**Insights:**

* Women are more likely to buy compared to Men (~65 %)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35 %)
* Middle-age Group (30-49 years) are contributing max in Sales (~50 %)
* Amazon, Myntra, and Flipkart are the most contributing Channels (~80 %)

**Final Conclusion for Improving Sales:**

Target **Women** Customer of **Age-Group 30-49 years** who living in **Maharashtra, Karnataka and Uttar Pradesh** by showing Ads/ Offers/ Coupons available on **Amazon, Myntra and Flipkart**