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| * Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)  |  |  | | --- | --- | | * Adult age group (30-49 year) is max contributing (~50%) |  |  * Amazon, Flipkart and Myntra channels are max contributing (~80%) * Final Conclusion to improve S.K. store sales: * Target women customers of age group (30-49 Year) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra | | | | | | |
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