**📊 Sample Insights from Data Analysis Dashboard**

* Women are more likely to purchase compared to men (~65%).
* Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states contributing the most to sales.
* The adult age group (30–49 years) contributes the maximum (~50%) to total sales.
* Amazon, Flipkart, and Myntra are the top-performing sales channels.

**📈 Final Conclusion to Improve Vrinda Store Sales**

To boost sales, the store should target **women customers aged 30–49 years** living in **Maharashtra, Karnataka, and Uttar Pradesh** by showcasing **ads, offers, and coupons** available on **Amazon, Flipkart, and Myntra**.