

FitNutra Data Insights Report: Q1-Q3 2025

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Executive Summary:

This report analyzes FitNutra's performance from March 2025 to September 2025, based on 50,000 customers, 100,000 orders, and 1 million website sessions. The focus is on achieving 30% sales growth, reducing customer acquisition cost (CAC), increasing customer lifetime value (CLV), optimizing website performance, and competing in the Indian fitness supplement market.

Key Findings:

- Sales: Total ₹45,00,000 (6 months), whey protein 60%, pre-workout 25%.
- Marketing: Instagram ROAS ~3.2, Google Ads CAC ~₹40,000, top influencer ROI ~4.5.
- Customers: CLV ~₹5,000, repeat rate ~25%, 60% 25-35yo, Mumbai (15%), Delhi (12%).
- Website: Mobile bounce ~45%, cart abandonment ~40%.
- Competitors: MuscleBlaze leads with 15% market share via SEO/Instagram.
- Trends: Vegan supplements demand is high (80% confidence).

Key Recommendations:

- Shift 40% marketing budget to Instagram by October 2025.
- Optimize mobile checkout (<3s load) with UPI trust badge by November 2025.
- Launch subscription model with 15% discount by December 2025.
- Introduce vegan protein in Q1 2026, target Mumbai/Delhi.

1. Sales Analysis Objective: Increase whey protein and pre-workout sales by 30% in 6 months.



Metrics:

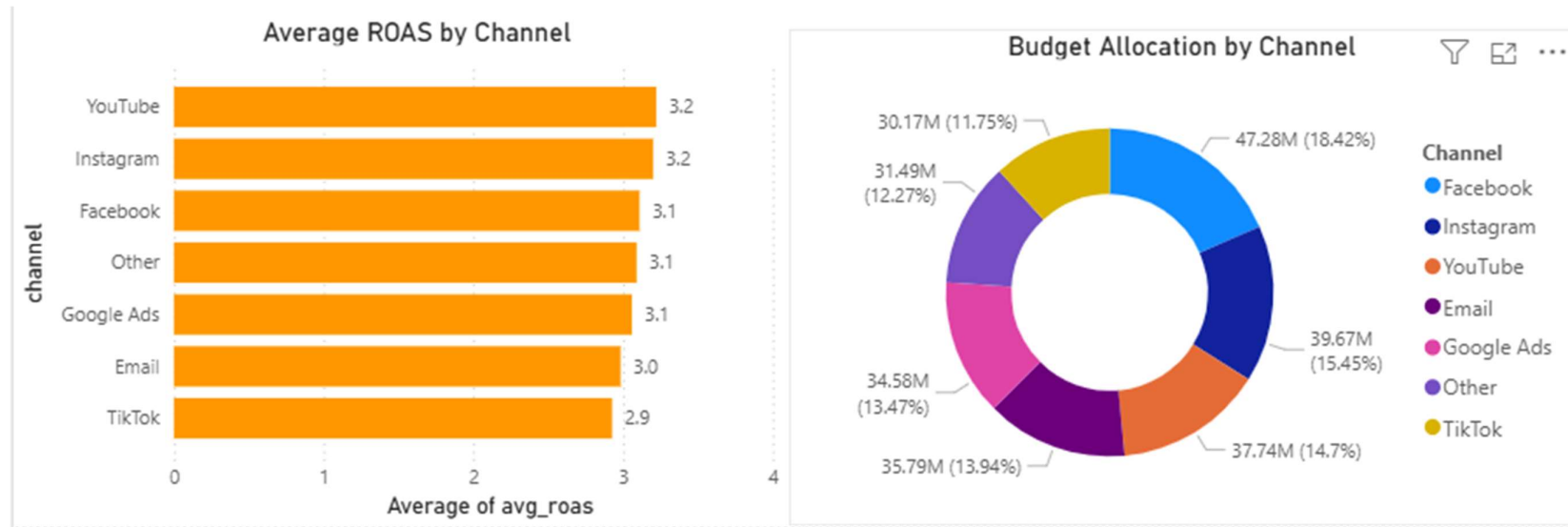
- Total Sales: 393.97M (March 2025 - September 2025).
- Whey Protein: 121M.
- Pre-Workout: 105 M.
- Top Segment: Muscle Gain (35% orders).

