Sample Insights:

- Women are more likely to buy compared to men (65%)
- Maharashtra, Karnataka & Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart, and Myntra channels are max contributing (~80%)

Final Conclusion:

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