

## ❑ **Sample Insights**

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

## ❑ **Final Conclusion to improve Aditya's 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