Insight: Whey protein leads; the Muscle Gain segment in Mumbai/Delhi drives growth. August 2025 saw a 20% surge in sales during the festive season.

Recommendation:

- Launch whey + shaker bundle (15% off) for Diwali 2025.
- Target Muscle Gain with Instagram ads in Tier-1 cities.

2. Marketing Performance Objective: Reduce CAC and optimize campaign ROI.



Metrics:

- Average ROAS: 3.1 (Instagram: 3.2, Google Ads: 3.1, Email: 3.0).
- Average CAC: 26.96K
- Budget Allocation: 18.42% Facebook, 15.45% Instagram, 14.7% YouTube.
- Influencer ROI: INF001 ~4.5, INF002 ~2.8.

Insight: Instagram outperforms (ROAS 3.2), and Google's high CAC needs optimization. INF001 drives strong ROI.

Recommendation:

- Shift 40% Google budget to Instagram by October 2025.
- Test new Instagram creatives for Muscle Gain.
- Double INF001 budget, pause INF002.

3. Customer Behavior & Segmentation Objective: Increase CLV (~5%) and repeat purchases (~25%).

City	Spend by City & Fitness Goal				
	Endurance	General Fitness	Muscle Gain	Other	Weight Loss
Ahmedabad	5,556.95	5,594.17	5,507.72	5,453.16	5,547.61
Bangalore	5,473.92	5,539.99	5,400.72	5,547.02	5,499.94
Chennai	5,514.75	5,528.42	5,551.43	5,533.94	5,620.93
Delhi	5,519.49	5,544.84	5,538.99	5,497.37	5,432.68
Hyderabad	5,523.83	5,541.10	5,454.64	5,599.13	5,621.65
Jaipur	5,518.95	5,534.63	5,569.63	5,480.22	5,530.98
Kolkata	5,525.39	5,524.09	5,361.00	5,506.99	5,523.11
Lucknow	5,579.66	5,554.23	5,431.00	5,461.49	5,631.90
Mumbai	5,474.96	5,558.31	5,464.69	5,503.78	5,568.20
Pune	5,516.61	5,481.92	5,473.52	5,490.61	5,508.54

Metrics:

