

## Sample Insights

- Women are more likely to buy compared to men(~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs) is max contribution(~50%)

Amazon, Flipkart and Myntra channels are max contribution(~80%)

## Final Conclusion to improve Vrinda Store Sales:

- Target **women** customers of age group(30-39 yrs) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**