

Insight Report

1. Women are more likely to buy compared to men (~ 65%).
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~38%).
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 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.