Sample Insights

1.Women are more likely to buy compared to men (~65%)

2.Maharashtra,Karnataka and Uttar Pradesh are the top 3 states (~35%)

3.Adult age group(30-49 yrs) is max contributing(~50%)

4.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