

# **Vrinda Store Data Analysis – Annual Report**

## **Objective:**

Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

## **Insights :**

- Women are more likely to buy compared to men(~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states(~35%)
- Adult age group (30-49 yrs) is maximum contributing (~50%)

Amazon, Flipkart and Myntra channels are maximum contributing (~80%)

## **Conclusion to improve Vrinda store sales:**

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