**Insights**

* Women are more likely to buy compare to men.
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states with highest orders and selling.
* Adult age group (30-49) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to Improve 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**.