Store.

- Order Status

- 92% of orders were successfully delivered.
- Only a small fraction was cancelled (3%), returned (3%), or refunded (2%).

- Regional Contribution

The top five states contributing to sales were:

1. Maharashtra (2.99M)
2. Karnataka (2.65M)
3. Uttar Pradesh (2.10M)
4. Telangana (1.71M)
5. Tamil Nadu (1.68M)

- Age and Gender Insights

- The adult age group was the dominant segment:
- 52.39% women and 23.29% men.
- Seniors and teenagers contributed less, but women still outnumbered men in all age categories.

- Sales Channels

- Amazon (35%) was the leading sales channel, followed by Flipkart (22%) and Myntra (23%).
- Smaller contributions came from Meesho (5%), Ajio (6%), and others.

- Product Categories

- Clothing categories like ethnic dresses, kurtas, and sarees dominated sales (as shown in filters).
- Women's apparel is the strongest product category for Vrinda Store.

## **Conclusion and Recommendations**

- Women, especially adults, are the core customer segment of Vrinda Store. Marketing campaigns should be primarily targeted toward this demographic.
- Maharashtra, Karnataka, and Uttar Pradesh represent the most profitable regions. Expanding operations or promotions in these states can further boost sales.
- Amazon and Flipkart drive most sales. Strategic partnerships and promotions with these platforms should be prioritized.
- March sales peak suggests seasonal promotions or festival-driven demand. Replicating similar campaigns in other months can improve performance.
- With a strong share of clothing sales, Vrinda Store should continue to expand its women's apparel offerings.