Summary And Conclusion

- Women are more likely to buy compared to men (64%)

- Maharashtra , Karnataka and Uttar Pradesh are the top 3 States (35%)

- Adult Age group (23-49 yrs) is max contributing (50%)

- Amazon ,Flipkart and Myntra channels are max contributing (80%)

Final conclusion to improve Store Sales:

- Target Women,customers of age group (22-49 yrs) living in Maharashtra ,karnataka and uttar pradesh by showing ads/offers/Coupons available on Amazon,Flipkart and Myntra .