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

**Final conclusion to improve Vrinda store:**

* Target women customers of age group(30- 49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/cuppons on Amazon, Flipkart and Myntra.