

Sample Insights



- **Women are more likely to buy compared to men (~65%)**
- **Maharashtra, Karmataka and Uttara Pradesh are the top 3**
- **Adult age group (30-49 yrs) is max Contribution (~50%)**
- **Amazon, Flipkart and Myntra channels are max Contribution**

Final Conclusion to improve Vindra Store Sales:

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