**Vrinda Store**

**Insights:**

* Women are more likely to buy as a compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are Top 3 States
* Adult age group (30-49 yrs.) is max contributing (~50%)
* Amazon, Myntra and Flip cart Channels are max contributing (~80%)

**Final Conclusion to improve Varinda Store Sales:**

* Target women customers of age (30-49 yrs.) living in **Maharashtra, Karnataka and Uttar Pradesh** by giving them special discounts, offers and coupons available on **Amazon, Flip cart and Myntra.**