Vrinda Store Annual Report 2022

Orders Vs Sales

■ Sum of Amount ■ Count of Order ID

Month	Sum of Amount
Mar	1.93M
Feb	1.88M
Apr	1.83M
Jan	1.82M
Aug	1.81M
May	1.80M
Jul	1.77M
Jun	1.75M
Sep	1.69M
Oct	1.67M
Dec	1.62M
Nov	1.62M

Men Vs Women

Men 36%
Women 64%

Order Status

Status	Count
Delivered	28641
Cancelled	844
Returned	1045
Refunded	517

Sales: Top 5 States

State	Sales
MAHARASHTRA	2.99M
KARNATAKA	2.65M
UTTAR PRADESH	2.10M
TELANGANA	1.71M
TAMIL NADU	1.68M

Gender Vs Orders

■ Men ■ Women

Age Group	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%

Orders:Channel

Channel	Percentage
Amazon	35.5%
Myntra	23.4%
Flipkart	21.6%
Ajio	6.2%
Nalli	4.8%
Meesho	4.5%
Others	4.1%

Month
Jan
Feb
Mar
Apr

Channel
Ajio
Amazon
Flipkart
Meesho

Category
Blouse
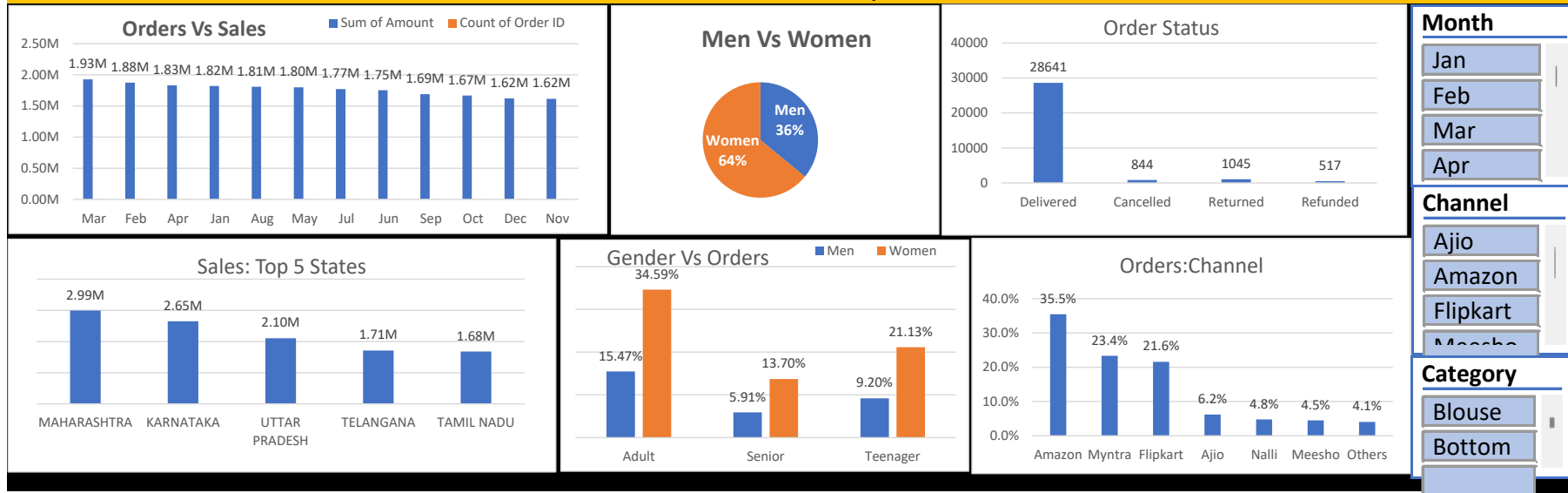Bottom

Sample Insights

→Women are more likely to buy compared to men (~65%)

→Maharashtra,Karnataka and Uttar Pradesh are the top 3 states (~35%)

→Adult age group (30-49 yrs) is max contributing (~50%)

→Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to improve Vrinda store sales:

Target Women customers of age group(30-49 yrs) live in maharashtra, karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra