

Vrinda Store

Project Insights

- ☐ Women are more likely to Buy Compared to Men (65%)
- ☐ Maharashtra, Karnataka, and Uttar Pradesh are the Top 3 States (34%)
- ☐ Adult Age Group (30-49 Years) is Max Contribution (50%)
- ☐ Amazon, Flipkart and Myntra Channels are Max Contribution (80%)

Final Conclusion to Improve Vrinda Stores Sales

- ☐ Target a Women Consumers of age group (**39-49 Years**) live in **Maharashtra, Karnataka and Uttar Pradesh** by Showing ads/Offer/Coupons available on **Amazon, Flipkart** and Myntra