

✓ 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 (30–49 yrs)** is the maximum contributing (~50%)
 - ● **Amazon, Flipkart, and Myntra** channels are the maximum contributing (~80%)
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📌 Final Conclusion to Improve Vrinda Store Sales:

- 🎯 Target **women** customers of age group **(30–49 yrs)** living in **Maharashtra, Karnataka, and Uttar Pradesh** by showcasing **ads/offers/coupons** available on **Amazon, Flipkart, and Myntra**