

VRINDA STORE ANNUAL REPORT

Sample Insights:

1. Women are more likely to buy compared to men (65%).
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%).
3. Adult age group (30-49 years) is max contributing (50%).
4. Amazon, Flipkart and Myntra channels are max contributing (80%).

Final Conclusion to improve Vrinda Store Sales:

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