**Insights for SafeMart:**

* Women are more likely to buy compared to men (~65%).
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
* Adult age group (20-49) is max contributing (~50%).
* Amazon, Flipkart and Myntra channels are max contributing (~80%).

**Final Conclusion to improve SafeMart’s sales:**

Target **female** customers of **adult** age group **(20-49)** years living in **Maharashtra, Karnataka and Uttar Pradesh** by showing **advertisement/offers/coupons** available on **Amazon, Flipkart, and Myntra**.