

# **The Vrinda Store**

# **Analysis**

## Insights

Women are more likely to buy compared to men (approximately 65% of purchases).

Maharashtra, Karnataka, and Uttar Pradesh are the top three contributing states (approximately 35% of purchases).

The adult age group (30-49 years) contributes the most (approximately 50% of purchases).

Amazon, Flipkart, and Myntra are the primary sales channels (approximately 80% of purchases).

## Final Conclusion to Improve Vrinda Store Sales

To improve Vrinda store sales, target women customers aged 30-49 years living in Maharashtra, Karnataka, and Uttar Pradesh. This can be achieved by showing them relevant ads, offers, and coupons available on Amazon, Flipkart, and Myntra.