INSIGHTS:

1. **Geographical Distribution:** The top three states contributing to sales are Maharashtra, Karnataka, and Uttar Pradesh, collectively accounting for approximately 35% of the total sales.
2. **Gender Preference:** Women exhibit a higher likelihood of making purchases compared to men, constituting around 65% of the customer base.
3. **Channel Contributions:** The primary sales channels driving the majority of the sales are Amazon, Flipkart, and Myntra, contributing to approximately 80% of the total sales.
4. **Target Age Group:** The adult age group ranging from 30 to 49 years represents the highest proportion of customers, accounting for approximately 50% of the total sales.

**FINAL CONCLUSION:**

To improve sales for Vrinda Store, it is recommended to implement the following strategies:

1. **Target Women Customers:** Direct marketing efforts towards women customers, as they comprise a significant majority (65%) of the customer base.
2. **Focus on Specific Age Group:** Concentrate promotional activities and marketing campaigns on the age group between 30 to 49 years, as they are the most substantial contributors to sales (50%).
3. **Geographic Targeting:** Prioritize marketing initiatives in the states of Maharashtra, Karnataka, and Uttar Pradesh, as they are the top three states driving sales, collectively accounting for approximately 35% of total sales.
4. **Leverage Key Sales Channels:** Utilize the popularity and reach of Amazon, Flipkart, and Myntra to showcase ads, offers, and coupons, targeting customers who frequent these platforms. These channels have been responsible for the majority (80%) of the sales, making them vital for increasing Vrinda Store's visibility and customer engagement.

By implementing these recommendations, Vrinda Store can enhance its sales performance by effectively targeting the preferred demographic, maximizing reach through popular sales channels, and catering to the preferences and purchasing behaviors of its key customer segments.