

Simple Insights

Women are more likely to buy compared to men (65%)

Maharasha, Karnataka and UP are Top 3 States (35%)

Adult age group (30-49 yrs) is Maximum contributing (50%)

Amazon, Flipkart and Myntra channels are maximum contributing (80%)

Month of March have maximum sales and orders

Final Conclusion to improve Vrinda Store Sales :

Target women customers of age (30-49yrs) live in Maharashtra , Karnataka and Uttar Pradesh by showing some ads/ discount/ copuns which available on Amazon, Flipkart and Myntra