

# VRINDA STORE ANALYSIS

**Data Analysis in Excel**



# INSIGHTS



1. Women are more likely to buy compared to men (approx. 65%)
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (approx. 35%)
3. Adult age group (30-49 years) is max contributing up to 50%
4. Amazon, Flipkart and Myntra channels are max contributing (approx. 80%)

