VRINDA SALES REPORT 2022

Derivations:

* **March** is the **most profitable month** with maximum orders.
* **November** is the **least performing** month.
* Men are keen buyers of bottoms of states Maharashtra, Telangana followed by Karnataka.

USEFUL INSIGHTS:

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

FINAL CONCLUSION TO IMPROVE THE VRINDA STORE SALES:

* **Target women** customers of **age group (30 - 49 yrs**) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing them ads/offers/coupons available on Amazon, Flipkart and Myntra.
* **Target men** of all ages regarding the sales of **bottoms, ethnic dress and western dress** on Myntra followed by Amazon and Flipkart.