

## Insights:

### 1. Gender Disparity in Buying Behavior:

- Women exhibit a higher propensity to purchase compared to men, accounting for 64% of total sales. This underscores the importance of gender-specific marketing strategies and product offerings to cater to the preferences of female consumers.

### 2. Geographical Insights:

- Maharashtra, Karnataka, and Uttar Pradesh emerge as the top three states in terms of sales, collectively contributing 35% of total sales. This highlights the significance of regional targeting and localized marketing efforts to capitalize on consumer demand in these regions.

### 3. Dominance of Adult Age Group (30-49 years):

- The adult age group, particularly individuals aged between 30-49 years, constitutes the largest demographic segment, contributing to 50% of total sales.

### 4. Preferred Sales Channels:

- Amazon, Flipkart, and Myntra emerge as the dominant sales channels, collectively contributing 80% of total sales. This underscores the importance of establishing a strong online presence and leveraging e-commerce platforms to reach a wider audience and drive sales growth.

### 5. Seasonal Sales Trends:

- The month of March witnessed the highest sales volume, indicating seasonal fluctuations in consumer spending patterns. Retailers should capitalize on such peak periods by implementing targeted promotions, discounts, and marketing campaigns to stimulate demand and maximize sales revenue.

## Conclusion:

To capitalize sales in 2024, targeting women aged 30-49 in Maharashtra, Karnataka, and Uttar Pradesh via Amazon, Flipkart, and Myntra is key. Tailored ads and offers on these platforms can effectively engage this demographic, driving sales and fostering brand loyalty. This focused approach aligns with consumer behavior insights, promising sustained growth and competitive advantage in the market.