



STORE ANNUAL REPORT

by shivang agrahari

The image features a light blue background with decorative geometric elements. In the top-left corner, there is a series of parallel diagonal lines in a teal color, partially enclosed by a curved teal line. In the bottom-right corner, there is a large teal arc and several parallel diagonal lines in the same teal color.

"Vrinda Store Annual Sales Report"




OBJECTIVE

Vrinda Store aims to understand their customer base and sales trends in 2022 to boost sales in 2023.





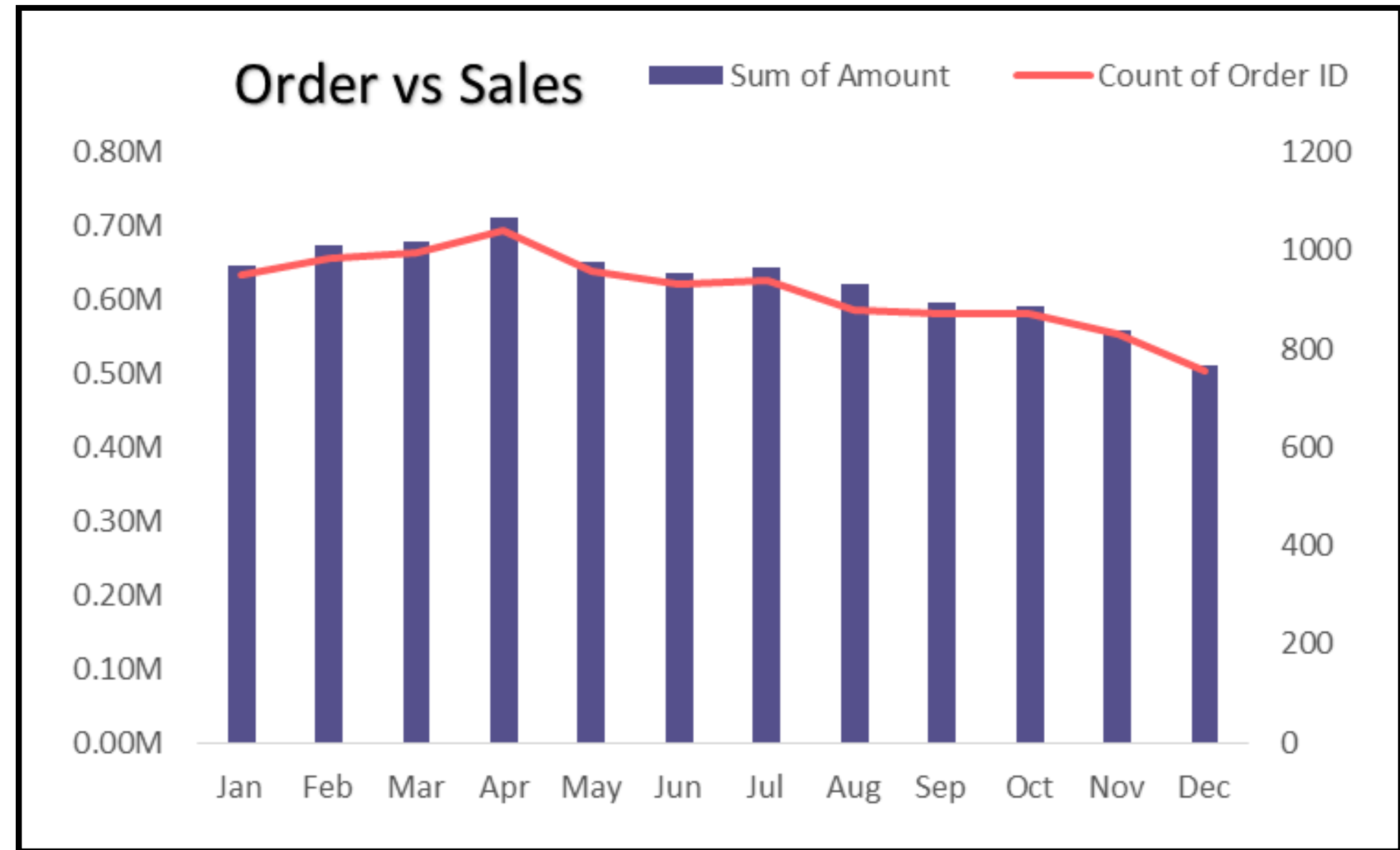
SAMPLE QUESTIONS

- Compare the sales and orders using a single chart.
