INSIGHTS

* Women are more likely to buy than Men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
* Adult age group (30-49 years) 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 years)** living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**.