**Insights**

* Women are more likely to buy compared to men
* Tamil Nadu, Telangana, Uttar Pradesh, Maharashtra, Karnataka are the top 5 states contributing to sales
* Adult age group of men and women are contributing the maximum
* Vrinda Store should offer their most sales through Amazon, Myntra, Flipkart as they are the top most contributing channels
* Most of the orders are delivered regarding the order status (i.e. 92%)
* Highest number of orders and sales were made in the month of March

**FINAL CONCLUSION**

The store should target women of adult age group living in Tamil Nadu, Telangana, Uttar Pradesh, Maharashtra, Karnataka by showing them offers/emails/coupons/sale through Amazon, Myntra and Flipkart.