***Sample Insights***

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3
* Adult age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

***Final Conclusion to improve Suvidha store sales:***

**Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra**