**SAMPLE INSIGHTS**

**1.Women are more likely to buy compared to men(65%)**

**2.Maharashtra , Karnataka and Uttar Pradesh are the 3 top states(35%)**

**3.Adult Age group is max contributing (50%)**

**4.Amazon,Myntra and Flipkart are max contributing (80%)**

**FINAL CONCLUSION TO IMPROVE BHAGYALAKSHMI STORE SALES:**

**Target women customers of age group of (30-49 years) living in Maharashtra Karnataka and uttar pradesh by showing ads/offers/coupons available Amazon , Flipkart and Myntra**