

## Vrinda Store Report 2022

### Sample Insights

- ✚ Women are more likely to buy compared to men (~64%)
- ✚ Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- ✚ Adult age group (19-49 Age) is max contributing
- ✚ Amazon, Flipkart and Myntra channels are max contributing (~80%)

### Final Conclusion to improve Vrinda store sales:

- Target women customers of age group (30-49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.