***INSIGHTS***

1. ***Women are more likely to buy compared to men.***
2. ***Telegana, Tamilnadu and Utter-Pradesh are the top 3 states.***
3. ***Adult age group (30-49) years is max contributing -50%***
4. ***Amazon, Myntra and Flipkart have the highest contributions.***

***Conclusion to improve the sales***

1. ***Targeting the women customers in the age group of (30-49) years.***