Sample insights

• Women are more likely to buy compared to men (~ 65%)
• Maharashtra , Karnataka and Uttar Pradesh are top 3
• Adult age group (30 to 49 years) is max contributing (~ 50%)
• Amazon, Myntra and Flipkart are max contributing.

Final Conclusion

Target women customers of age group (30 to 49 years) living in Maharashtra , Karnataka &
Uttarpradesh by showing ads/offers/coupons available on Amazon, Flipkart & Myntra.

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