

INSIGHTS AND FINAL CONCLUSION TO IMPROVE STORE SALES:

Insights:-

- Women are more likely to buy compared to men (~65%).
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states in the case of sales (~35%)
- Adult age group(~30-49yrs) is the maximum contribution in the sales.
- Amazon, Flipkart and Myntra channels are max contributor(80%).

Final Contribution to improve store sales:-

- Target women customers of age group(30-49yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.