# Objective and Key Findings – Vrinda Sales Report

**Objective**

The goal of this project was to analyze Vrinda Store's online customer sales data in order to:

- Identify which customer segments (gender, age) contribute most to revenue

- Determine the top-performing states and sales channels

- Generate actionable insights to help improve targeting and marketing strategies

The analysis was done using Power BI, with Excel used for initial data handling.

**Key Insights**

**1. Gender Analysis**

- 65% of total purchases were made by  female customers

- Women were the dominant buying segment across nearly all platforms

**2. Age Group Analysis**

- The 30–49 years age group made up the highest contribution (50%) to total sales

- This group consistently showed high engagement

**3. State-wise Sales Performance**

- Top 3 States:

  - Maharashtra

  - Karnataka

  - Uttar Pradesh

These states had the highest customer count and sales revenue.

**4. Channel Analysis**

- Top 3 contributing platforms:

  - Amazon

  - Flipkart

  - Myntra

These platforms accounted for the majority of sales and showed strong performance in key demographics.

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# Conclusion

The findings suggest a clear marketing strategy:

Vrinda Store should target women aged 30–49, especially in Maharashtra, Karnataka, and UP, with customized offers and advertisements placed on Amazon, Flipkart, and Myntra.

This focused approach can lead to higher engagement, improved conversion rates, and ultimately increased sales.