Executive Summary – Vrinda Store Annual Report

This report shows the **annual sales performance of Vrinda Store** using different business factors such as monthly sales, order status, customer type, sales channels, and top states. The dashboard helps understand sales trends and customer behavior clearly.

Sales and Order Trends

Vrinda Store achieved its **highest sales and order volume in the first quarter**, especially in **March**. After that, sales slowly decreased toward the end of the year. This shows that sales are **seasonal**, but overall performance remained steady throughout the year.

Order Status

Most orders were completed successfully:

- **92% of orders were delivered**
- Only a small number were **cancelled (3%)**, **returned (3%)**, or **refunded (2%)**

This shows that the store has **good product quality and reliable delivery services**.

Customer Analysis

- **Women customers contribute the most**, making up **64% of total sales**
- Men contribute **36% of sales**
- In all age groups (Adult, Senior, Teenager), **women place more orders than men**
- The **adult age group** is the largest and most active customer segment

This indicates that women are the **main target customers** for Vrinda Store.

Top Performing States

The highest sales come from:

1. Maharashtra
2. Karnataka
3. Uttar Pradesh
4. Telangana
5. Tamil Nadu

These states are key markets and should be given more focus for future growth.

Sales Channels

Most sales come from online platforms:

- **Amazon** is the top channel with **35% of sales**
- Followed by **Myntra (23%)** and **Flipkart (22%)**

This shows that online marketplaces play a **major role in total revenue**.

Key Takeaways

- Focus more on **high-sales months (Jan–Mar)**
- Increase promotions for **women customers**, especially adults
- Strengthen presence in **top-performing states**
- Improve sales through **major online platforms**

Conclusion

Vrinda Store is performing well with **high order delivery success**, **strong women customer base**, and **good online sales performance**. By using these insights, the store can improve sales and grow further.