

INSIGHTS

- Women are more likely to buy compared to men (~64%)
- Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35)
- Adult age group (20-50) is max contributing (~75.68%)
- Amazon, Myntra and Flipkart are max contributing (~80%)

FINAL CONCLUSION

- Target **women** customers of **age group of 20-50** living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available from **Amazon, Myntra and Flipkart**.