

VRINDA STORE

SALES REPORT

2022

By:- Sanjay Singh Kanwal



Introduction

Vrinda Store seeks to analyze its 2022 annual sales to gain a deeper understanding of customer purchasing behaviors, identify trends, and spot areas for improvement. This project will provide valuable insights that will guide strategies to enhance customer satisfaction and increase sales in 2023.



Overview of KEY OBJECTIVES



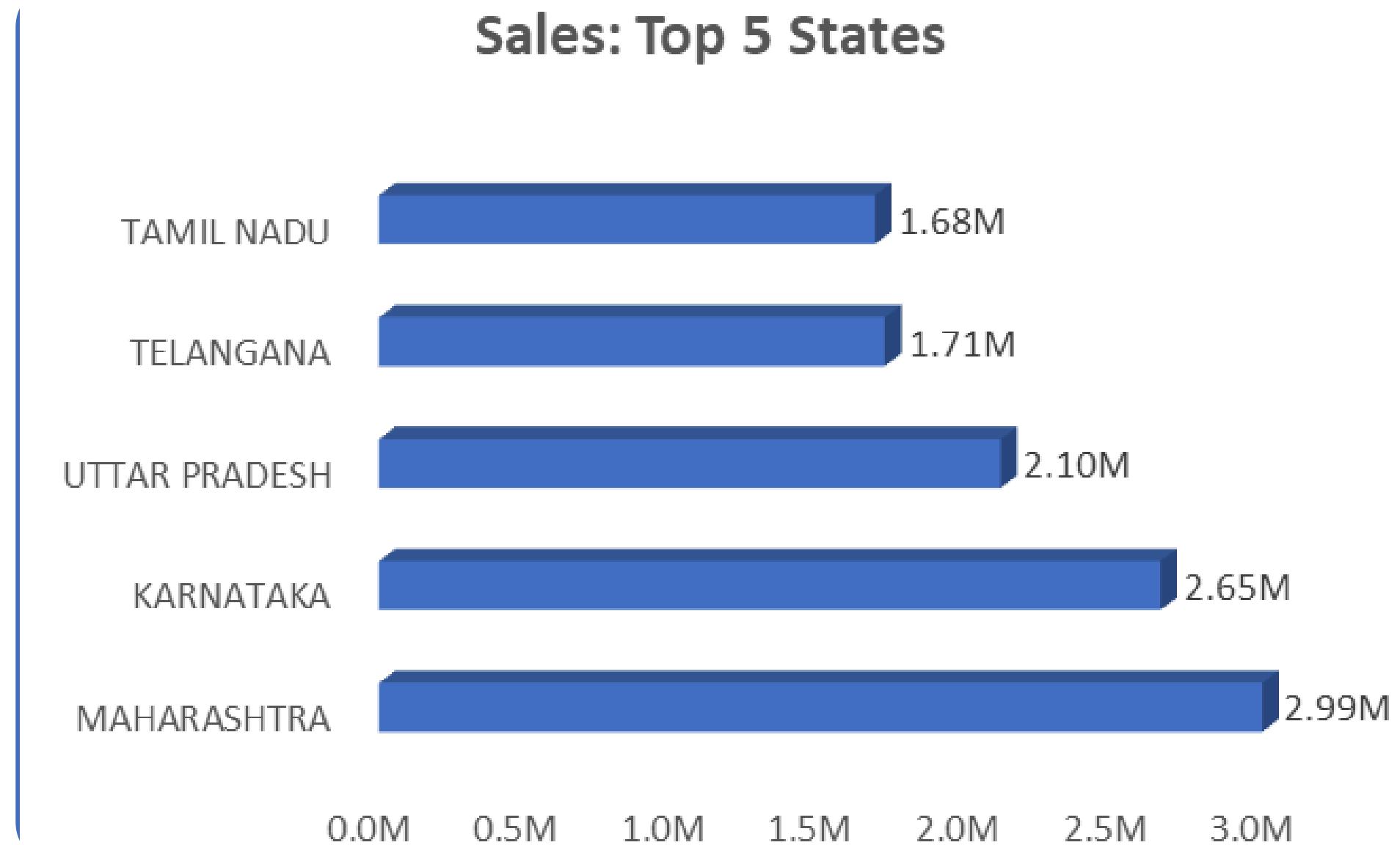
- Identify the top-performing and least-performing products/categories in 2022.
- Analyze customer buying patterns, including seasonal trends and preferences.
- Determine key demographics contributing to the store's sales.
- Identify opportunities to optimize product offerings, pricing, and promotions.
- Deliver actionable recommendations to drive growth and profitability in 2023.



