**Insights**

1. Women are likely to buy compared to men (~65%)
2. Maharashstra, Karnataka and Uttar Pradesh are top 3 states (~35%)
3. Adult age group (30 – 49 years) is maximum contributing to sales (~50%)
4. Amazon, Flipkart and Myntra channels are maximum contributing to sales (~80%)

Conclusion for Store to Improve Sales

**Target Women customers of age group (30 – 49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.**