

Vrinda Store Annual Report 2022

Month

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Channel

Ajio

Amazon

Flipkart

Meesho

Myntra

Nalli

Orders VS Sales

Sum of Amount

Month	Sum of Amount
Jan	1.82M
Feb	1.88M
Mar	1.93M
Apr	1.83M
May	1.80M
Jun	1.75M
Jul	1.77M
Aug	1.81M
Sep	1.69M
Oct	1.67M
Nov	1.62M
Dec	1.62M

Orders: Age Vs Gender

Age Group	Men
Adult	15.47%
Senior	5.91%
Teenager	9.20%

Sales: Top 5 States

TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

Max Sales: Channels

Amazon	35%
Flipkart	22%
Myntra	23%
Ajio	6%
Meesho	5%
Nalli	5%
Others	4%

Sales: Men Vs Women

Men	36%
Women	64%

Order Status

Delivered	92%
Cancelled	3%
Returned	3%
Refunded	2%

Highest Selling Category

Set	39.91%
kurta	33.65%
Western Dress	13.10%
Top	7.06%
Saree	4.44%
Ethnic Dress	0.85%
Blouse	0.74%
Bottom	0.25%

Categ...

Blouse

Bottom

Ethnic Dress

kurta

Saree

Set

Top

Western Dress

Gender

Men

Women

Age G...

Teenager

