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 contribution (~50%)
* Amazon, Flipkart and Myntra channels ate max contribution (~80%)

Final conclusion to improve Croma 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