**Vrinda Store Report 2024**

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 max contributing (~50%).
* Amazon, Flipkart and Myntra channels are max contributing (~80%).

Final Conclusion to improve Vrinda Store Sales:-

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