Sample Insights

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

*Conclusion to improve Vrinda store 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**.