

Vrinda Store Sample Insights

1. Women are more likely to buy compared to men (appx 65%).
2. Maharashtra, Karnataka and Uttar Pradesh are top 3.
3. Adult age grp (30 – 49) is max contributing (appx 50%).
4. Amazon, Flipkart, and Myntra channels are max contributing.

Final Conclusion to improve Sales:

Target **women** customers of age grp (30 – 49 yrs) living in **Maharashtra, Karnataka, Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart, Myntra**.