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

**Final Conclusion to improve Vrinda Store Sales:**

Target **women** Customers of age group (**30-40** yrs) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon**, **Flipkart and Myntra**