

## **Sample Insights**

- Women are more likely to buy products as compared to men (approx- 65%)
- Maharashtra, Karnataka and Uttar Pradesh are Top 3 states in buying products.
- Adult age group (30-49 yrs) is max contributing ( approx- 50%)
- Amazon, Flipkart and Myntra channels are max contributing( approx. 80%)

## **Final Conclusion to improve Vrinda store sales:**

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