**SAMPLE INSIGHTS**

**► 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 (~50%)**

**► AMAZON, FLIPKART AND MYNTRA CHANNELS ARE MORE CONTRIBUTING (~80%)**

**FINAL CONCLUSION TO IMPROVE VRINDA 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.**