Sample Insights:

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