

INSIGHTS

1. Women are more likely to buy compared to men (~65%).
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
3. Adult age group (30-49 yrs) is max contributing (~50%).
4. 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.