**Insights**

* Sales and order in the month of March is higher than in other month
* Women are more likely to buy than men (~64%)
* Sales in Maharashtra, Karnataka, and Tamil Nadu are at the top
* Adults age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipkart, and Myntra channels are max contributions

**Conclusion to improve sales**

Target women customers of age (30-49 yrs) living in Maharashtra, Karnataka, Tamil Nadu by ads or offers or coupons available on Amazon, Flipkart, and Myntra.