

Final Conclusion to improve Vrinda store sales:

- 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 max contributing (~80%)
-
- 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