* **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 Uttar Pradesh.**