Vrinda Store 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 max contributing(~50%)
* Amazon,Flipkart,Myntra channels are max contributing(~80%)

Final Conclusion to improve Vrinda Store Sales:

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