**VRINDA STORE DATA ANALYSIS**

**OBJECTIVE**

Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

**SAMPLE INSIGHTS**

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