Sales by Region

Sales by Region is a part of the sales report that breaks down and analyzes sales data based on specific geographic regions.

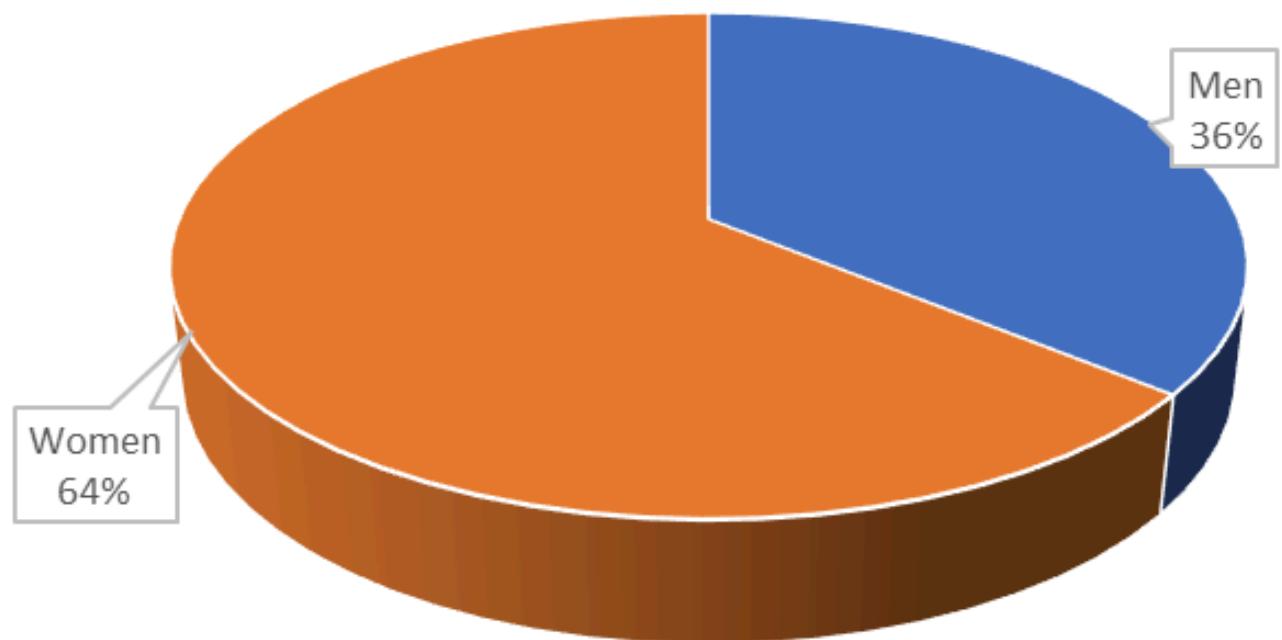
Top 5 states contributing to high no. of sales.



