**Sample Insights to share with Client-**

|  |  |
| --- | --- |
| 1 | Women are more likely to buy compared to Men (~64%) |
| 2 | Maharashtra, Karnataka, Uttar- Pradesh are the top 3 states (~35%) |
| 3 | Adult Age group is Max contributing (~50%) |
| 4 | Amazon, Myntra and Flipkart channels are max contributing (~80%) |

**Final Conclusion to increase Vrinda Store Sales:**

Target Women customers of Age (30-49 years) Living in Maharashtra, Uttar Pradesh and Karnataka by showing ads/Offers/coupons available on Amazon, Myntra and Flipkart