**Final Report of Vrinda Store**

* Women’s are more likely to Buy Compare to Men’s. (~ 65%)
* Maharashtra , Uttar-Pradesh and Karnataka are the Top 3 states. (~35%)
* Adult age group ( 30 – 49 years ) is max contributing of sales. (~50%)
* Amazon , Flipkart and Myntra channels are max contributing. (~80%)

**Final Conclusion to improve Vrinda Store Sales**

Target Women’s 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.**