INSIGHTS :

- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
- Women have a higher propensity to make purchases (~65%).
- Adult age group (30-49yrs) is maximum contributing (~50%).
- Amazon, Flipkart and Myntra platforms are max contributing (~80%).

Conclusions:

➢ 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.