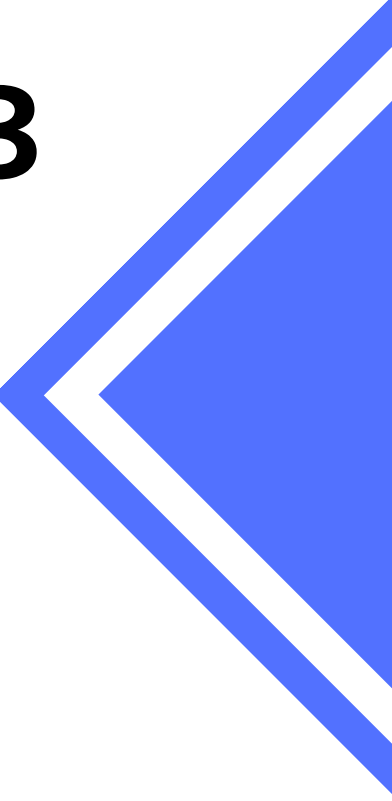


Insights

- **Women are more likely to buy compared to men(64%)**
 - **Maharashtra, Karnataka, and U. P are the top 3 states(35%)**
 - **Adult age group(30-49) is max contributing (50%)**
 - **Amazon, Flipkart, and Myntra are max contributing channels (80%)**
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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/offers/coupons available on Amazon, Flipkart and Myntra**

