

Vrinda Store Data Analysis - Business Insights Report

1. Women Are Driving the Business (Primary Revenue Engine)

- Total Revenue: ■1.97 Cr
- Women Contribution: ■1.26 Cr (64.26%)
- Men Contribution: ■70.4 L (35.74%)

Action: Increase women-focused product lines, loyalty programs, and targeted advertising.

2. Amazon Is the Most Powerful Sales Channel

- Amazon Revenue Share: 35.37%
- Myntra Revenue Share: 23.43%
- Flipkart Revenue Share: 21.57%
- Ajio Revenue Share: 6.32%
- Nalli Revenue Share: 4.80%

Action: Prioritize Amazon ads, optimize SEO within marketplace, and negotiate better placements.

3. Adult Segment Is the Core Paying Customer

- Adult Revenue Share: 48.13%
- Teenager Revenue Share: 32.81%
- Senior Revenue Share: 19.06%

Action: Focus on premium positioning, bundle offers for professionals, and salary-day promotions.

4. Top 5 Revenue-Generating States

- Maharashtra – ■27.8 L

- Karnataka – ■24.4 L
- Uttar Pradesh – ■19.7 L
- Tamil Nadu – ■15.7 L
- Telangana – ■15.7 L

Action: Expand regional warehouses, regional marketing, and improve delivery speed in top states.

5. Revenue Concentration Risk (Channel + Geography)

- Top 3 channels contribute approximately 80% of revenue.
- Top 5 states contribute a major share of revenue.

Action: Expand into Tier-2/3 cities, grow weaker channels, and develop own D2C website.

Executive Summary

Vrinda Store is a women-driven, Amazon-heavy business with strong performance in adult customers and top-performing Indian states. Future growth will come from channel diversification and deeper regional penetration.