**Dashboard Insights**

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are top 3 states.
* Adult age group (30-49 years) is max contributing.
* Amazon, Flipkart and Myntra Channels are max contributing.

**Final Conclusion to improve Vrinda store sales:**

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