

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.