Sales Men vs Women



Sales: Men vs Women



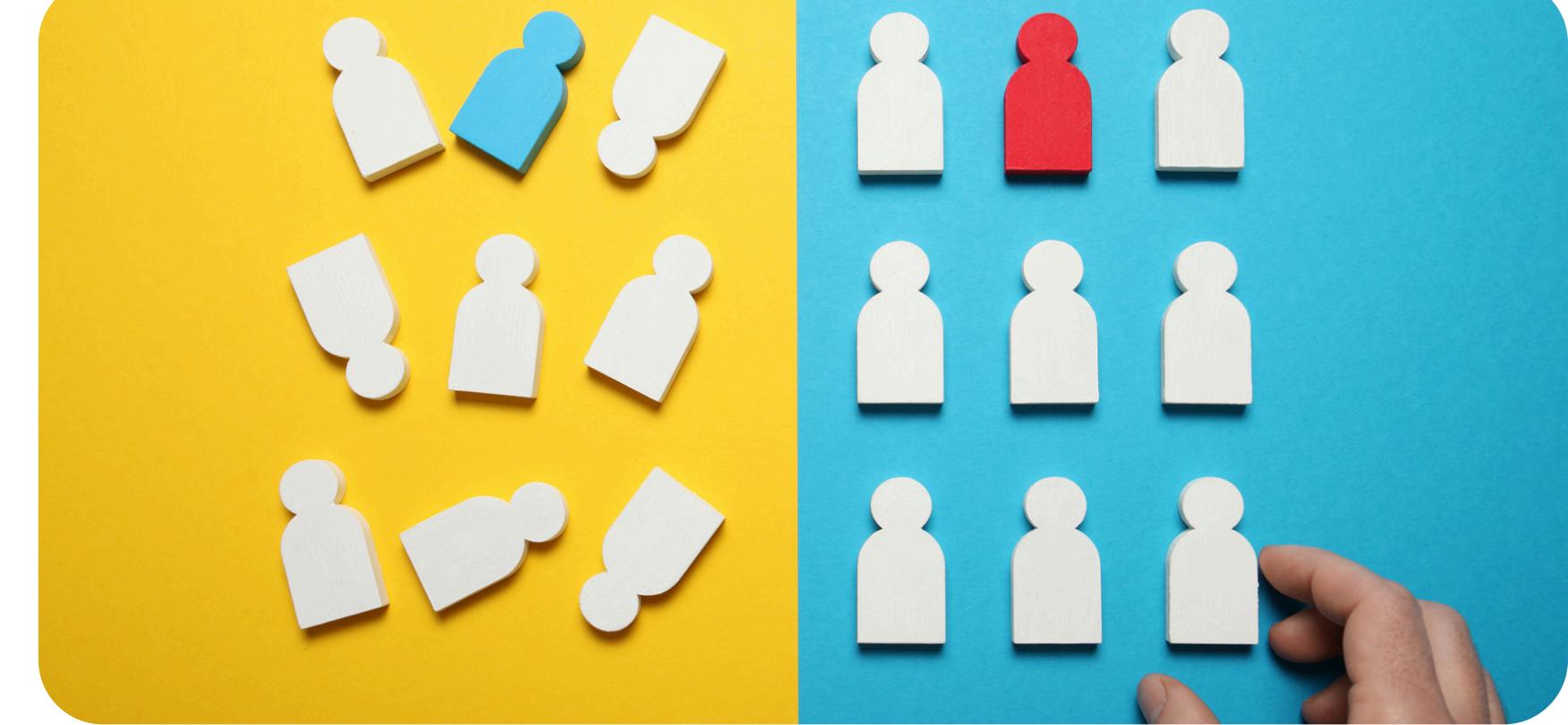
