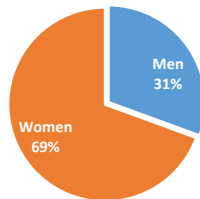
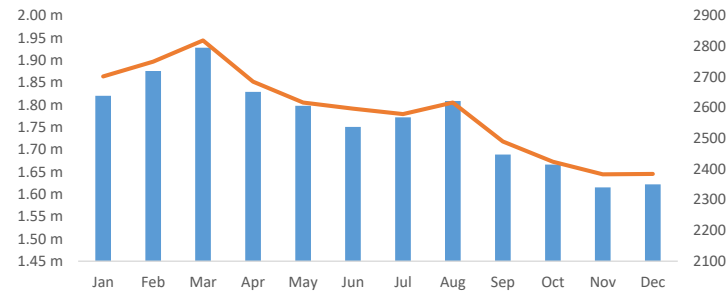


VRINDA STORE ANNUAL SALES REPORT-2022

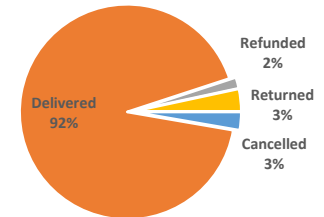
MEN VS WOMEN PURCHASE PERCENTAGE



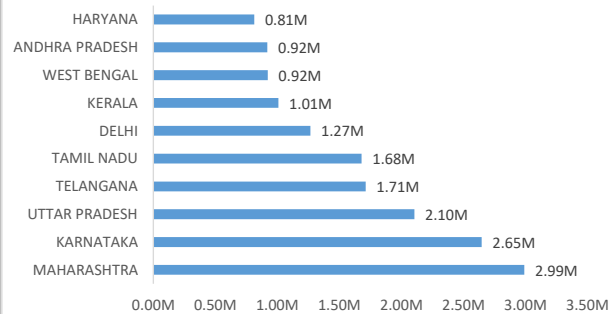
SALES VS ORDER



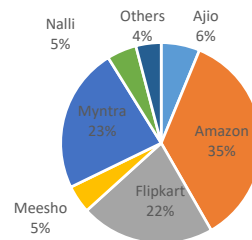
STATUS OF ORDER



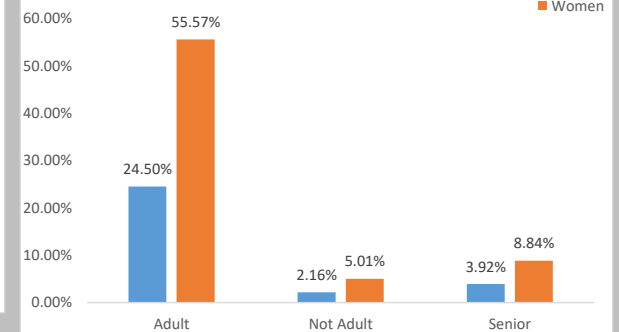
SALES: TOP 10 STATE



ORDER: CHANNEL



ORDER: GENDER & AGE



Month

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug

Status

- Cancelled
- Delivered
- Refunded
- Returned

Channel

- Ajo
- Amazon
- Flipkart
- Meesho
- Myntra
- Nalli
- Others

Category

- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree
- Set
- Top
- Western Dress

Sample Insight

- 1 Women are more likely to buy compared to men (~69%).
- 2 Maharashtra, Karnataka and Uttar Pradesh are the top 3 (~50%).
- 3 Adult age group (21-60 yrs) is maximum contributing (~80%).
- 4 Amazon, Flipkart and Myntra channels are the maximum contributing (~80%).

Final Conclusion to improve Vrinda store sales:



Target Women customer of age group (21-60 yrs) living in Maharashtra, karnataka and uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.