

# INSIGHTS

- WOMEN are more likely to buy as compared to men (~64%)
- MAHARASHTRA, KARNATAKA and UTTAR PRADESH are top 3 states (~35%)
- AMAZON, FLIPKART, and MYNTRA channels contribute maximum (80%)
- Age group (30-49 years) is maximum contributing (50%)

## Conclusion to improve Vrinda Store Sales:

Target **WOMEN** of **AGE GROUP (30-49 years)** residing in **MAHARASHTRA, KARNATAKA, and UTTAR PRADESH** by providing **ADS/OFFERS/COUPONS/SALES/DISCOUNTS** on top selling channels **AMAZON, FLIPKART, and MYNTRA**.