**Vrinda Store Data Analysis**

Introduction

Vrinda Store, a leading retailer in various consumer goods, aims to enhance its sales strategy by analyzing its sales data for the year 2022. By understanding the purchasing patterns and preferences of its customers, Vrinda Store can better target its marketing efforts and optimize its sales channels for 2023.

Objective

Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

Report

* 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) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

# Project owner

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