**Vrinda Annual Report 2022**

**Overview**

This report provides a comprehensive analysis of sales performance for the year 2022, focusing on various metrics such as sales trends, order status, and demographic insights. The data is visualized using charts and graphs to facilitate easier understanding and decision-making.

**Contents**

* Monthly Sales Data
* Sales by Channel
* Sales Categories
* Overall Sales Performance
* Sales by Gender
* Order Status
* Top 5 Sales Regions
* Orders by Age & Gender
* Sales Channel Distribution

**Key Sections**

**1. Monthly Sales Performance**

* **Months Covered**: August to December
* **Data Representation**: Line and bar charts comparing orders against sales figures.

**2. Sales by Channel**

* **Channels Included**:
  + Flipkart
  + Meesho
  + Myntra
  + Nalli
  + Others

**3. Sales Categories**

* **Categories Analyzed**:
  + Kurta
  + Saree
  + Set
  + Top
  + Western Wear

**4. Overall Sales Performance**

* **Top 5 Sales**:
  + Tamil Nadu: 1678.88M
  + Telangana: 1712.44M
  + Uttar Pradesh: 2104.66M
  + Karnataka: 2646.36M
  + Maharashtra: 2990.22M

**5. Sales by Gender**

* **Gender Distribution**:
  + Men: 36%
  + Women: 64%

**6. Order Status**

* **Status Breakdown**:
  + Delivered: 92%
  + Refunded: 2%
  + Returned: 3%
  + Cancelled: 3%

**7. Orders by Age & Gender**

* **Age Groups Represented**:
  + Adult: 34.59%
  + Senior: 5.91%
  + Teenager: 21.13%

**8. Sales Channel Distribution**

* Sales by Channel:
  + Amazon: 35%
  + Myntra: 23%
  + Flipkart: 22%
  + Ajio: 6%
  + Nalli: 5%
  + Meesho: 5%
  + Others: 4%

**Conclusion**

In This Project the conclusion is to improve vrinda store sales: Target women customers of age group (30-49 yrs) living in Maharastra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.