

INSIGHTS

- **Women are more likely to buy compared to men (approx. 65%).**
- **Maharashtra, Karnataka and Utter Pradesh are the top three states (approx. 35%).**
- **Adult age Group (30-49 yrs.) is Max contributing (approx. 50%).**
- **Amazon, Flipkart and Myntra are max contributing (approx. 80%).**

Final Conclusion to improve Vrinda Store Sales:-

- **Target Women customers of age group (30-49) living in Maharashtra, Karnataka and UP by showing ads/offers/coupons available on Amazon, Flipkart and Myntraa.**