 - Which month had the highest sales and orders?
 - Who purchased more – men or women in 2022?
 - What are the different order statuses in 2022?
 - List the top 10 states contributing to the sales.
 - Analyze the relation between age and gender based on the number of orders.
 - Identify which channel contributed to the maximum sales.
 - Determine the highest selling category.
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DETAIL ANALYSIS

1. SALES AND ORDERS COMPARISON

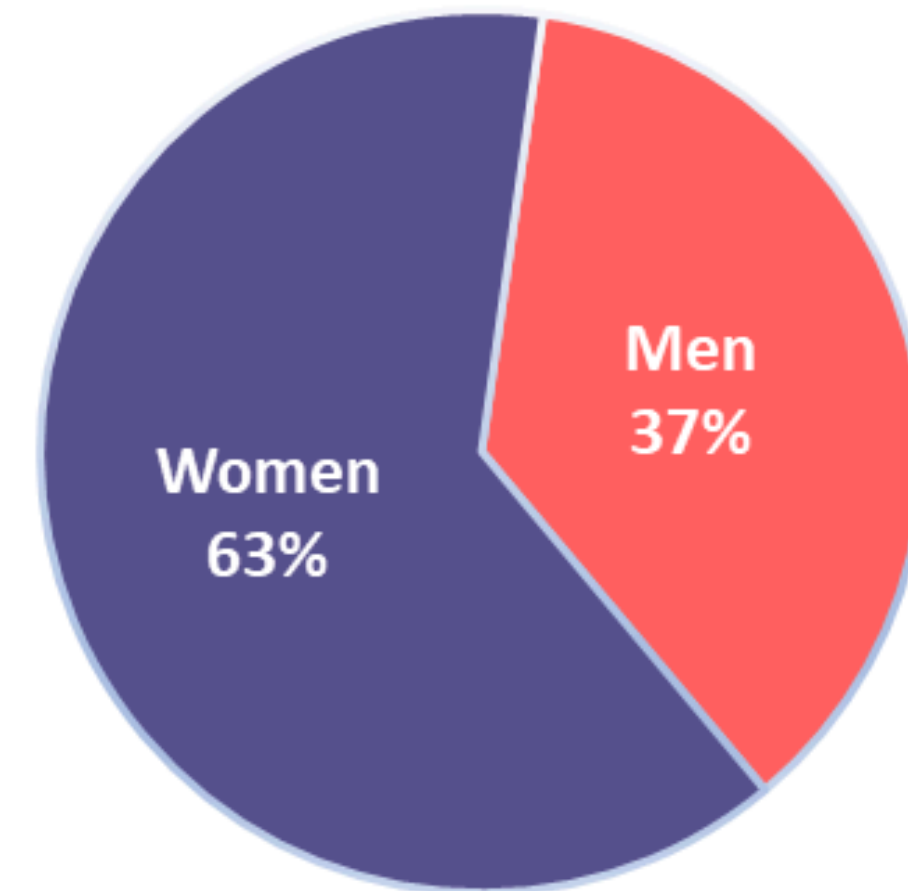
A chart comparing sales and orders over the months of 2022 shows trends and peak periods.



