

Vrinda Store Insights

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 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) LIVING IN MAHARASHTRA, KARNATAKA AND UTTAR PRADESH BY SHOWING ADS/OFFERS/COUPONS AVAILABLE ON AMAZON, FLIPKART AND MYNTRA.