

Insights for business progress

- **WOMEN ARE MORE LIKELY TO BUY COMPARED TO MEN (~65%)**
- **MAHARASHTRA, KARNATAKA AND U.P. 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) LIVES IN MAHARASHTRA, KARNATAKA AND U.P. BY SHOWING ADS/OFFERS/COUPONS AVAILABLE ON AMAZON, FLIPKART AND MYNTRA.