

Vrinda Store – Business Questions & Insights

Q. What is the overall business performance of Vrinda Store?

A. Vrinda Store generated a total revenue of ₹2,11,76,377 from 31,047 orders, indicating strong annual sales performance across platforms.

Q. Which customer age segment is the primary revenue driver?

A. The Adult age group dominates sales with 23,676 orders, making it the most valuable customer segment for the business.

Q. How does sales performance change over time?

A. Sales peak during March and gradually decline towards the end of the year, suggesting seasonal demand patterns.

Q. Which online platforms contribute most to order volume?

A. Amazon contributes the highest number of orders, followed by Myntra, Flipkart, and Ajio, highlighting Amazon as the primary sales channel.

Q. Which cities should the business prioritize for growth?

A. Bengaluru, Hyderabad, and New Delhi lead in order volume, indicating strong urban demand and opportunities for targeted marketing.

Q. How efficient is the order fulfillment process?

A. Out of 31,047 total orders, 28,641 were successfully delivered, reflecting a high delivery success rate.

Q. Are returns and cancellations a major concern?

A. Returned, cancelled, and refunded orders together form a small proportion of total sales, indicating effective order and quality management.

Q. Which customer gender and product categories perform best?

A. Women customers dominate sales, especially in categories like Kurtas and Sets, making them key revenue-driving segments.

Q. What strategic business actions can be recommended?

A. The business should focus on adult women customers, strengthen Amazon partnerships, and run seasonal campaigns around peak months to maximize revenue.