Vrinda Store Analysis

Summary and Recommendation

Here's the executive summary of the insights derived from the Vrinda Store analysis:

Key Findings:

1. Customer Demographics
   - Gender Distribution: Women constitute the majority of customers (69%), while men make up 31%.
   - Age Group Analysis:
     - Adults (20-50 years) dominate with 50% of the customer base.
     - Teenagers represent 30%, and seniors account for 20%.
2. Order Status
   - Delivered Orders: 92% of the orders were successfully delivered.
   - Cancellations/Returns: 8% of the orders were either returned (3.4%), canceled (2.7%), or refunded (1.7%).
3. Sales Channels
   - The top-performing platforms include:
     - Amazon (36% of total orders)
     - Myntra (23%)
     - Flipkart (22%)
   - Other platforms like Ajio, Nalli, and Meesho account for smaller shares.
4. State-Wise Sales
   - Top Performing States:
     - Maharashtra: ₹2.99M
     - Karnataka: ₹2.65M
     - Uttar Pradesh: ₹2.1M
     - Telangana: ₹1.71M
     - Tamil Nadu: ₹1.68M
5. Sales Metrics
   - Average Order Value: ₹682 per transaction.
   - Top Product Category: Sets were the most popular, followed by other categories.
   - Popular Size: Medium (M) was the most frequently ordered size.

Business Insights / Recommendation

- Customer Targeting: Focus on women and adult customers for marketing campaigns.
- Channel Optimization: Enhance presence on Amazon, Myntra, and Flipkart to maximize sales.
- Geographical Focus: Invest in targeted campaigns for high-performing states like Maharashtra and Karnataka.
- Improving Returns: Address the 8% cancellation/return rate by improving product descriptions and customer service.