

Store Insights

- Women are more likely to buy compared to men (-65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top states (-35%)
- Adult age group (30-49 yrs) is max contributing (-50%)
- Amazon, Flipkart and Myntra channels are max contributing (-80%)

Final Conclusion to improve Vrinda store sales:

Target **women** customers of age group **(30 – 49 yrs)** living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**.