**Insights from Clothing Data analysis**

* Women are more likely to buy compared to men (approx. 65%)
* Maharashtra, Karnataka and Uttar Pradesh are top 3 states in terms of number of sales (approx. 35%)
* Middle Age adults (30 – 60 yrs.) is max contributing (approx. 50%)
* Amazon, Flipkart, Myntra are max contributing (approx. 80%)