**Sample Insights**

* Women are more likely to buy products compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%)
* Adult age groups (30-49yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (80%)

**Final Conclusion to improve Vrinda Stores**

* Target women customers of age group (30-49yrs) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons.