❖ Objective:

➢ Vrinda store Wants to create an annual sales report for 2022.So that, Vrinda can understand their customers and grow more sales in 2023.

❖ Insights:

➢ Women are more likely to buy compared to men (64%)

➢ Maharashtra , Karnataka , Uttar Pradesh are the top three states (35%)

➢ Adult age group is max contributing (50%)

➢ Amazon , Flipkart, And Mytra channels are maximum contributing (80%)

➢ Around 92% orders are delivered

➢ Maximum sales achieved in the months of March and Feb

❖ Final Conclusion To Improve Vrinda Store Sales:

➢ Target **Women** Customers of age group **(30-49 years)** living in **Maharashtra , Karnataka , Uttar Pradesh** by showing **ads/offers/coupons** available on **Amazon , Flipkart, And Mytra.**