2. GENDER-BASED PURCHASES

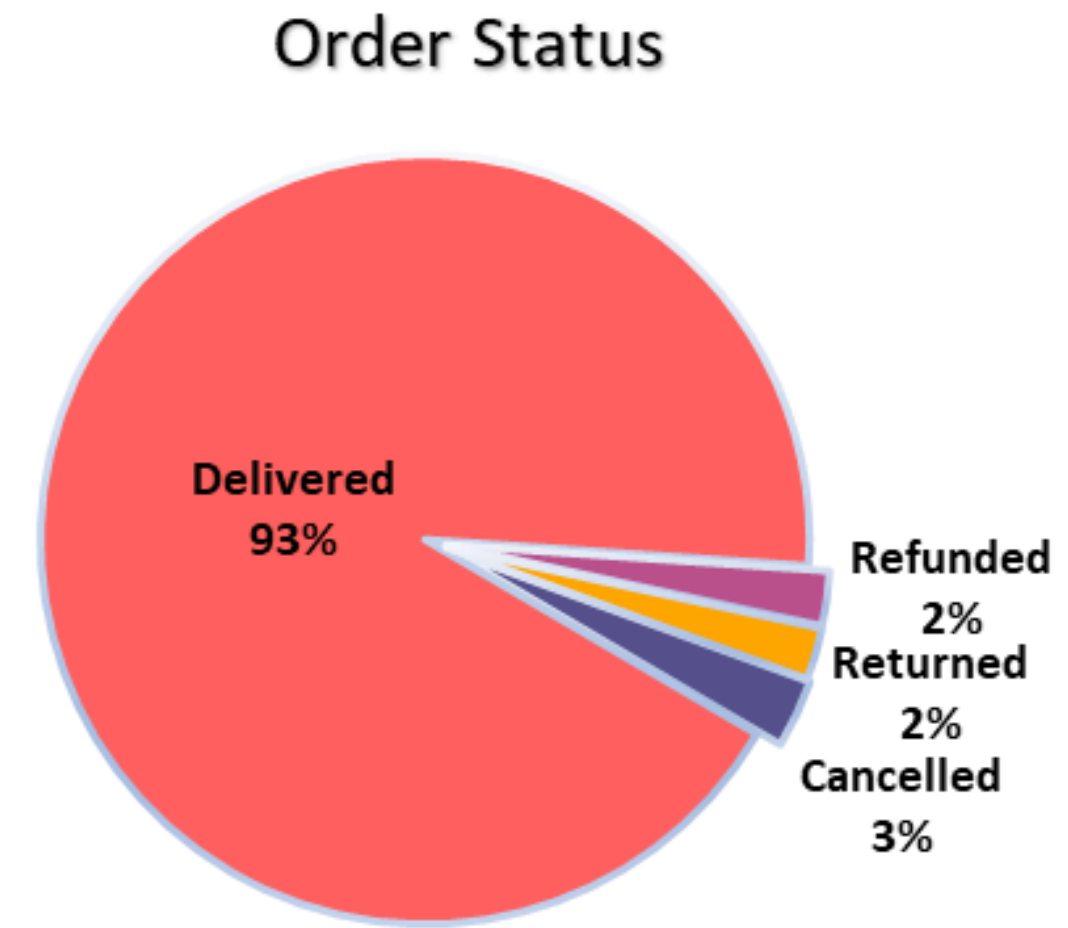
Analysis shows that women made more purchases compared to men, indicating a higher engagement from female customers.

