**Sample Insights for Vrinda Store Sales**

* 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 ( ~80% )
* 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**