

### Sample Insights

- 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) in max contributing (50%)
- Amazon, Flipkart and Myntra channel are max contributing (80%)

### Final 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**