

Business case: To derive meaningful insights for **Vrinda Store**.

Insights I gained:

- Highest Revenue is generated in the month of **March**.
- **Women contributed to major sales** of the store which accounts for around **64%** and In the female category too, major contributor are adults which accounts(age 30-49) for around 35% sales.
- **Top 5 states** for the sales contribution are **Maharashtra, Karnataka, Uttar Pradesh, Telangana & Tamil Nadu**. Out of which, **Maharashtra** is the topmost contributor in all.
- It was seen that **major sales** were coming from **Amazon** (around 36%) out of all the channels.

Summary:

- Vrinda stores should **target selling through amazon** the most and maybe **provide coupon codes** on this channel to get more sales. More products should be **designed for women** keeping in mind the basic **demand-supply** theory. Also major states targeted should be Maharashtra, Karnataka and Uttar Pradesh as they account for **almost (80%) of the sales**.