

Insights out of the Vrinda Store Data Analysis:-

- 1. Women are more likely to buy as compared to men(~64%).**
- 2. Maharashtra, Karnataka and Uttar Pradesh are top three states with respect to sales.**
- 3. Adult group is the most contributing group in sales(~50%).**
- 4. Amazon, Myntra and Flipkart are the most selling online portals(~80%).**
- 5. Most of the orders have delivered status(~92%).**