

## 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) is Max Contributing (~50%)
- Amazon, Flipkart, and Myntra channels are max Contributing (~80%)

## FINAL CONCLUSION TO IMPROVE VRINDA STORE SALES:

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