



# Vrinda Sales Insights Report



## 1. Focus on Women Customers

- 64-65% of the total orders come from women.
- Most of these are from the adult age group, indicating a strong and consistent consumer base.
- Recommendation: Design marketing strategies and campaigns targeting adult women.



## 2. State-Wise Performance

- The top-performing states include:
  - Maharashtra
  - Karnataka
  - Uttar Pradesh
- These states are showing significant growth potential and high order volumes.
- Recommendation: Expand marketing and logistic operations in these regions for better reach.



## 3. Leading Sales Channels

- Major product segments are performing exceptionally well on platforms like:
  - Amazon
  - Myntra
  - Flipkart
- These marketplaces are key partners for driving sales and visibility.
- Recommendation: Strengthen collaboration and exclusive deals with these platforms.



## 4. Peak Sales Month

- March has recorded the highest number of sales and product units sold.
- Indicates a seasonal trend or successful campaign performance.
- Recommendation: Plan major product launches or offers around March.



## 5. High Delivery Success Rate

- Approximately 92% of the total products have been successfully delivered.
- This reflects efficient logistics and customer satisfaction.
- Recommendation: Maintain or improve current delivery standards to retain trust.