VRINDA STORE DATA ANALYSIS

Sample insights

Women are more likely to buy compared to men (65%).

Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (35%).

Adult age group (30-49yrs) is max contributing (50%).

Amazon, Flipkart and Myntra channels are max contributing (80%).

Final Conclusion to improve Vrinda store sales:

Target women customer of age group (30-49yrs) living in Maharashtra, Karnataka, and Uttar Pradesh by showing them ads/offers /coupons available on amazon, Flipkart, and Myntra.