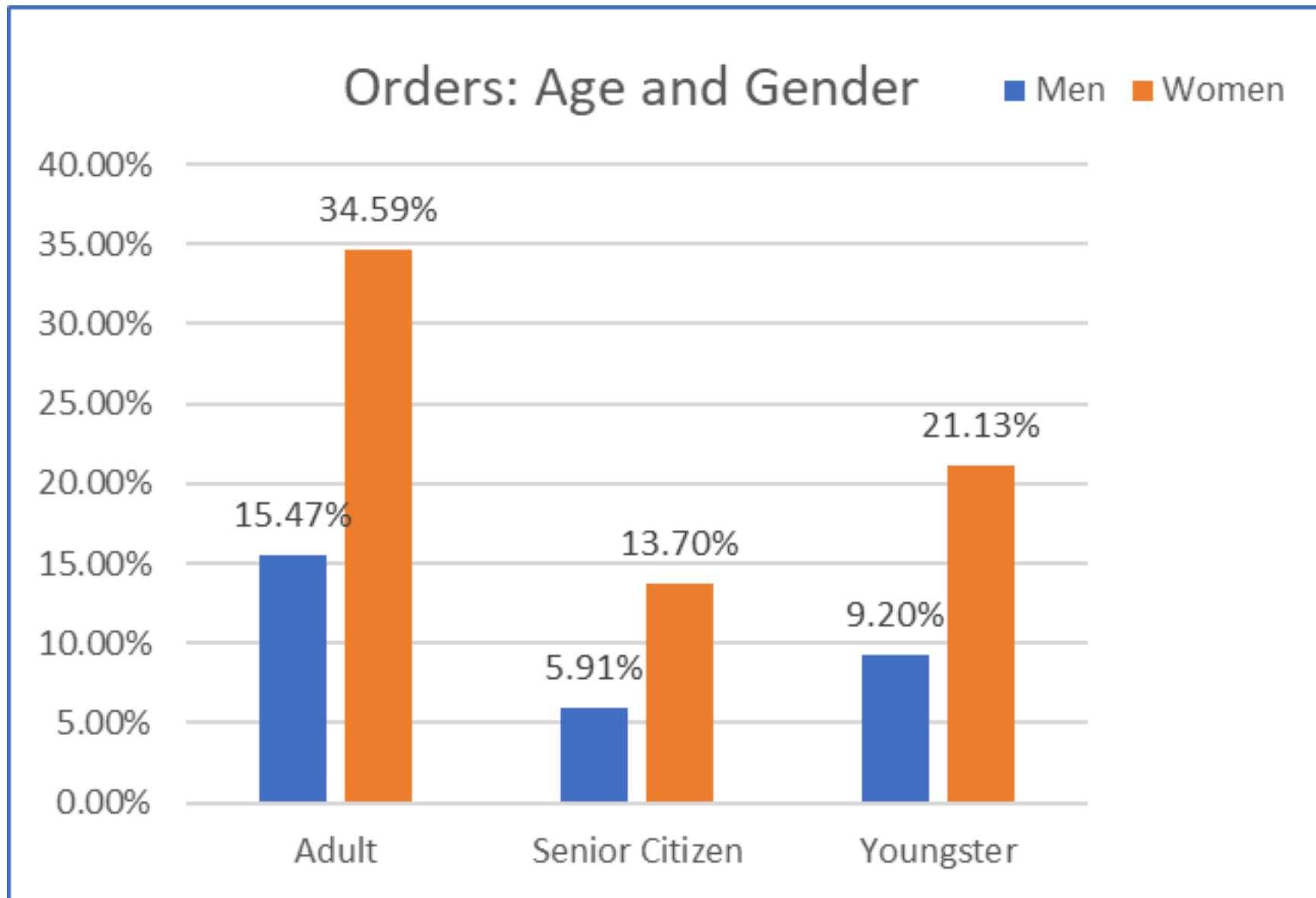
Comparison Between Men vs Women

