**Sample Insights**

* **Women’s are more likely to buy compared to men (-65%)**
* **Maharashtra, Karnataka and Uttar Pradesh are the top 3**
* **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 (30-49yrs) living in Maharashtra, Karnataka and Uttar Pradesh**

**By showing ads/offers/coupons available on Amazon, Flipkart and Myntra**