

INSIGHTS

- ❖ Women are more likely to buy compared to men. (65%)
- ❖ Maharashtra, Karnataka, Uttar Pradesh are the top 3 states.
- ❖ Adult age group(30-49yrs) is max Contributing.
- ❖ Amazon, Flipkart and Myntra channels are max contributing.
- ❖ First quarter of the year has more sales than other three.

➤ Final Conclusion

- Target **WOMEN** customer of the age group(30-49yrs) living in **MAHARASTRA,KARNATAKA AND UTTAR PRADESH** by showing Ads on **AMAZON ,FLIPKART AND MYNTRA**