**Insights**

 Women are more likely to buy compared to men (~65%)

 Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)

 Adult age group (30-49 yrs) is max contributing (~50%)

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

**Conclusion**

Target women customers of age group ( **39-40 yrs )** living **in maharahstra , karnatka and uttar pradesh** by showing up ads/offers/coupons available on **Amazon,Flipkart and Myntra**