

Vrinda Store Sales Insights

Insights

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

Final Conclusion to Improve Vrinda Store Sales

- Target women customers of age group 30-49 years
- Focus on customers living in Maharashtra, Karnataka, and Uttar Pradesh
- Promote using ads/offers/coupons available on Amazon, Flipkart, and Myntra