SAMPLE INSIGHTS:

1. Women are more likely to buy compared to men (65%).

2. Maharashtra, Karnataka and Uttar Pradesh are top 3 states (35%).

3. Adult age group (30-49 years) is max contributing (50%).

4. Amazon, Flipkart and Myntra channels are maximum contributing (80%).

   ➢ Final conclusion to improve vrinda store sales

   Target **women** customers of age group **(30-49 years)** living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupens available on Amazon, Flipkart and Myntra,