# Vrinda Store Insights

# **Customer Demographics:** Women are the predominant buyers, accounting for approximately 64% of our customer base.

* **Regional Trends:** Maharashtra, Karnataka and Uttar Pradesh emerge as the top three States contributing to about 35% of our sales.
* **Age Group Contribution:** The adult age group (21 to 49 years) makes the largest contribution comprising around 72% of our customer base.
* **Preferred Sales Channels:** Amazon, Flipkart and Myntra channels are the primary sales channels, collectively contributing approximately 80% of our sales.
* **Top Selling Categories:** Dresses Set, Kurta and Western dress are our top three Categories, representing about 86% of our sales. Medium and large sizes are most frequently sold.

Final Conclusion to Boost Vrinda store sales:

**Strategic Recommendations:**

* **Target Marketing:** Focus on targeted marketing campaigns aimed at women aged 21-49 years residing in Maharashtra, Karnataka, and Uttar Pradesh.
* **Channel Optimization:** Utilize strategic advertising placements on Amazon, Flipkart, and Myntra to maximize visibility and reach our target demographic effectively.
* **Product Focus:** Highlight and promote our best-selling categories –Dresses set, Kurta and Western dress – in medium and large sizes to cater customer Preferences.