

VRINDA STORE ANNUAL REPORT 2022

SLICERS

Month

Jan
Feb
Mar
Apr
May

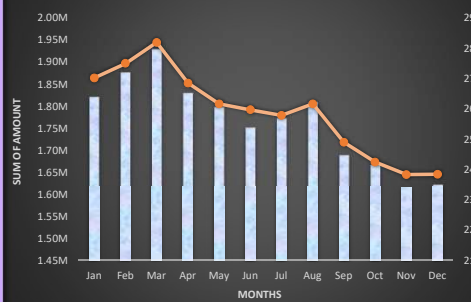
Category

Blouse
Bottom
Ethnic Dr...
kurta
Saree

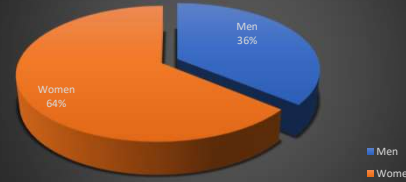
Channel

Ajio
Amazon
Flipkart
Meesho
Myntra

ORDERS AND SALES



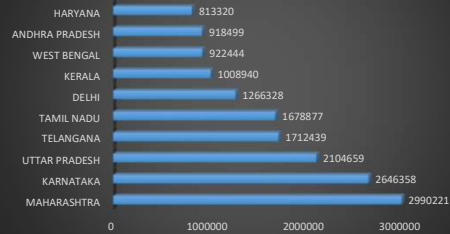
SALES : MEN AND WOMEN



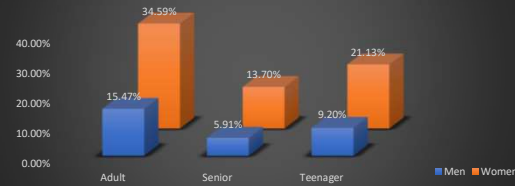
ORDER STATUS



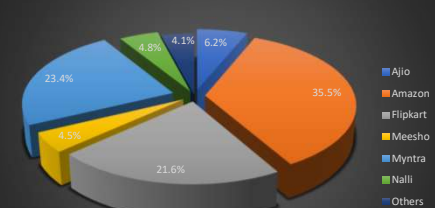
TOP 5 STATES : SALES



AGE AND GENDER : ORDER



CHANNEL : ORDERS



SAMPLE INSIGHTS :

Women are more likely to buy compared to men (65%).
Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%).
Adult age group (30-49 yrs) is max contributing (50%).
Amazon, Flipkart and Myntra channels are max contributing (80%).

FINAL CONCLUSION TO IMPROVE VRINDA STORE SALES:

Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/ offers/ coupons available on Amazon, Flipkart and Myntra.