1.Women are more likely to buy compared to men (~65%)

2.Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)

3.Adult age group(30-49 yrs.) is max contributing.

4.Amazon, Flipkart and Myntra channels are max contributing (~80%)

5.March got highest sales and order.

Target ***women*** customers of age group (***30-49 years***) living in ***Maharashtra, Karnataka and Uttar Pradesh.***