**Insights of the Vrinda store annual report:**

* Compared to men, women are 65% more likely to make purchases.
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
* The adult age group (30–40 years) contributes the most (around 50%).
* The top three contributing channels (about 80%) are Amazon, Myntra, and Flipkart.

**Final conclusion to improve Vrinda store sales:**

* By displaying advertisements, discounts, and coupons from Amazon, Myntra, and Flipkart, businesses may reach women clients in Maharashtra, Karnataka, and Uttar Pradesh who are between the ages of 30 and 49.