**INSIGHTS**

* Women are more likely to buy compared to men
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states
* Adult age group(30-49 yrs) is contributing maximum to sales
* Amazon, Flipkart and Myntra are contributing maximum

**Final conclusion to improve sales**

* Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by ads/offers/coupons available on Amazon, Flipkart and Myntra.