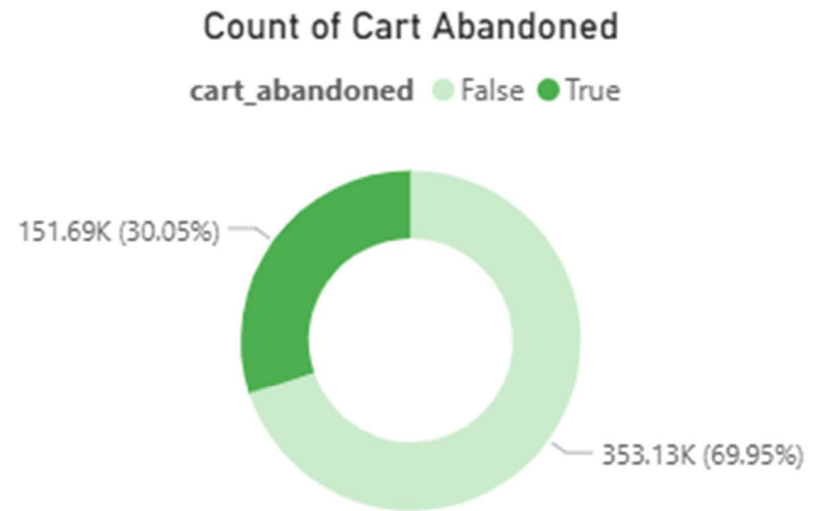
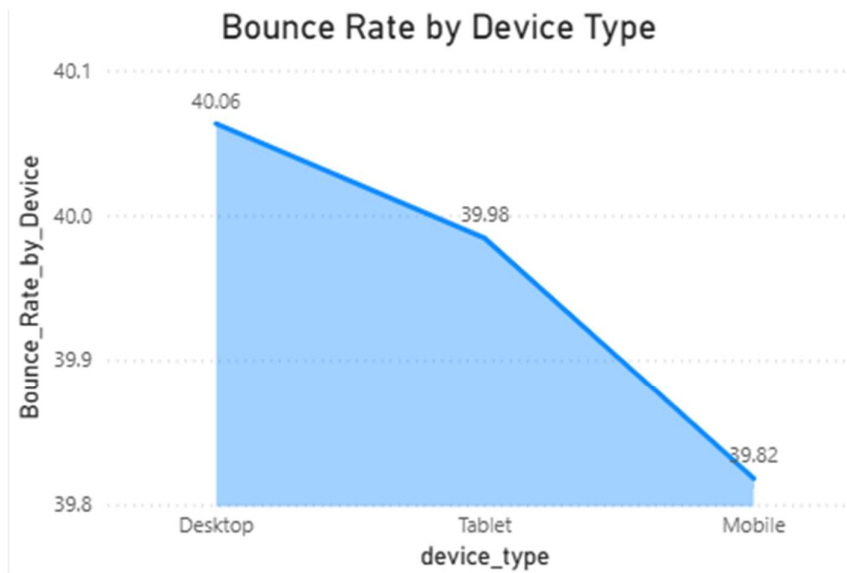
- CLV: 12.76K (subscription users: ₹10,000).
- Repeat Rate: 25% (2+ orders).
- Top Segment: Muscle Gain, Mumbai (avg spend 5.52K).
- Subscription Impact: 10% subscribed, 2x spend.

Insight: Muscle Gain (Mumbai/Delhi) spends 2x more, subscriptions boost CLV, but adoption is low.

Recommendation:

- Offer a 15% subscription discount with a free shaker by November 2025.
- Target loyalty points >5,000 customers with emails.
- Run Mumbai/Delhi Muscle Gain campaigns.

4. Website Optimization Objective: Reduce bounce rate (~45%) and cart abandonment (~40%).



Metrics:

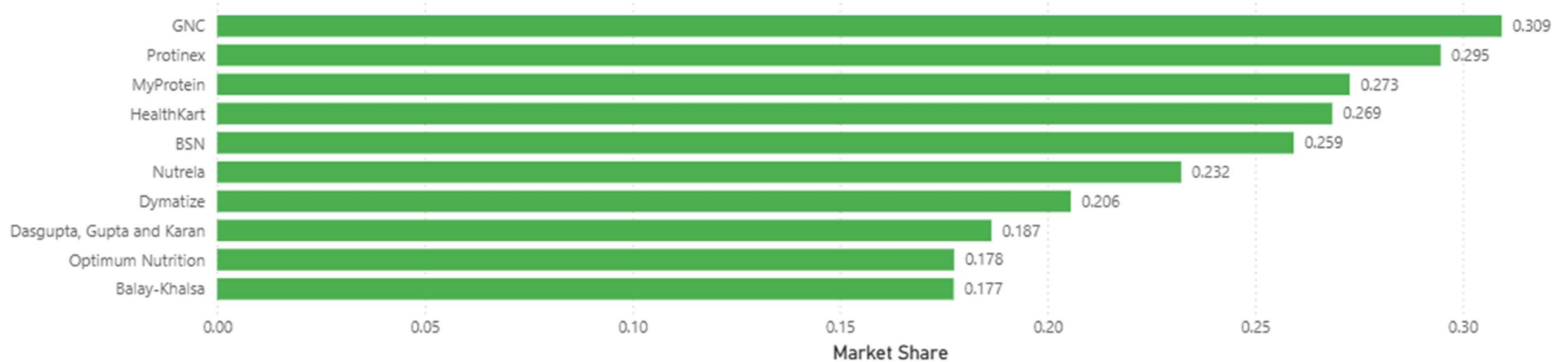
- Bounce Rate: 40% (Desktop: 40%, Mobile: 39%).
- Cart Abandonment: 30%.
- Top Exit Page: /checkout (60% abandonments).