Sales: Men vs Women



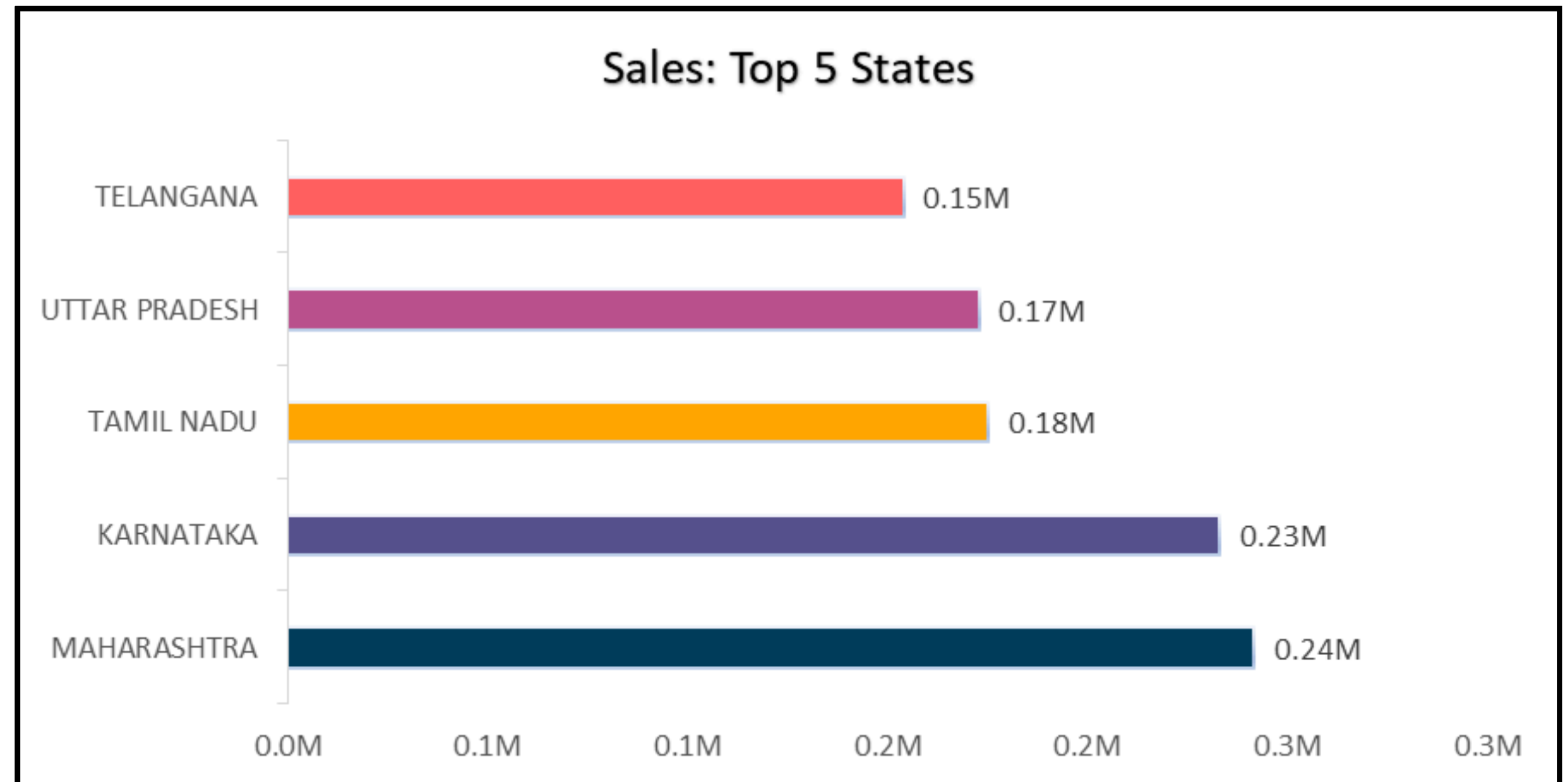
3. ORDER STATUS IN 2022

Understanding the different order statuses helps in identifying the efficiency of the order processing and delivery system.



