

Vrinda Store Analysis

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.

INFERENCES

- ▶ Majority of the shopping are done by women (~64%)
- ▶ Most of the sales are carried out in following states: Maharashtra, Tamil Nadu, Telangana, Karnataka, Uttar Pradesh
- ▶ Maximum contribution is carried out by Adults (Age 30-49) (~50%).
- ▶ Amazon, Flipkart and Myntra are the channels through which most of the orders are placed (~80%).

Conclusion to increase Sales

- ▶ Targeting more women customer living the states of Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu by showing Ads / Coupons / Discounts / Offers available on Myntra, Flipkart and Amazon websites.