**FINAL REPORT**

**Key Findings:**

I. Women are more likely to buy compared to men (65%)  
 II. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%)  
 III. Adult age group (30-49 yrs.) is maximum contributing (50%)  
 IV. Amazon, Flipkart and Myntra channels are maximum contributing (80%)

**CONCLUSION/ Recommendations for 2023 for the store:**

Targeting 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 would benefit the store.