

VRINDA STORE SALES REPORT 2022

❖ INSIGHTS:

- Women are more likely to buy compared to men. (65%)
- Maharashtra, Karnataka, and UP are top 3 contributing states. (35%)
- Adult age group (30 – 49 yrs.) is max contributing. (50%)
- Amazon, Myntra, Flipkart are top 3 contributing channels. (80%)

❖ FINAL CONCLUSION:

- Target women of age group (30 – 49 yrs.) living in top 3 states that are contributing the most by showing ads/offers/coupons available on Amazon, Myntra and Flipkart.