**Vrinda Store Sales Annual Report 2022**

**Sample insights:**

* Women are likely to do more shopping than men (~65%)
* Maharastra , Uttar Pradesh and Karnataka are the top three states to contribute in sales (~35%)
* Adult age group is max contributing in sales
* Amazon, Flipkart and Myntra are the max in contributing sales

**Final conclusions to improve Vrinda store sales:**

Target women of age group of 30-49 years are living in maharastra , uttar pradesh and Karnataka by showing them ad/offer coupons etc.