

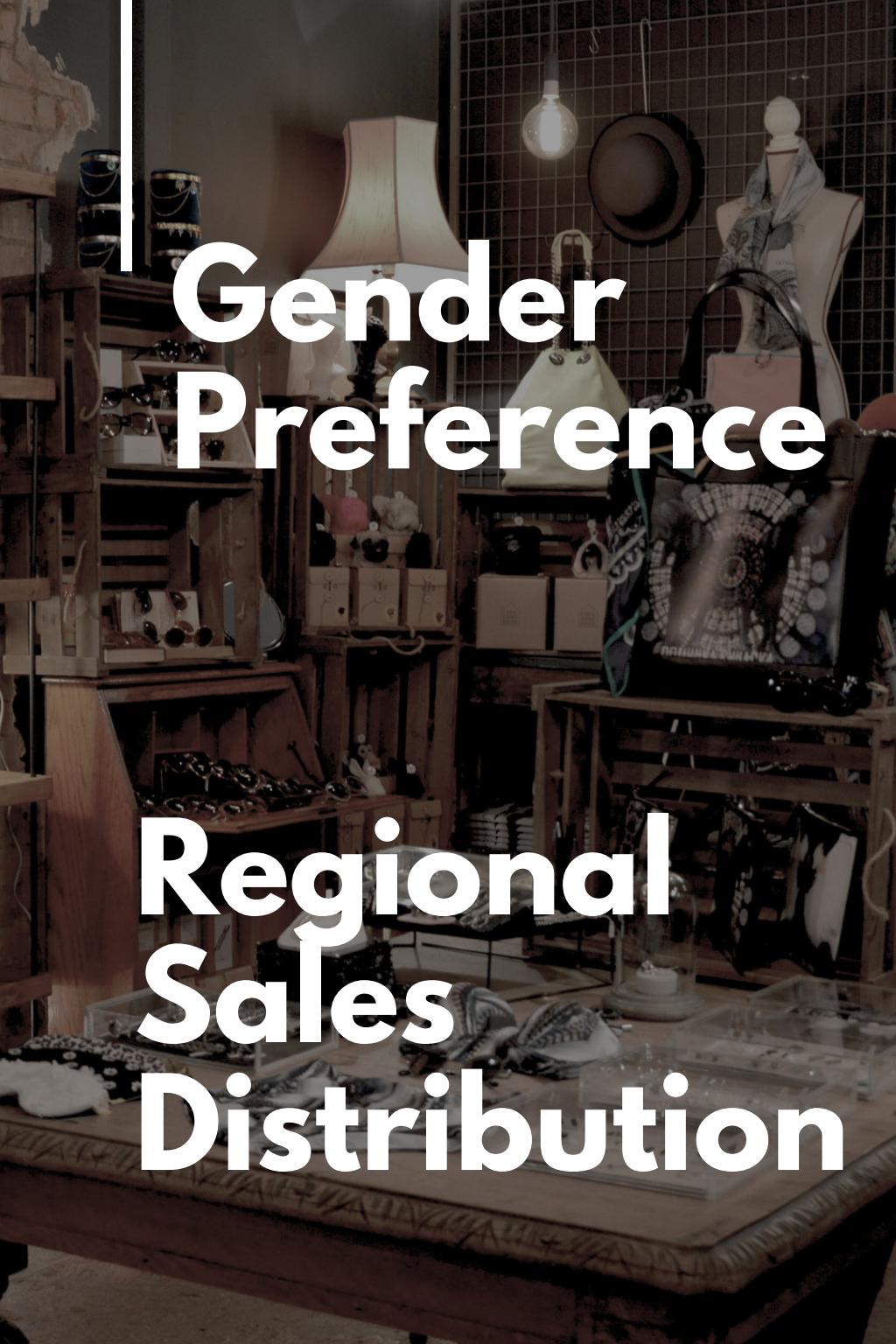
A photograph of a woman from behind, walking away from the camera. She is wearing a grey tank top under a red and black plaid button-down shirt. Her hair is blonde and curly, and she is wearing dark pants. The background is a dark, out-of-focus outdoor setting.

# VRANDHA STORE

ANNUAL SALES REPORT

# Objectives

- To analyze consumer behavior trends in 2022.
- To outline growth strategies for increasing sales in 2023.



# Gender Preference

# Regional Sales Distribution

- Women exhibit a higher propensity to purchase, accounting for approximately 65% of total sales.
- Maharashtra, Uttar Pradesh, and Karnataka emerge as the top three states contributing to sales.

- The adult age group, specifically individuals aged between 30 and 49 years, significantly drives sales, constituting the largest consumer segment.
- Amazon, Flipkart, and Myntra emerge as the primary contributors to sales, capturing the majority share of the market.



# Age Group Contribution

# Dominant Sales Channels

# Market Strategy

By strategically targeting women aged 30 to 49 in Maharashtra, Karnataka, and Uttar Pradesh through effective marketing campaigns on Amazon, Flipkart, and Myntra, Vrandha Store can significantly enhance its sales performance in 2023.

# Market Strategy

**Promotional Tactics:**  
**Implement targeted ads, discounts, and offers/coupons to attract and retain the identified consumer segment.**

A photograph of a woman from behind, walking away through a park. She is wearing a red and black plaid button-down shirt over a grey tank top, dark jeans, and brown boots. Her hair is blonde and curly. The background is a blurred green landscape.

**THANK YOU**

VRANDHA STORE