

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 (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