

# SAMPLE INSIGHTS

1

Women are more likely to buy as compared men no matter they falls under which age group

2

Maharashtra ,  
Karnataka, Up,  
Telangana, Tamil Nadu  
has higher percentage  
of sales other than any  
states

3

Flipkart . Amazon ,  
Myntra these 3  
shopping sites  
has high  
contribution  
in sales

4

Adult (30-49) years age  
group showing  
high  
performance  
in buying

# CONCLUSION

- Target women from age group from 30 to 49 years from Maharashtra , Karnataka, Up, Telangana, Tamil Nadu states by showing them ads/offer/promos/sale on Amazon, Flipkart and Myntra sites