

# Vrinda Store Sales Insights

## Introduction

This document highlights key insights and actionable strategies to enhance Vrinda store sales, focusing on demographic trends and channel performance.

## Key Insights

- Women are more likely to buy compared to men (~65%).
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states.
- The adult age group (30-49 years) contributes the most (~50%).
- Amazon, Flipkart, and Myntra are the top sales channels.

## Conclusion

To improve Vrinda store sales, target women customers aged 30-49 living in Maharashtra, Karnataka, and Uttar Pradesh. Focus marketing efforts on displaying ads, offers, and coupons on popular platforms like Amazon, Flipkart, and Myntra.