

Sales Performance & Growth Strategy Report

1. Executive Summary

This report looks at how Vrinda Store performed in 2022 and suggests ways to improve sales. The store runs both online and offline, with a strong presence on platforms like Myntra, Ajio, and Amazon. The data shows that while overall sales have been steady, there are clear areas where growth is possible. Based on what we've found, this report offers suggestions to help improve sales, especially during key months and through better use of promotions and product focus.

2. Sales Overview

Vrinda Store brought in around ₹2.12 crore in 2022. Monthly revenue mostly stayed between ₹17–₹19 lakh. The best month was March (₹19.28L), while the lowest was November (₹16.15L) — which is surprising since that's the festival season. This could mean the festive promotions didn't work as expected or weren't visible enough. Apart from that, the store has shown fairly consistent performance across the year.

3. Product Performance Analysis

Most of the store's revenue came from a few key categories — 'kurta' and 'Set' were especially strong. These top 3 categories made up more than 60% of the total sales. On the other hand, some items didn't sell well. It may be a good idea to either stop offering those or try new strategies like bundling them or giving discounts to clear stock. Doubling down on what's already working can really help here.

4. Customer Purchase Behavior

Most sales came from women shoppers, mainly between 18 to 45 years old. Online channels — especially Myntra and Ajio — performed better than others. These platforms also helped reach customers in more cities. While offline still plays a role, the online side is clearly more consistent. Focusing on where the audience is strongest — both in terms of age and platform — will be key for future growth.

5. Promotional Impact

Even though there were offers during festivals, months like October and November didn't see a jump in sales. In fact, November had the lowest revenue. This suggests that the discounts either didn't reach enough people or didn't offer enough value. Next time, promotions could start earlier, include better planning, and focus more on what customers really care about.

6. Key Insights & Recommendations

- **Stick with what's selling:** Grow the categories that are already doing well.
 - **Fix how promotions are run:** Start campaigns earlier and make them more visible.
 - **Target your best audience:** Women aged 18–45 are your core customers — speak directly to them.
 - **Go deeper with online:** Use loyalty programs or platform-only deals to bring in repeat customers.
 - **Sort out slow-moving items:** Either improve them or let them go.
 - **Track results better:** Use simple tools to measure how well offers are working in real time.
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Conclusion

Vrinda Store has done well over the year, but there's a clear opportunity to grow faster by focusing on the right products, platforms, and people. With smarter promotions and a bit of cleanup in what's offered, the store can not only boost sales but also build stronger connections with its best customers.