**Sample Insight**

* Women are more likely to buy compared to men (65%).
* Maharashtra, Karnataka And Uttar Pradesh are the top 3 states (35%).
* The adult age group (30-49 ) is the maximum contributing (50%).
* Amazon, Flipkart, and Myntra channels are max contributing (80%).

**The final conclusion to improve the Uma mart sales:-**

* Target women customer age group (30-49) living in Maharashtra, Karnataka, Uttar Pradesh by showing ads\coupons\combos, etc. available on Amazon, Flipkart, and Myntra.