

## KEY TAKEAWAYS

- The sunscreen launch increased total revenue by ~47%, confirming strong MVP market acceptance.
- Matte Oil-Control emerged as the top-performing variant, making it the best candidate for upsell and promotional focus.
- Returning customers contributed over half of total orders, indicating strong retention and healthy AOV (~₹670).
- Online channels generated the majority of revenue and the highest AOV, showing strong digital conversion efficiency.
- Customers aged 25–34 formed the primary revenue-driving segment, while the South region led in total sales and the West showed the fastest growth, suggesting high ROI potential in targeted regional campaigns.

## RECOMMENDATIONS

- Prioritize production and marketing of the Matte Oil-Control variant, as it generates the highest revenue and profit and presents strong upsell potential.
- Focus marketing campaigns on the 25–34 age segment, which contributes the largest share of revenue and represents the core target audience.
- Increase investment in digital marketing and online distribution channels, as online sales deliver higher revenue and higher AOV, indicating stronger conversion and cross-sell opportunities.
- Strengthen customer retention strategies such as loyalty offers, repeat-purchase incentives, and personalized promotions, since returning customers contribute more than half of total orders.
- Expand targeted campaigns in high-growth regions, particularly the West, where post-launch growth indicates strong ROI potential, while improving awareness and distribution in lower-performing regions.