Insights

- Women are more likely to buy compared to men (65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states with (35%) sales.
- Adult age group is max contributing.
- Amazon, Flipkart and Myntra channels are max contributing.

Conclusion To Improve Store Sales

- Target women costumers of adult age group living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers on Amazon, Flipkart and Myntra.