Women contribution is more than Men

More than 60 % of sales are coming from women

ORDERS

AGE CATEGORY AND GENDER

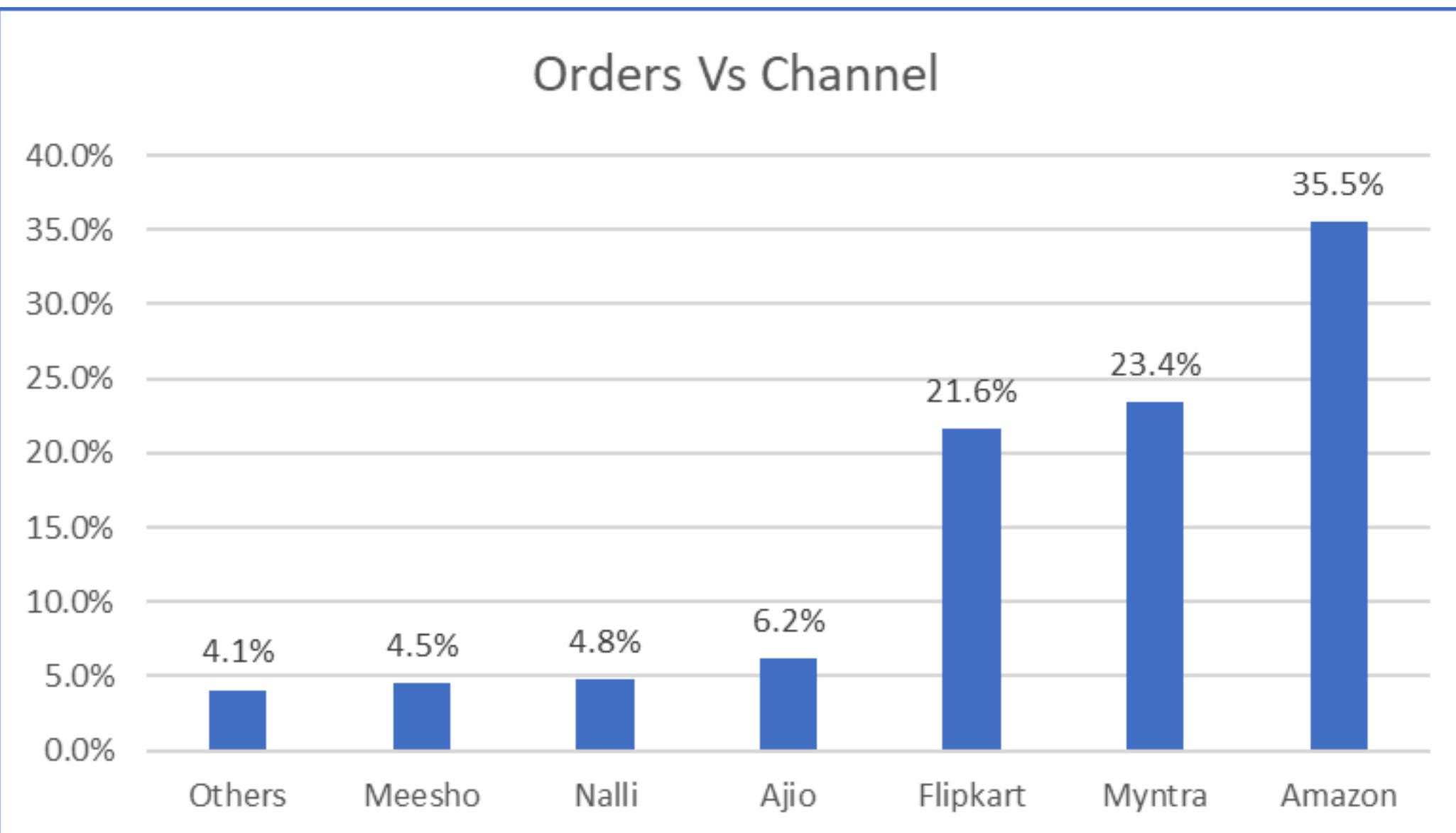


Most of the orders are placed by women of category Adults

Top performing category is Adults, then youngsters

