**Sample 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) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusions to Improve Vrinda store sales :

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