

Vrinda Store Annual Report 2022

Month

Jan
Feb
Mar
Apr
May
Jun

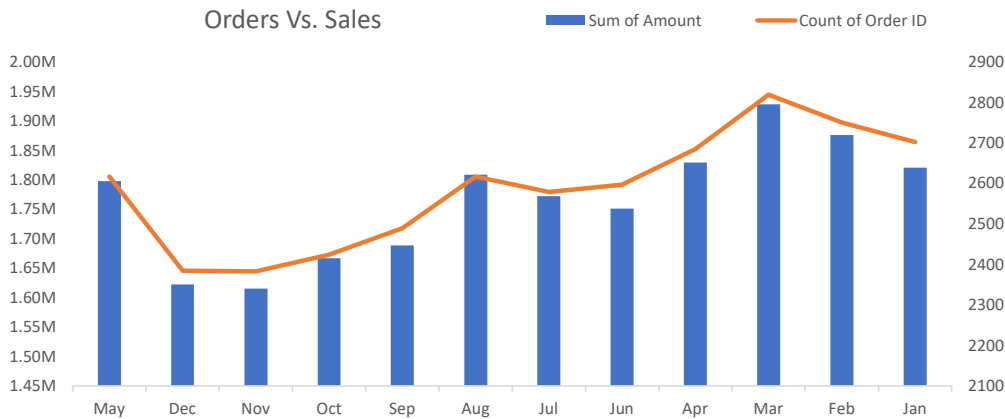
Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli

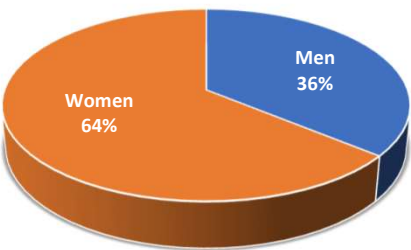
Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set

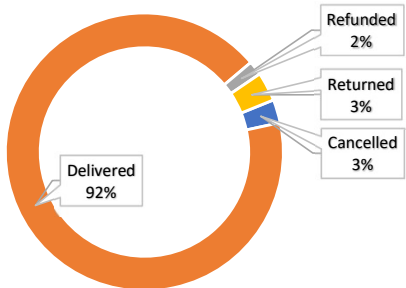
Orders Vs. Sales



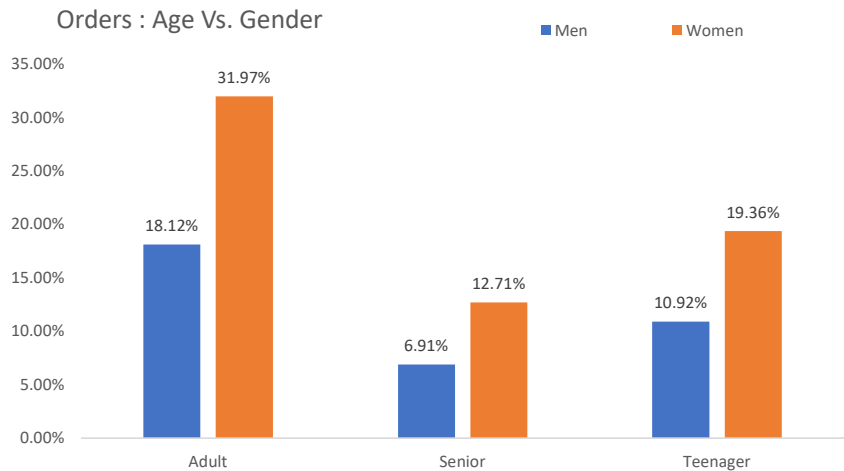
Sales : Men Vs. Women



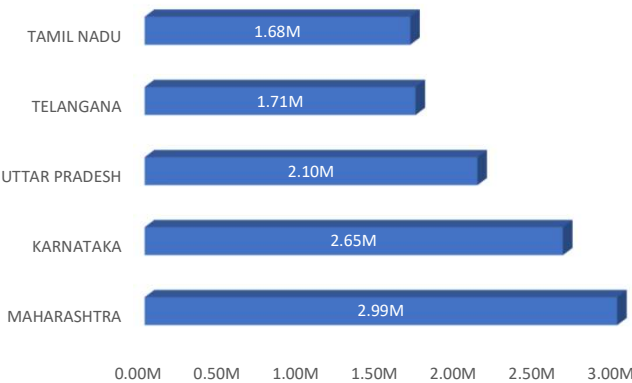
Orders Status



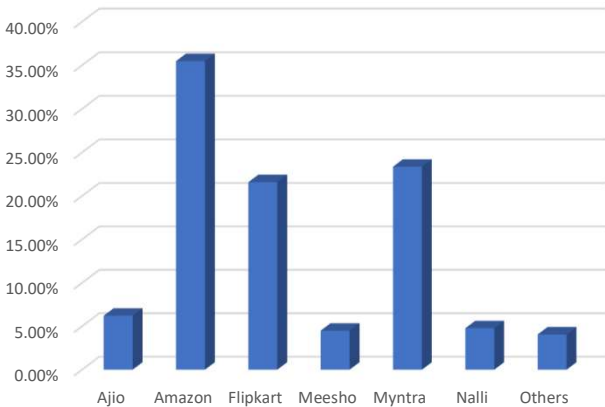
Orders : Age Vs. Gender



Sales : Top 5 States



Orders: Channels



Sample Insights.

- Women are more likely to buy compared to men.
- Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu are top 5 states.
- Adult age group (30-49 years old) is contributing maximum.
- Amazon, Flipkart and Myntra platforms are contributing maximum.

Conclusions to improve Vrinda store sales

Need to provide ads/offers/coupons of **Amazon, Flipkart and Myntra** platforms to **women customers** of adult age group (**30-49 years old**) living in **Maharashtra, Karnataka and Uttar Pradesh** states.