In all three categories most of the orders are placed by women

ORDERS VS CHANNEL

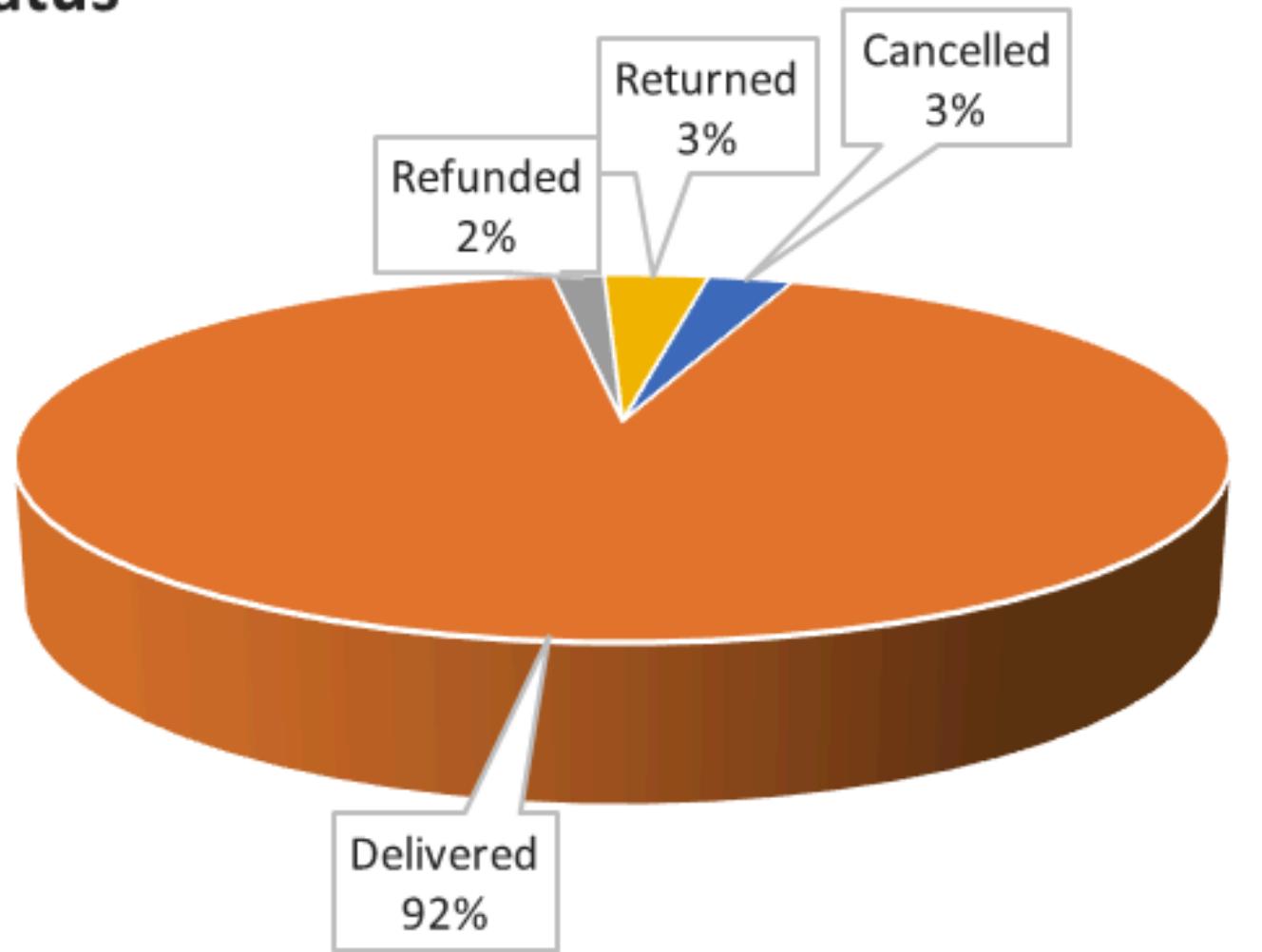


- The bar graph shows that Amazon is the most widely used platform.
- Most of the orders are placed by Amazon, Myntra, and Flipkart.

