

**VRINDA STORE REPORT 2023**

CLIENT INSIGHT’S:-

* Women are more likely to buy compered to men (~65%)
* Maharashtra, Karnataka and Utter Pradesh are the top 3 states (~35%)
* Adult age group (30-49 yrs) are max contributing (~50%)
* Amazon, Flipkart and Myntra Channels are max contributing (~80%)

Final conclusion to improve vrinda store sales :

* Target women customers age group (30-49 yrs) Maharashtra, Karnataka and Utter Pradesh by showing ads/offers/coupons are available on Amazon, Flipkart and Myntra.

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