А	В	С	D	Е	F	G	Н	I	J	K	L	M	N	0	Р
Insights															
1)	Women are more likely to buy compared to men (~65%)														
2)	Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)														
3)	Adult age group (30-49 yrs) is max contributing (~50%)														
4)	Amazon, Flipkart and Myntra channels are max contributing (~80%)														
	F	inal Conclu	usion to imp	rove Vrinda	store sales	S :									
1)	Target wom	en custome	rs of age gro	up (30-49 yr	s) living in M	aharashtra,	Karnataka a	nd Uttar Prad	desh by show	wing ads/offe	ers/coupons	available on	Amazon, Fli	pkart and My	yntra