

## Vrinda Store Sales Analysis Report

### Sample Insights

- Women are more likely to buy compared to men (65%).
- Maharashtra, Karnataka, and Uttar Pradesh are top 3 states per Sales.
- Adult age group (30-49 yrs.) is maximum contributor to sales (50%).
- Amazon, Flipkart, and Myntra shopping channels are max contributing (80%).

### Conclusion for improving Sales.

- Target adult **Women** customers (**Age ranging 30-49 Yrs.**) living in **Maharashtra, Karnataka, and Uttar Pradesh** by showing more ads/coupons/offers on **Amazon, Flipkart, and Myntra**.