**V Mart Store 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 (24-49 yrs.) is a max contributing (65%)
* Amazon, Flipkart and Myntra channels are max contributing. (80%)

**Conclusion to improve V mart store sales:**

* Target women customers of the age group (24 – 49 yrs.) living in Maharashtra, Karnataka and Uttar Pradesh should give ads/offers/coupons available on Amazon/Flipkart and Myntra.