**Sales Insights**

* Women are more likely to buy compared than men (~65%)
* Maharastra, Karnataka And Uttar Pradesh are the top 3 states (~35%)
* Adult age group (20-49 yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

**Final Conclusion to improve Vrinda Store Sales**

* Target the **men & women** customers of age group **(20-49 yrs)** living in **Telangana, Tamil Nadu & other states** by showing ads/offers/coupons available on **Amazon, Flipkart, Meesho.**