**Insights:**

* 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 Sales:**

* Target **women** customers of age (**30-49** yrs) living in

**Maharashtra, Karnataka and Uttar Pradesh** by showing

Ads/offers/coupons available on **Amazon, Flipkart and Myntra**.