Sample Insights:

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

Final Conclusion to improve Vrinda Store Sales:

Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ad/offers/coupons available in Amazon, Flipkart and Myntra.