

Vrinda Stores Annual Report

Aim – Vrinda Stores want to create a annual sales report of 2022. So that, they can understand their customers and grow more sales in 2023

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Insights –

1. Sales Trend Analysis

- Sales were highest in the first quarter (Jan–Mar), peaking in March.
- After March, there was a gradual decline in both sales amount and order count.
- The lowest sales were recorded in the last quarter (Oct–Dec).

Vrinda Stores should analyze what drove high sales in Q1 and strategize to maintain momentum throughout the year.

2. Top 5 Performing States

- Maharashtra (₹2.98M) had the highest sales, followed by Karnataka (₹2.65M) and Uttar Pradesh (₹2.10M).
- Tamil Nadu and Telangana contributed the least among the top five states.

Maharashtra and Karnataka are key revenue-driving states. Focused marketing and customer engagement in these regions could drive further growth.

3. Sales by Gender

- Women (64%) dominate the customer base, while Men (36%) contribute significantly less.

Vrinda Stores should tailor marketing campaigns and product offerings more towards women but also find ways to attract more male customers.

4. Order Status

- 92% of orders were delivered successfully, with 3% cancelled, 3% returned, and 2% refunded.

The return and refund rate is relatively low, indicating customer satisfaction with products. However, analyzing cancellation reasons can help reduce lost sales.

5. Sales Channels Performance

- Amazon (35%) and Myntra (23%) are the top-performing platforms, followed by Flipkart (22%).
- Smaller channels like Ajio (6%), Meesho (5%), and others contribute minimally.

Since Amazon and Myntra are leading platforms, Vrinda Stores should invest more in promotions, ads, and exclusive deals on these platforms. Lesser-performing platforms may need different strategies to improve sales.

Recommendations for 2023 Growth

1. Boost Sales in Low-Performing Quarters: Implement discounts and marketing strategies in Q3 and Q4 to maintain consistent sales throughout the year.
2. Enhance Engagement in Top Performing States: Invest in location-based promotions in Maharashtra and Karnataka.
3. Expand Male Customer Base: Introduce male-targeted products and marketing strategies to balance the gender ratio.
4. Optimize Sales Channels: Strengthen presence on Amazon and Myntra while improving sales on Flipkart and Ajio.
5. Reduce Cancellations & Returns: Analyze reasons for cancellations and returns to improve customer satisfaction.

Images of Dataset and Dashboard –

Dataset of 31047 rows :

