

### ***Sample Insights:***

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states
- Adult age group (30-49 years) are contributing the max (~50%)
- Amazon, Flipkart and Myntra are the max contributing channels (~80%)

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

- Target **Women** customers of age group **(30-49 years)** living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**