

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 and Uttar Pradesh** by showing ads/coupons/offers available on **Amazon, Flipkart and Myntra**