

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.



Sample Insights

- ❑ Women are more likely to buy compared to men (~65%)
- ❑ Maharashtra, Karnataka and Uttar Pradesh are the top 3
- ❑ Adult age group (30-49 yrs) is max contributing (~50%)
- ❑ Amazon, Flipkart and Myntra channels are max

Final Conclusion to improve Vrinda store sales:

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