**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 (25-50 Years) is max contributing (∼64%).
* Amazon, Flipkart and Myntra channels are max contributing (∼80%).

**Final conclusion to improve Vrinda Store Sales :**

* Target adult **women** customers living in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.