

VRINDA STORE

ANNUAL SALES REPORT



PROJECT OBJECTIVE

Vrinda store wants to create an annual sales report for 2023. So that, Vrinda can understand their customers and grow more sales in 2024.



PROJECT INSIGHTS

- Women are more likely to buy as 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 are max contributing (80%).

FINAL CONCLUSION TO IMPROVE VRINDA STORE'S 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.



THANK YOU 😊