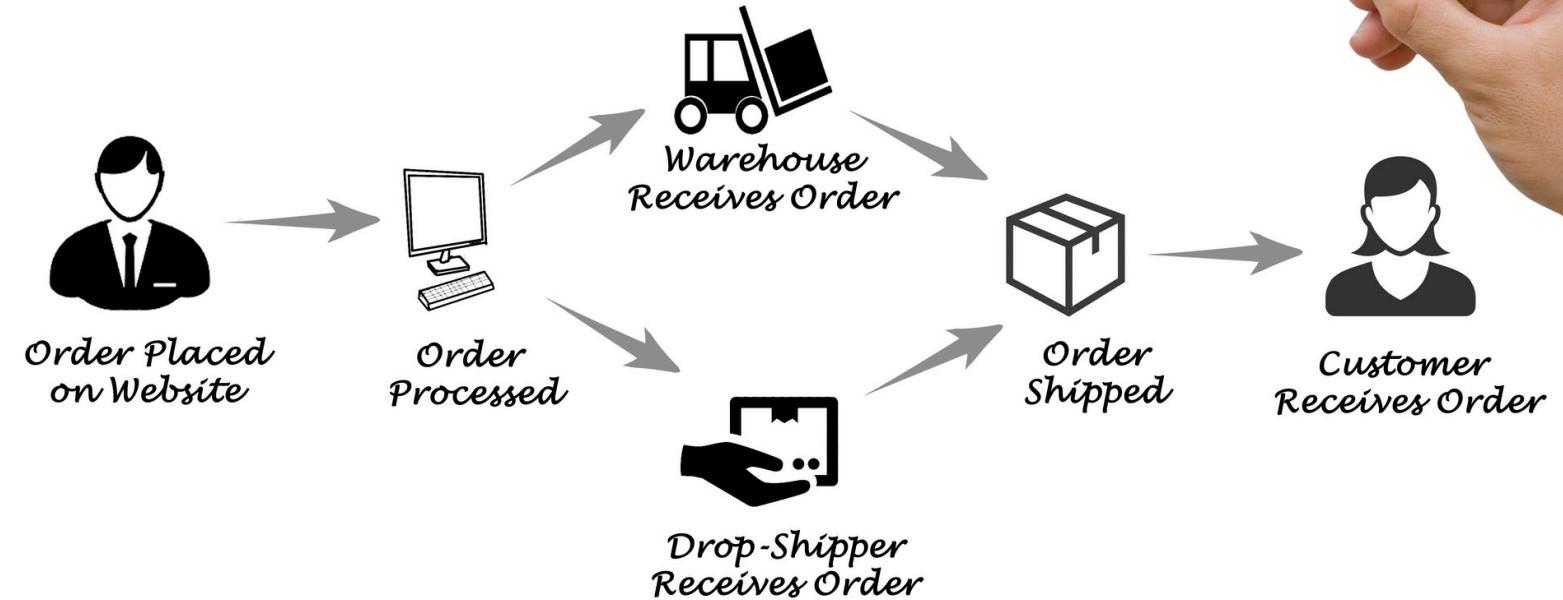


ORDER STATUS

Status



Order Processing

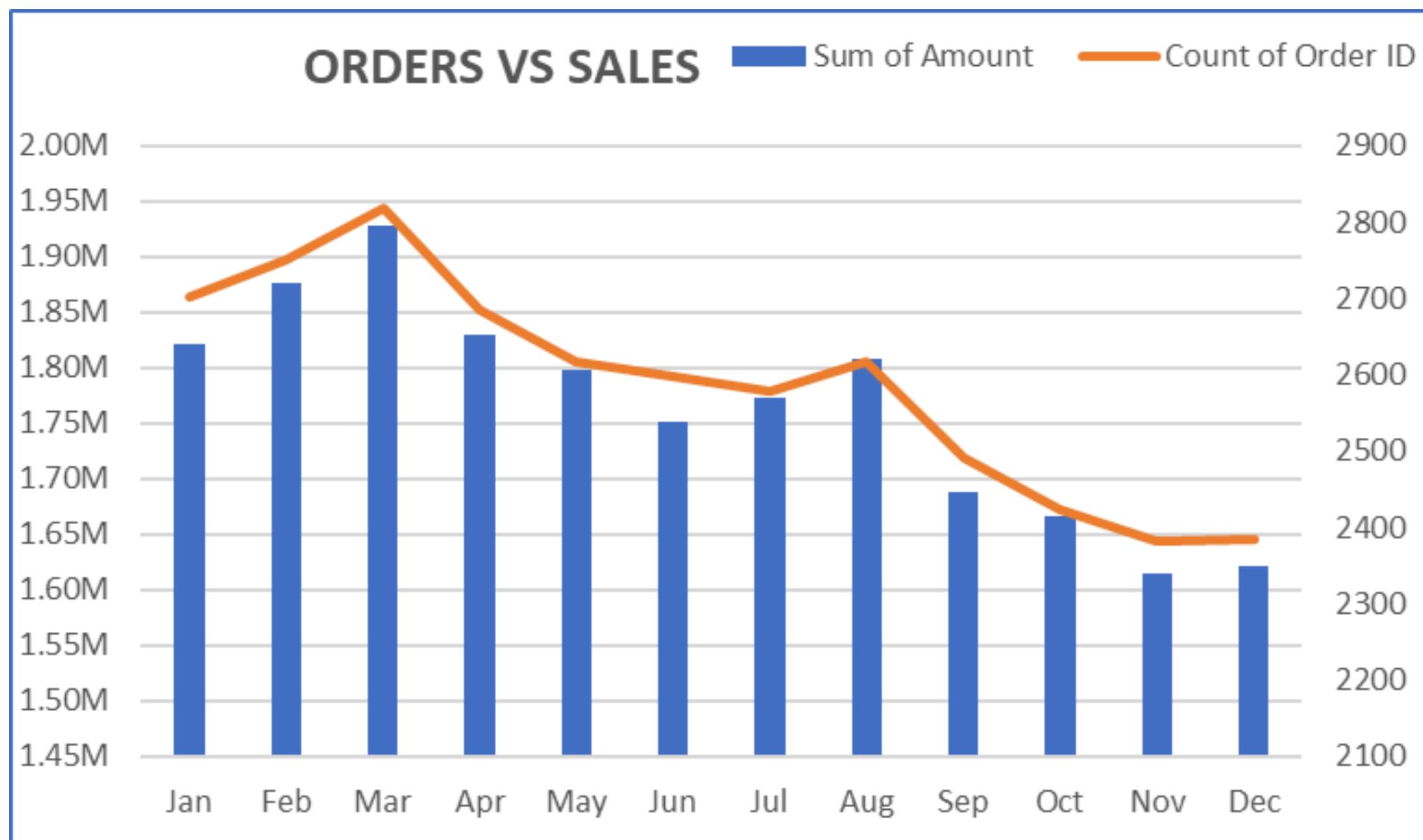


Most of the items are delivered properly

3% of Cancelled and Returned items

2 % are items for which the amount is refunded

Month Orders vs Sales



ORDER

VS

SALES

- The highest no of sales is done in the month of March and the Lowest no. of sales is done in November.
- We have seen an increase in no. of sales from January to March, then there is a decline in sales.

INSIGHTS



Sales By Region

Total sales achieved by Maharashtra state is nearly 3M



Comparison Between Men vs Women

Women are more likely to order products than Men which is ~65 %



Orders Vs Channel

Amazon, Myntra and Flipkart are the widely used channels



Sales Trend Over Year

The highest sales in March And Lowest sales is in November

Insights and Strategies for Improving Vrinda Store's Sales

1. Focus on High-Performing Channels

- **Key Finding:**
 - Amazon (35.48%), Myntra (23.36%), and Flipkart (21.59%) contribute significantly to orders.
- **Strategy:**
 - Increase ad spending on these platforms with targeted offers, coupons, and discounts.

2. Target Demographics by Age and Gender

- **Key Finding:**
 - Women contribute ~65% of total orders, significantly outpacing men.
 - Adults (~50%) are the largest age group, followed by Youngsters (30.32%).
- **Strategy:**
 - Design campaigns aimed at women, especially those aged 30-49.
 - Highlight categories like fashion and home essentials that resonate with this demographic.

3. Geographic Expansion in the Top States

- **Key Finding:**
 - Maharashtra 2.9M, Karnataka (2.6M), and Uttar Pradesh (2.1M) are the top states in sales.
- **Strategy:**
 - Launch localized marketing campaigns in these states, emphasizing regional festivals and preferences.
 - Collaborate with regional influencers for better engagement.

4. Optimize Underperforming Channels

- **Key Finding:**
 - Channels like Ajio (6.22%), Nalli (4.78%), and Meesho (4.50%) contribute less.
- **Strategy:**
 - Run platform-exclusive deals to draw traffic.



THANK YOU

CONTACT ME



Telephone:
8750103689



Website:
<https://www.linkedin.com/in/sanjay-kanwal-075107158/>



Email:
sanjaykanwal360@gmail.com



Address:
Delhi, India

