Final Report /Answers: -

1. Women are more likely to buy compared to men (65%)
2. Maharashtra, Karnataka and Uttar Pradesh are the top states
3. Adult are group (30-49y) is maximum contributing (50%)
4. Amazon, Flipkart and Myntra channels are maximum contributing (80%)

Advice for improvement of store sales

Target women customer of age group (30-49),lives in Maharashtra, Karnataka and Uttar Pradesh by giving cash backs/coupon/ads/offer related to Flipkart, Amazon, and Myntra