Sample Insights from Vrinda Store Analysis

- Women shop more in comparision to men. (65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 States (35%)
- Adult age group (30-49) is max contributing to sales (50%)
- Amazon, Flipkart and Myntra are max contributing channels. (80%)

Final Conclusion from Analysis to boost sales

The store should target women customers, aged **30 to 49** years living in **Maharashtra, Karnataka and Uttar Pradesh** by showing advertisements/ offers/ coupons available on **Amazon, Flipkart and Myntra.**