**Title: Analysis of Consumer Behavior and Sales Channels**

**Introduction:** In today's dynamic market, understanding consumer behavior and identifying the most effective sales channels are critical for businesses to thrive. This report delves into key statistics regarding women's buying habits, top-performing states for sales, and the leading sales channels in the market.

**Women's Buying Behavior:** According to recent data, women exhibit a higher tendency to make purchases compared to men, constituting 65% of total sales.

**Top States for Sales:** Among all states, Maharashtra, Karnataka, and Uttar Pradesh emerge as the top three contributors to sales, accounting for 35% of total sales collectively.

**Leading Sales Channels:** The primary sales channels driving revenue are Amazon, Flipkart, and Myntra, which collectively contribute to 80% of total sales during promotional events such as the 80% off sale.

**Conclusion and Recommendations:** Based on the insights gathered, it is advisable to target female customers within the age group of 30 to 50, as they demonstrate a significant purchasing power. Additionally, focusing marketing efforts on Amazon, Flipkart, or Myntra would be strategic, given that these channels account for the majority of sales during promotional periods.