

Insights

- Women are more likely to make purchases, accounting for approximately 65% of sales.
- The top three states contributing to sales are Maharashtra, Karnataka, and Uttar Pradesh, comprising around 35% of total sales.
- The adult age group of 30-49 years makes the highest contribution, representing approximately 50% of sales.
- The primary sales channels driving revenue are Amazon, Flipkart, and Myntra, contributing to around 80% of total sales.

Final Conclusion to improve Vrinda store sales

- Target Women Customers: Given that women account for the majority of sales, it is crucial to tailor marketing efforts specifically to this demographic.
- Age Group (30-49 years): Concentrate on appealing to the adult age group, as they make up the largest portion of sales.
- Geographical Focus: Direct marketing efforts towards customers residing in Maharashtra, Karnataka, and Uttar Pradesh, as these states contribute significantly to the overall sales.
- Leverage Key Sales Channels: Emphasize advertising and promotions on Amazon, Flipkart, and Myntra to reach a broader customer base and maximize sales potential.

By adopting these strategies, Vrinda Store can effectively engage its target audience, boost sales, and achieve remarkable growth in 2023.