





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) is max contributing (50%)
- Amazon, Flipkart and Myntra channels are max contributing (80%)

Conclusion to improve Vrinda store sales.

Target Women customer of age group (30-49) lives in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offer/coupons available on Amazon, Flipkart and Myntra