**MAJOR INSIGHTS:**

1. The sales are maximum during the month of April, followed by the month of March.
2. Women are likely to make more purchases than men.
3. Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu are the top 5 contributors.
4. Maximum purchase channels are Amazon, Flipkart and Myntra.
5. Adult age group (20 - 50 years) are the major contributors. (~75%)

**CONCLUSION:**

1. **Women** of the adult age group **(20 - 50 years)** must be targeted by applying **sales, offers or advertisements**, especially to **Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu** states through **Amazon, Flipkart and Myntra channels**.