**Insights as per Dashboard**

* 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 yrs) is max contributing (~50%)
* Amazon, Flipkart, and Myntra channels are max contributing (~80%)

Final Conclusion to improve Shubham Store Annual sales:

* Target women customers of age group (30-49 yrs) who live in Maharashtra, Karnataka, and Uttar Pradesh by sharing ads/offers/coupons available on Amazon, Flipkart, and Myntra