

Vrinda Store Sales Analysis – Summary

The dashboard provides a comprehensive analysis of Vrinda Store's sales performance across customer segments, product categories, sales channels, states, and order status.

1. Customer Demographics

- Women adults contribute the highest share of sales (**32%**), followed by men adults (**18%**).
- Teenagers and senior citizens contribute smaller proportions, showing that the majority of sales are driven by adult customers.

2. Product Category Performance

- **Sets** and **Kurtas** are the top-selling categories, together accounting for the majority of sales.
- Western Dresses and Tops also perform well, while categories like Saree, Blouse, and Bottom contribute minimally.

3. Geographic Performance

- **Maharashtra, Karnataka, and Uttar Pradesh** are the leading states in terms of order volume.
- Southern states like Tamil Nadu, Telangana, and Kerala also show strong demand, making South and West India key markets.

4. Sales Channels

- **Ajio, Amazon, and Flipkart** dominate order volumes, contributing nearly **80% of total orders**.
- Meesho, Myntra, and other smaller channels have limited but notable contributions.

5. Monthly Sales Trend

- Sales remain relatively stable across months, averaging around **1.7M – 2M** monthly, with a slight dip towards the year-end.

6. Order Status

- Out of **30K+ orders**, the majority are **delivered (28,641)**.

- Returns (**1,045**) and cancellations (**844**) are comparatively low, while refunds are the least frequent (**517**), indicating efficient order fulfillment and customer satisfaction.