**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, Filpkart 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**, **Filpkart** and **Myntra**.