**Vrinda Store Insights**

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

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

* Target **women** customers of age group (30-49 yrs) living in **Bangalore**, **Hyderabad** and **New Delhi** by showing ads/offers/coupons available on **Amazon**, **Flipkart** and **Myntra**.