

# Vrinda Store Sales Analysis Report – 2022

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## 1. Overview

The 2022 data for Vrinda Store was analyzed based on orders, sales, customer demographics, sales channels, and geographical performance. This report highlights the key trends, customer behaviors, and actionable insights.

## 2. Detailed Analysis

### A. Orders and Sales Trend

- Peak Months: Orders and sales were highest between February and April, with sales crossing 1.9M during this period.
- Low Months: A decline is observed after August, with the lowest sales (~1.5M) recorded in November and December.
- The data suggests seasonal buying trends, likely driven by festivals or promotional campaigns.

### B. Sales: Men vs Women

- Women dominate purchases with 64% of sales, compared to 36% from men.
- This indicates Vrinda Store's products (e.g., sarees, kurtas, and ethnic wear) strongly appeal to female customers.
- Strategy: Future campaigns should continue to focus on women-centric marketing while exploring options to engage male buyers.

### C. Order Status

- 92% of total orders were successfully delivered, indicating a strong logistics system.
- Cancelled and returned orders together account for 6% (3% each), and 2% orders were refunded.
- Action Point: Improve product quality checks and detailed product descriptions to further minimize returns and cancellations.

### D. Top 5 States by Sales

- Maharashtra leads with 2.98M sales, followed by:
  1. Karnataka – 2.65M
  2. Uttar Pradesh – 2.10M
  3. Telangana – 1.71M
  4. Tamil Nadu – 1.68M

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- Observation: Maharashtra and Karnataka contribute significantly to revenue, while South India (Tamil Nadu, Telangana) shows strong growth potential.

### **E. Orders by Age vs Gender**

- Adult Women (34.98%) form the largest customer segment, followed by Adult Men (15.66%).
- Seniors and teenagers contribute smaller shares:
  - Seniors – 13.31% (women), 5.72% (men)
  - Teenagers – 21.13% (women), 9.20% (men)
- Action Point: Adult buyers should remain the primary marketing target, while promotional campaigns can be introduced to attract younger customers.

### **F. Sales Channels**

- Amazon dominates with 35.4% of total orders, followed by:
  - Myntra – 23.3%
  - Flipkart – 21.6%
  - Ajio – 6.2%
  - Meesho – 4.5%
  - Nalli – 4.8%
- Insight: Amazon is the strongest sales partner, while Myntra and Flipkart are also crucial for growth. Ajio and Meesho have potential for targeted campaigns.

## **3. Key Insights & Recommendations**

1. Women, especially adults, are the primary customers (64%). Future marketing campaigns should remain female-centric.
2. Maharashtra, Karnataka, and Uttar Pradesh are the most lucrative markets. Focused regional offers can help sustain sales growth in these states.
3. Amazon, Myntra, and Flipkart together drive 80% of sales. These channels should be prioritized for promotions and partnerships.
4. Seasonal dips in November–December indicate a need for year-end discounts and campaigns to maintain momentum.
5. Reducing the 6% cancellation/return rate could lead to higher profit margins.

## **4. Conclusion**

Vrinda Store had a strong sales year in 2022, with women buyers and adult customers being the dominant segment. The majority of sales come from a few key states and top e-commerce platforms like Amazon, Myntra, and Flipkart. The business can achieve further growth by focusing on high-performing states, strengthening partnerships with major platforms, and reducing returns.

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