**Sample Insights:**

* Women are more likely to buy compare to men (~65%)
* Maharashtra, Karnataka, Uttar Pradesh are top 3 states (~35%)
* Adult age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipcart and Myntra channels are max contributing (~80%)

**Final Conclusion to improve Sujan 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.**