Index	Order ID	Customer ID	Gender	Age Group	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount	Ship-city	Ship-state	Ship-postal-code	Ship-country	IS23
1	17-102310-103078	103078	Women	44 Adult	04-10-2022	Dec	Delivered	Myntra	JNE333-EUE-KP-001-XOL	kurta	XOL	1	INR	379	CHOLU	PUNJAB	160030	IN	FALSE
2	405-783842-222586	222586	Women	23 Adult	04-10-2022	Dec	Delivered	Ajio	SET44-KRPP-L	Set	L	1	INR	1443	GURUGRAM	HARYANA	122002	IN	FALSE
3	17-145503-480366	480366	Women	67 Senior	04-10-2022	Dec	Delivered	Myntra	JNE333-EUE-KP-001-XOL	kurta	S	1	INR	493	KOLKATA	WEST BENGAL	700028	IN	FALSE
4	27-149009-630051	630051	Women	20 Teenager	04-10-2022	Dec	Delivered	Amazon	SET180-KRPP-M	Set	M	1	INR	729	THANJAVUR	TAMIL NADU	610007	IN	FALSE
5	403-63036-407754	407754	Women	62 Senior	04-10-2022	Dec	Delivered	Myntra	JNE333-EUE-KP-001-XOL	kurta	XOL	1	INR	544	GURUGRAM	HARYANA	122001	IN	FALSE
6	6-407-126030-4366305	4366305	Men	49 Adult	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Western Dress	XOL	1	INR	735	SANGLI MPRAJ KUPWAD	MAHARASHTRA	416436	IN	FALSE
7	9-17593236-1038771	1038771	Women	23 Adult	04-10-2022	Dec	Delivered	Myntra	JNE333-EUE-KP-001-XOL	kurta	M	1	INR	435	GURUGRAM	HARYANA	122001	IN	FALSE
8	9-408-2036263-303950	303950	Women	75 Senior	04-10-2022	Dec	Delivered	Amazon	JNE3474-KRE-XOL	kurta	XL	1	INR	395	BENGALURU	KARNATAKA	560049	IN	FALSE
9	10-404-3448076-304276	304276	Women	43 Adult	04-10-2022	Dec	Delivered	Myntra	JNE3484-KRE-XOL	kurta	L	1	INR	771	MULUGUWEMADA	ANDHRA PRADESH	520002	IN	FALSE
10	11-404-3448076-304276	304276	Women	43 Adult	04-10-2022	Dec	Delivered	Myntra	JNE3484-KRE-XOL	kurta	L	1	INR	771	MULUGUWEMADA	ANDHRA PRADESH	520002	IN	FALSE
11	12-404-3448076-304276	304276	Women	43 Adult	04-10-2022	Dec	Delivered	Myntra	JNE3484-KRE-XOL	kurta	L	1	INR	771	MULUGUWEMADA	ANDHRA PRADESH	520002	IN	FALSE
12	13-408-1035357-435954	435954	Women	18 Teenager	04-10-2022	Dec	Delivered	Amazon	JNE375-KRPP-S	Top	S	1	INR	399	ARACONAH	TAMIL NADU	610003	IN	FALSE
13	14-403-630074-129620	129620	Men	44 Adult	04-10-2022	Dec	Delivered	Myntra	JNE333-EUE-KP-001-XOL	Set	M	1	INR	917	BENGALURU	KARNATAKA	560025	IN	FALSE
14	15-407-8442666-273636	273636	Men	52 Senior	04-10-2022	Dec	Delivered	Amazon	SET133-KRPP-M	Set	M	1	INR	907	HYDERABAD	TELANGANA	500086	IN	FALSE
15	16-408-746281-857136	857136	Women	18 Teenager	04-10-2022	Dec	Delivered	Amazon	JNE333-EUE-KP-001-XOL	Top	L	1	INR	523	NEW DELHI	DELHI	110002	IN	FALSE
16	17-407-703962-708037	708037	Men	39 Adult	04-10-2022	Dec	Delivered	Myntra	SET133-KRPP-M	Set	L	1	INR	916	Bhubaneswar	ODISHA	751002	IN	FALSE
17	18-407-342488-737303	737303	Men	49 Adult	04-10-2022	Dec	Delivered	Myntra	SET133-KRPP-M	Set	XS	1	INR	963	GROH	RAJASTHAN	307001	IN	FALSE
18	19-17-407-6467-474940	474940	Men	24 Adult	04-10-2022	Dec	Delivered	Myntra	JNE333-EUE-KP-001-XOL	Western Dress	XS	1	INR	473	MUMBAI	MAHARASHTRA	400057	IN	FALSE
19	20-408-204436-177775	177775	Women	46 Adult	04-10-2022	Dec	Delivered	Amazon	SET133-KRPP-M	Set	M	1	INR	545	AMRITSAR	PUNJAB	143001	IN	FALSE
20	21-404-437078-134536	134536	Men	43 Adult	04-10-2022	Dec	Delivered	Nalli	J023-KRPP-XOL	Set	XS	1	INR	184	LUDHIANA	UTTAR PRADESH	220024	IN	FALSE
21	22-408-184330-978960	978960	Men	31 Adult	04-10-2022	Dec	Refunded	Myntra	J023-KRPP-XOL	Western Dress	XOL	1	INR	743	NEW DELHI	DELHI	110007	IN	FALSE
22	23-403-630074-129620	129620	Men	30 Adult	04-10-2022	Dec	Delivered	Amazon	JNE333-EUE-KP-001-XOL	Set	XS	1	INR	575	MADRASA	TAMIL NADU	625004	IN	FALSE
23	24-406-305676-572050	572050	Women	19 Teenager	04-10-2022	Dec	Delivered	Ajio	SET180-KRPP-S	Set	XS	1	INR	788	Mumbai	UTTAR PRADESH	250002	IN	FALSE
24	25-403-630074-129620	129620	Men	37 Adult	04-10-2022	Dec	Delivered	Amazon	SET133-KRPP-M	Set	M	1	INR	910	HYDERABAD	TELANGANA	500086	IN	FALSE
25	26-403-543076-722546	722546	Women	37 Adult	04-10-2022	Dec	Delivered	Amazon	JNE333-EUE-KP-001-XOL	kurta	XL	1	INR	533	INDORE	MADHYA PRADESH	452004	IN	FALSE
26	27-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
27	28-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
28	29-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
29	30-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
30	31-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
31	32-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
32	33-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
33	34-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
34	35-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
35	36-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
36	37-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
37	38-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
38	39-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
39	40-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
40	41-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
41	42-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
42	43-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
43	44-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
44	45-406-104390-471762	471762	Women	62 Senior	04-10-2022	Dec	Delivered	Flipkart	JNE333-EUE-KP-001-XOL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
45	46-17-408-7266-380769	380769	Men	38 Adult	04-10-2022	Dec	Delivered	Amazon	NV001-TP-XOL	Set	XS	1	INR	563	TIRUCHIRAPPALLI	ANDHRA PRADESH	520002	IN	FALSE
46	47-408-7266-380769	380769	Men	38 Adult	04-10-2022	Dec	Delivered	Amazon	NV001-TP-XOL	Set	XS	1	INR	563	TIRUCHIRAPPALLI	ANDHRA PRADESH	520002	IN	FALSE
47	48-408-7266-380769	380769	Men	38 Adult	04-10-2022	Dec	Delivered	Amazon	NV001-TP-XOL	Set	XS	1	INR	563	TIRUCHIRAPPALLI	ANDHRA PRADESH	520002	IN	FALSE

Dashboard –



