Insights

✞ Women are more likely to buy compared to men (65%)

✞ Maharashtra, Karnataka, Uttar Pradesh are top 3 states (35%)

✞ Adult age group (30-50 yrs) is max contributing (50%)

✞ Amazon, Flipkart and Myntra channels are max contributing (80%)

Final Conclusion to improve Lucky store sales:

✞ Target women customers of age group (30-50 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra