

## **INSIGHTS**

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

## **FINAL CONCLUSION**

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