

# Insights From Data

- ❑ As compared to men women are more likely to buy i.e. (64%).
- ❑ Maharashtra , Karnataka & UP are the top 3 states with (35%) orders.
- ❑ Adult age group is contributing (50%) in the orders which is the max among all age groups.
- ❑ Amazon , Flipkart & Myntra Channels are the highest contributors which is (80%).

## Final Conclusion To Improve the Sales :

- ✓ Target **women** customers of adult age group living in the top 3 states by showing **ads/offers/vouchers** available on **Amazon , Flipkart & Myntra** .