

Insights:

- Women are more likely to buy compared to men (65%)
- Maharashtra, Karnataka, Uttar Pradesh are top 3 cities
- Adult age group (30-49 yrs) is max contributing (50%)
- Amazon, Flipkart and Myntra are max contributing channels (80%)

Final Conclusion to improve Vrinda store sales

- ❖ Target **Women** customers of age group (**30-49** yrs) living in **Maharashtra, Karnataka** and **Uttar Pradesh** showing ads and providing coupons and offers for **Amazon, Flipkart** and **Myntra**