

Insights and Recommendations to Improve Vrinda Store Sales

Insights:

1. Customer Demographics:

- Women are more likely to buy compared to men, constituting approximately 65% of the customer base.
- The adult age group (30-49 years) contributes the most to sales, making up about 50% of customers.

2. Geographical Distribution:

- The top three states contributing to sales are Maharashtra, Karnataka, and Uttar Pradesh, accounting for around 35% of total sales.

3. Sales Channels:

- Amazon, Flipkart, and Myntra are the primary sales channels, collectively contributing approximately 80% to total sales.

Recommendations:

1. Targeted Marketing Campaigns:

- Focus on women customers aged 30-49 years residing in Maharashtra, Karnataka, and Uttar Pradesh.
- Customize ads, offers, and coupons to appeal specifically to this demographic.

2. Channel Optimization:

- Enhance visibility and promotions on Amazon, Flipkart, and Myntra platforms.
- Utilize these channels effectively to reach and engage with the target audience.

3. Personalized Marketing Tactics:

- Implement personalized marketing strategies through targeted email campaigns and social media ads.
- Collaborate with influencers to amplify reach and engagement.

4. Customer Engagement Initiatives:

- Introduce customer loyalty programs and referral incentives to encourage repeat purchases.
- Offer exclusive deals and discounts to enhance customer retention.