Sample Insights

1. Women are most likely to buy as compared to men.
2. Maharashtra , Karnataka , Uttar Pradesh are top 3 states.
3. Adult age group (30-49) is contributing maximum in sales.
4. Amazon , Flipkart and Myntra channels are Max contributors.

Final Conclusion to Improve Vrinda stores sales :

Target Women customers of age group 30-49 living in Maharashtra , Karnataka , Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.