**SAMPLE INSIGHTS**

❑ Highest Sale and Orders are placed in the month of March

❑ Women are more likely to buy Compared to Men(~64%)

❑ Maharashtra, Karnataka and Uttar Pradesh are the top 3 states(~35%).

❑ Adult Age group(30-49) is max contributing(~50%)

❑ Amazon, Flipkart and Myntra are the channels most contributing (~80%)

❑ “Sets” are the top selling Product Category.

**Final Conclusion to improve “Full Cart Store” Sales:**

❑ Target WOMEN Customers of Age (30-49) living in Maharashtra, Karnataka and Uttar Pradesh by showing adds/offers/coupons on Amazon, Myntra and Flipkart also for any planned sale or offer Jan- May would be the best time.