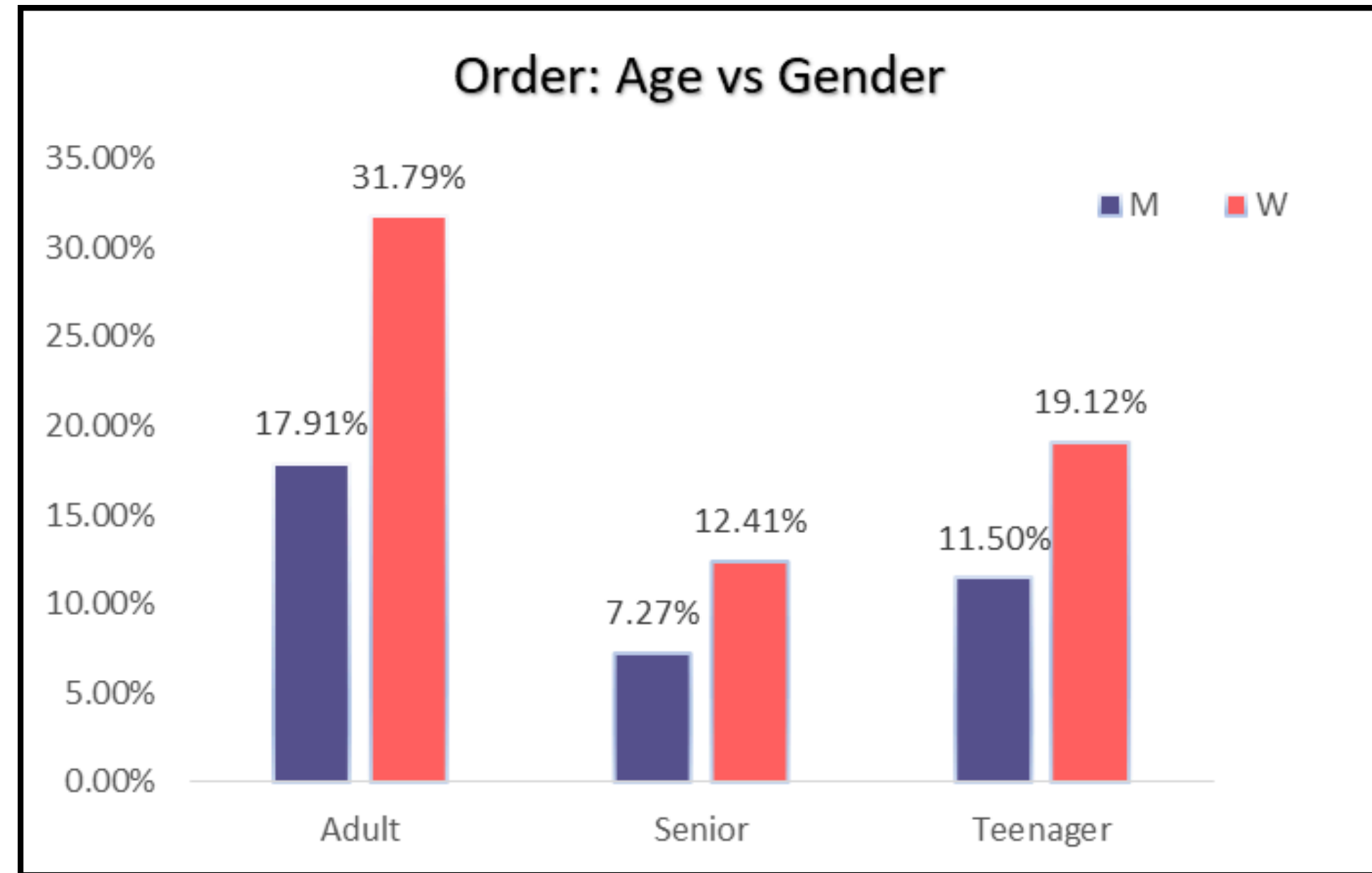
4. TOP CONTRIBUTING STATES

Listing the top 10 states contributing to sales helps in geographical targeting for future marketing campaigns.



