**SAMPLE INSIGHT**

* Women are more likely to buy compared to men (~65%).
* Maharashtra, Karnataka and Uttar-Pradesh are the top 3 states (~35%)
* Adult age group (30-49yrs) is max contributing (~50%).
* Amazon, Flipkart and Myntra channels are max contributing (~80%).

**Final Conclusion to improve LifeStyle Store Sales:**

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