**Insights**

* **Women are more likely to buy compared to men (~65%).**
* **Maharashtra, Karnataka and Uttar Pradesh are 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 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.**