**Vrinda Store Data Report**

Key Insights

1. There is an increase in purchasing in the months of March and August . Reosons might be seasonal changes, festivals, and holidays.
2. Women are the primary customers, accounting for 64% of all purchases.
3. The majority of buyers are adults aged 30 to 50.
4. The top three states from which orders are placed are Maharashtra, Karnataka, and Uttar Pradesh.
5. The majority of orders are placed through Amazon, Flipkart, and Myntra.

Summary

“ To increase sales, the store should implement targeted seasonal promotions, festival campaigns, and customised marketing strategies for women and adults aged 30 to 50, with a focus on key states such as Maharashtra, Karnataka, and Uttar Pradesh, as well as increase its online presence on platforms such as Amazon, Flipkart, and Myntra. “