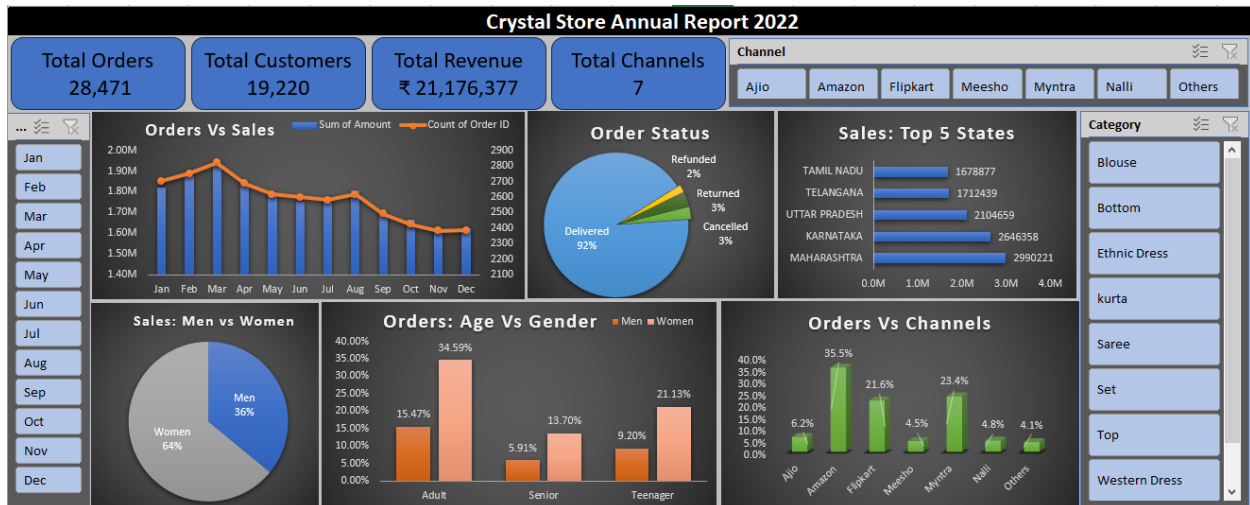


Crystal Store Annual Report 2022



The Crystal Store Annual Report for 2022 provides comprehensive insights into the sales performance, customer demographics, and order trends across multiple channels and product categories. The dashboard effectively visualizes key business metrics to support strategic decision-making.

Key Performance Metrics:

- **Total Orders:** 28,471
- **Total Customers:** 19,220
- **Total Revenue:** ₹21,176,377
- **Total Sales Channels:** 7

These figures indicate strong order volumes and customer acquisition, contributing to significant revenue generation.

Sales Trends:

- **Orders vs. Sales:** Sales peaked between February and March, followed by a gradual decline over the year. Consistent order volumes with fluctuating revenue suggest variable order values.
- **Top 5 States by Sales:** Maharashtra led with ₹2.99M in revenue, followed by Karnataka and Uttar Pradesh. This highlights the concentration of sales in specific regions, potentially due to market preferences or regional promotions.

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Order Demographics:

- **Gender Distribution:** Women constituted 64% of the customer base, while men made up 36%.
- **Age vs. Gender:** Women dominated all age groups, with the highest order share coming from adult women (34.59%).

Channel Performance:

- **Top Sales Channels:**
 - Amazon (35.5%) led the sales performance, followed by Flipkart (21.6%) and Myntra (23.4%).
 - Niche platforms like Meesho and Nalli contributed smaller portions, indicating diversified but uneven channel performance.

Order Status:

- **Delivery Efficiency:**
 - Delivered: 92%
 - Cancelled: 3%
 - Returned: 3%
 - Refunded: 2%

High delivery efficiency with minimal cancellations and returns indicates effective logistics and order fulfillment.

Product Category Insights:

A range of product categories, including blouses, kurtas, sarees, and western dresses, indicates a diverse product portfolio catering to varying customer preferences.

Insights and Recommendations:

1. **Channel Strategy:** Focus on expanding successful channels like Amazon and Flipkart while optimizing underperforming channels.

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2. **Regional Expansion:** Leverage successful states like Maharashtra and Karnataka to explore expansion into similar markets.
3. **Customer Engagement:** Enhance strategies targeting the female demographic and explore opportunities in the men's segment.
4. **Product Performance:** Conduct a category-wise sales analysis to identify top-performing products for better inventory planning.
5. **Sustainability:** Maintain high delivery rates while addressing minor issues related to returns and cancellations.

Conclusion:

The Crystal Store Annual Report 2022 reveals strong revenue performance driven by a diverse product range and effective channel utilization. Strategic focus on expanding high-performing channels and regions while improving underperforming segments can further enhance growth and profitability in the upcoming year.