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# Vrinda Store Report

**SM ANALYTICS  
PVT LTD**

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# Insights :

1. womens are more likely to buy compared to men (~65%)
2. Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%)
3. Adult Age group (30-49 yrs) is max contributing (~50%)
4. Amazon ,Flifkart and Myntra channels are max contributing (~80%)

## Final Conclusion to improve vrinda store sales:

Target **Women** customers of age group (**30-49 yrs**)  
Living in **Maharashtra ,Karnataka And Uttar Pradesh** by showing ads/offers/coupons available on **Amazon ,Flifkart And Myntra**