**Project Insight**

* Women are likely to buy as compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
* Adult Age group (30-49 yrs.) is max contributing (~50%)
* Amazon, Myntra and Flipkart channels are max contributing (~80%)

**Final Conclusion to improve Vrinda Store sales:**

* Target women customers of age group (30-4 yrs.) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Myntra and Flipka.