Based on the data provided in the image, here is a comprehensive report for the Vrindaban Store for the year 2024:

Rajdhani Store Annual Report 2024

Overview

The Rajdhani Store has demonstrated a consistent performance throughout 2024. This report provides a detailed analysis of various aspects of the store's operations, including sales distribution, customer demographics, order status, and sales channels.

Order vs. Sell

- Sum of Amount**: The trend of the sum of the sales amount remained relatively stable throughout the year, with slight fluctuations observed across different months.

- Count of Order ID**: The number of orders placed each month showed a consistent pattern, aligning closely with the sales amount trend.

Sales Distribution by Gender

- Me: 36%

- Women: 64%

The data indicates that women are the predominant customers, contributing to 64% of the total sales, while men account for 36%.

Order Status

- Delivered: 92%

- Cancelled: 3%

- Returned: 3%

- Refunded: 2%

The majority of orders were successfully delivered, accounting for 92% of the total orders. The remaining orders were either cancelled, returned, or refunded.

Top 5 States by Sales

1. Maharashtra: 2,990,221

2. Karnataka: 2,646,358

3. Uttar Pradesh: 2,104,659

4. Telangana: 1,712,439

5. Tamil Nadu: 1,678,877

Maharashtra leads the sales figures, followed by Karnataka and Uttar Pradesh.

Order Distribution by Age and Gender

- Adults:

- Men: 6,639

-Women: 14,993

-Teenage:

- Men: 2,855

- Women: 6,560

Adult women are the largest customer group, followed by adult men. Teenage women also make a significant contribution to the sales figures.

Order Channel Distribution

- Amazon: 35%

- Flipkart: 22%

- Myntra: 23%

- Meesho: 5%

- Ajio: 6%

- Others: 4%

- Nalli: 5%

Amazon is the most popular sales channel, contributing to 35% of the total orders, followed by Myntra and Flipkart.

Conclusion

The Rajdhani Store has shown a strong performance throughout 2024, with a significant portion of its sales driven by women and adult customers. Maharashtra and Karnataka are the leading states in terms of sales, and Amazon serves as the primary sales channel. The high delivery success rate reflects positively on the store's operational efficiency.