***Sample Insights***

* Women are more likely to buy compared to men 65%
* Maharastra , Karnata and Utter Pardesh are the top 3 states 35%
* Adult age is max contributing 50%
* Amazon and Flipkart are main channel of contributing 80%

Final Conclusion to improve Store sales :

Target women customer’s of age group 30 to 40 years living in Maharastra , Karnata and Utter Pardesh

By showing ads/offers/coupons/on Amazon flipkart.