

# Insights

➤ The three states where annual sales are highest are:

1. MAHARASHTRA
2. KARNATKA
3. UTTAR PRADESH

➤ Women are more likely to buy compared to men (~ 65%)

➤ The adult age group (30 to 49 years old) is max contributing in annual sales (~ 50%).

➤ Amazon, Flipkart and Myntra channels are max contributing (~ 80%).

## Conclusion to improve Vrinda stores sales:

➤ Target women customer of age group (30 to 49) years of age living in Maharashtra, Karnataka, and Uttar Pradesh by showing Ads/Offers/Coupons available on Amazon, Flipkart and Myntra.