



Vindra Store Annual Report 2022

M...  

Jan

Feb

Mar

Apr

May

Ch...  

Mees...

Myntra

Nalli

Others

Ca...  

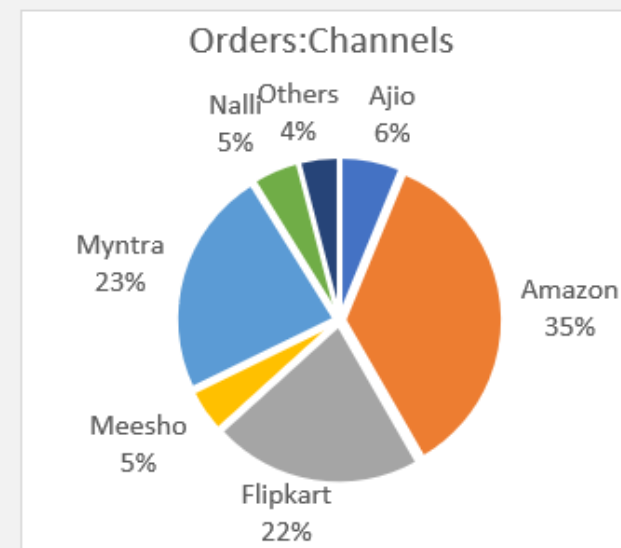
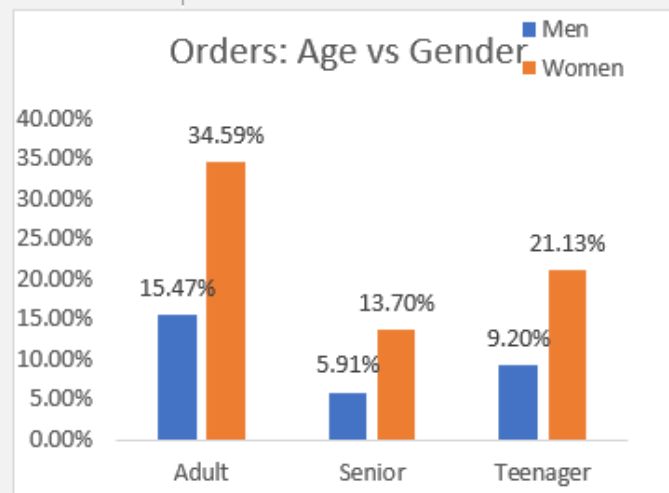
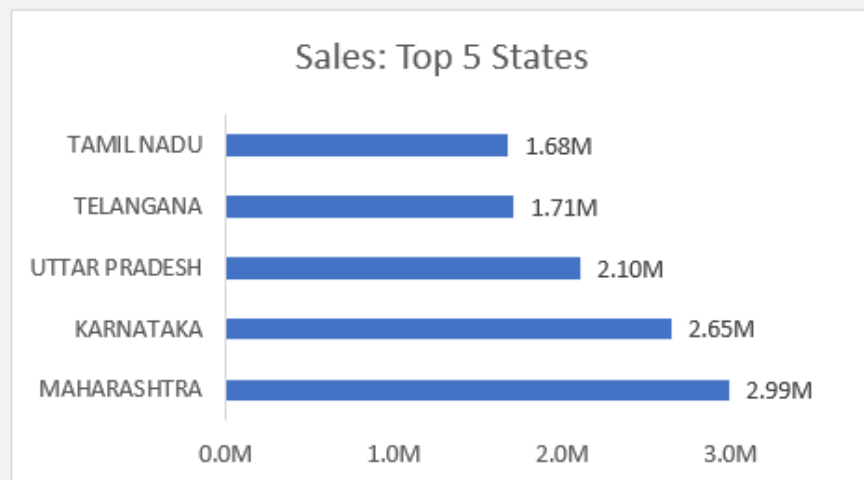
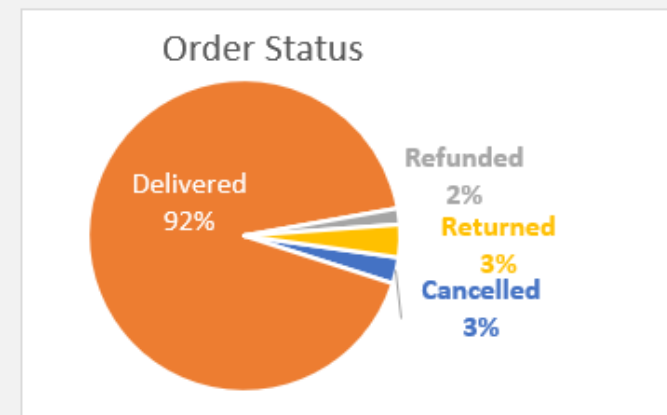
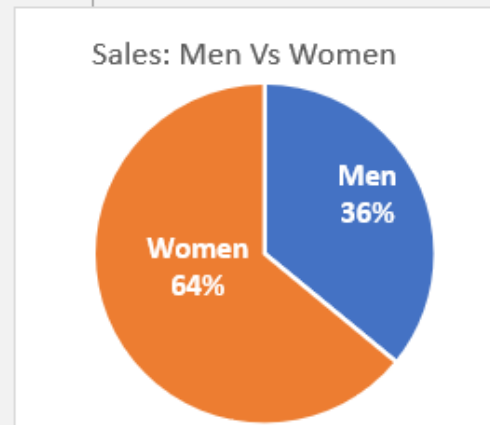
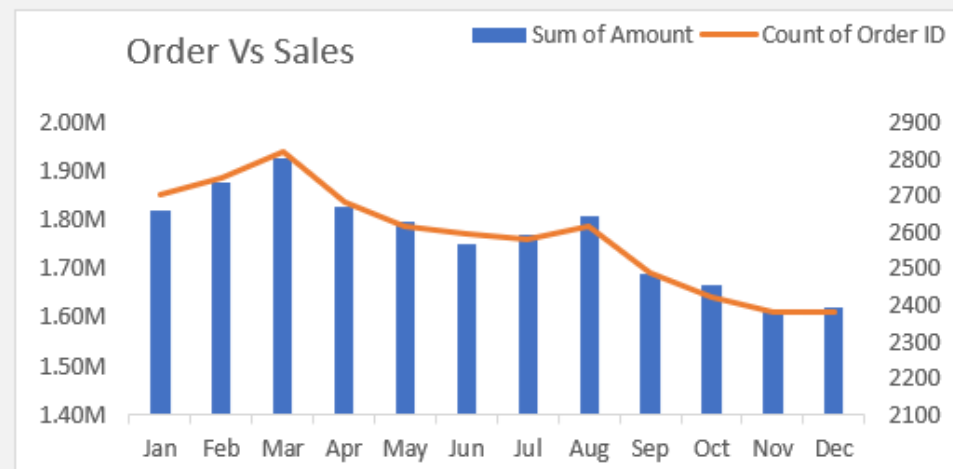
Blouse

Botto...

Ethni...

kurta

Saree



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- 49 yrs) is max contributing (~80%)
- Amazon, Flipkart, and Myntra channels are max contributing(~80)

Final Conclusion to Improve Vrinda Store Sales:

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