**Insights**

1. Women are more likely to buy compared to men (~64%)
2. Maharashtra, Karnataka and Uttar Pradesh top 3 states (~35%)
3. Adult age group (30-49yrs) is maximum contributing (~50%)
4. Amazon, Flipkart and Myntra channels are maximum contributing (~80%)

**Final conclusion to improve vrinda store sales:**

Target woman customers of age group (**30-49 yrs** ) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads, coupons, offers available on **amazon, flipkart and myntra.**