**Sample Insights**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | | | |
| * *Women are More likely to buy compared to men (~65%)* | | | | | | |  |  |  |  | |
|  | | | | | | |  |  |  |  | |
|  |  |  |  |  |  |  |  |  |  |  | |
| * *Maharashtra, Karnataka, and Uttar Pradesh are the top 3* | | | | | | | |  |  |  | |
|  |  |  |  |  |  |  |  |  |  |  | |
| * *Adult are group (30-49 yrs) is max contributing (~50%)* | | | | | | |  |  |  |  | |
|  |  |  |  |  |  |  |  |  |  |  | |
| * *Amazon, Flipkart and Myntra channels are max contributing* | | | | | | | |  |  |  | |

**Sales Final Conclusion for improve vrinda Store:**

* *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*