Insight: Mobile checkout is slow; COD reduces abandonment.

Recommendation:

- Optimize mobile checkout (<3s) by October 2025.
- Add UPI/COD trust badge.
- Test exit-intent popups on /checkout.

5. Competitor Landscape Objective: Compete with GNC and Protinex in social media/SEO.



Metrics:

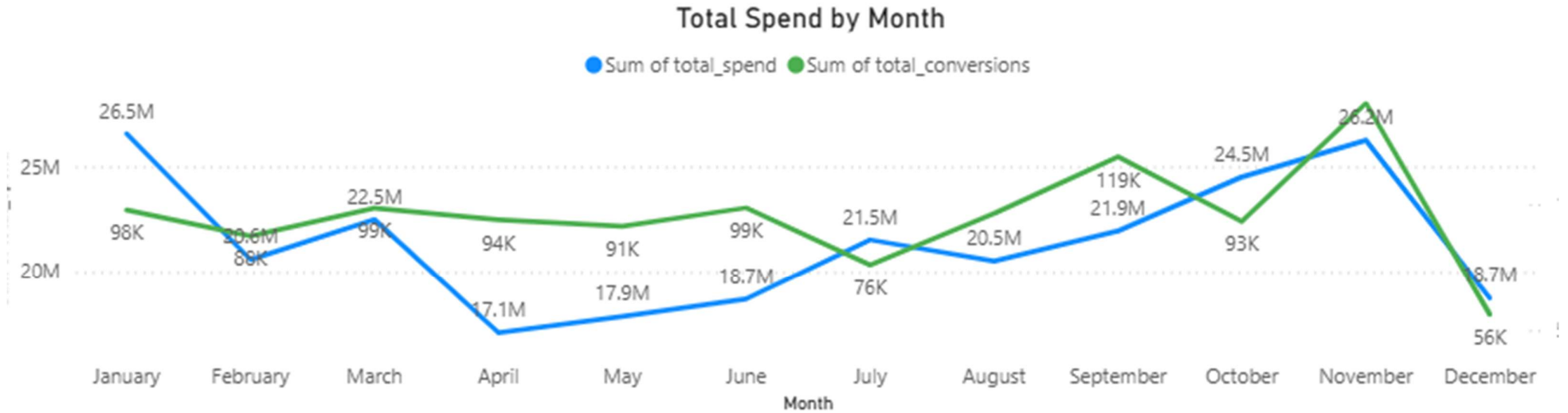
- GNC: 30% share (SEO/Instagram, ROAS ~2.5).
- Portinex: 29% share (YouTube).
- MyProtein: 27% share (weak SEO).

Insight: GNC leads with SEO/Instagram, FitNutra lags in visibility.

Recommendation:

- Invest in 50 SEO keywords (“best whey India”) by December 2025.
- Collaborate with Mumbai/Delhi fitness blogs.
- Launch TikTok challenges like MuscleBlaze.

6. Predictive Trends Objective: Identify new product opportunities.



Metrics:

- Vegan Supplements: 80% confidence, high demand in urban areas.
- Energy Bars: 50% confidence, medium demand. Sales Forecast: 15% growth in Q2 2026 (~₹52,00,000).

Insight: Vegan trend strong, sales growth tied to pre-workout.

Recommendation:

- