Vrinda Store Sales Analysis Report

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# Executive Summary

This report presents an analysis of Vrinda Store's sales data to identify key trends, customer segments, and opportunities for increasing sales. The findings indicate that women customers, particularly in the age group of 30-49 years, from Maharashtra, Karnataka, and Uttar Pradesh, are the primary contributors to sales revenue. Online platforms such as Amazon, Flipkart, and Myntra are the most effective channels for driving purchases.

# Objective

The objective of this analysis is to evaluate customer purchase patterns and identify the most profitable customer segments and channels to improve Vrinda Store's overall sales performance.

# Data Overview

The analysis is based on Vrinda Store's 2020 sales dataset, which includes order details, customer demographics, purchase channels, and sales performance metrics.

# Key Findings

* Women are more likely to buy compared to men (~65%).
* Maharashtra, Karnataka, and Uttar Pradesh are the top 3 contributing states (~35%).
* Adult age group (30-49 years) is the maximum contributing segment (~50%).
* Amazon, Flipkart, and Myntra are the top contributing channels (~80%).

# Final Recommendation

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

# Conclusion

By focusing marketing efforts on the most profitable demographic segments and utilizing the top-performing sales channels, Vrinda Store can effectively boost its sales performance and achieve sustainable growth.