**Sample Insight**

* 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.