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

**Final Conclusion to improve Vrinda stores 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**