* Compared to men, women are more likely to make purchases (~64%).
* The top three states contributing to the purchases (~35%) are Uttar Pradesh, Karnataka, and Maharashtra.
* Adults aged 30-49 make up the largest contributing group (~50%).
* At most, Amazon, Flipkart, and Myntra channels contribute about 80%.
* The final recommendation to increase sales at the store is to target female consumers in the Maharashtra, Karnataka, and Uttar Pradesh age between 30-49 years, by displaying advertisements, deals, and discounts from Amazon, Flipkart, and Myntra.