

# 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.