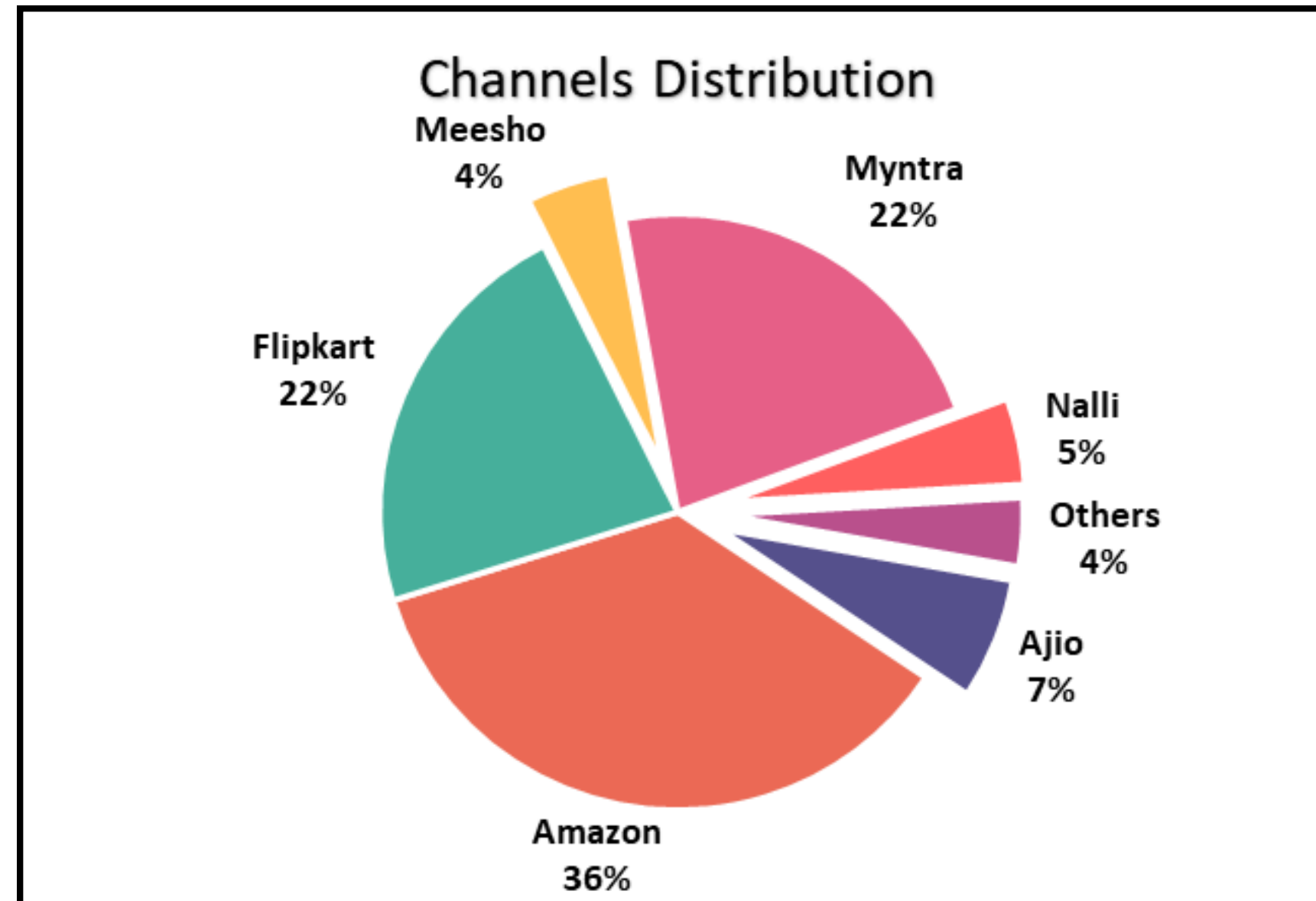
5. AGE AND GENDER RELATIONSHIP

Analyzing the relationship between age and gender in terms of the number of orders helps in understanding the customer demographics better.



