Insights

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

**Final Conclusion to Increase Vrinda Stores Sales:**

Target **women** Customer age of(30-49yrs) living **in Maharashtra, Karnataka and Uttar Pradesh** by showing adds/discount/offers on **Amazon, Flipkart and Myntra**.