Insights

1. Women are more likely to buy compare to men (~65%)
2. Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%)
3. Adult age group (30-49 years) is maximum contributing (~50%)
4. Amazon, Flipkart and Myntra channels are maximum contributing (~80%)

Final conclusion to improve Vrinda store Sales:

Target women customers of age (30-49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing advertisement's/offers/coupons available on Amazon, Flipkart and Myntra