**Sample Insights**

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 (50%).

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

**Final Conclusion to improve Ashoka store sales:**

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