

# Sample Insight

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

## **Final Conclusion to improve sales:**

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