**Conclusion:**

**.** Women are more likely to buy compared to men (64%).

**.** Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (35%).

**.** The adult age group (30-39 yrs.) is max contributing (50%).

**.** Amazon, Flipkart, and Myntra channels are max contributing (80%).

**Insights through Data Analysis:**

**.** Target **women** customers of the age group (30-39 yrs.) living in **Maharashtra,**   **Karnataka, and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart, and Myntra.**