**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 are (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 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons on Amazon, Flipkart and Myntra.**