**Sample Insights:**

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

**Conclusion to improve 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