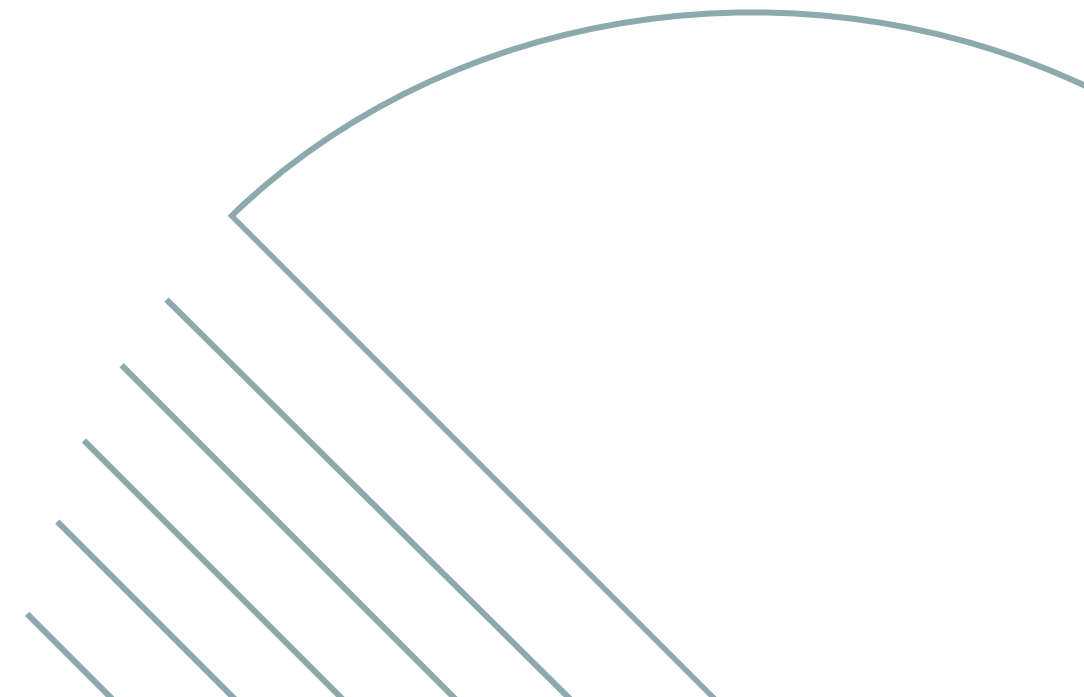
7. SALES CHANNELS

Identifying the channels contributing to maximum sales helps in focusing marketing efforts on the most effective platforms.



SAMPLE INSIGHTS

- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states contributing to sales (35%).
- Women are more likely to buy compared to men (65%).
- The adult age group (30–49 years) is the maximum contributor to sales (–50%).
- Amazon, Flipkart, and Myntra are the top channels contributing to sales (–80%).



RECOMMENDATIONS

TARGET AUDIENCE

- Focus on women aged 30–49 in Maharashtra, Karnataka, and Uttar Pradesh.
- Create targeted advertising and promotional campaigns for this demographic.

SALES CHANNELS

- Prioritize marketing efforts on Amazon, Flipkart, and Myntra as they are the top sales channels.
- Offer exclusive deals and promotions on these platforms to attract more customers.

MARKETING STRATEGY

- Plan marketing campaigns around peak sales months to maximize reach and engagement.
- Use data-driven insights to refine marketing strategies and improve customer targeting.

INVENTORY MANAGEMENT

- Stock up on the highest selling categories to meet customer demand efficiently.
- Enhance customer engagement through personalized offers, loyalty programs, and targeted promotions.



FINAL CONCLUSION

Final Conclusion to Improve Vrinda Store Sales To Target women customers aged 30-49 living in Maharashtra, Karnataka, and Uttar Pradesh by offering ads, offers, and coupons available on Amazon, Flipkart, and Myntra.





THANK YOU

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