INSIGHTS

* Women are more likely to buy compared to men(~65%)
* Maharashtra, Karnataka, 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**