

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) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributor.

Conclusion to improve 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.**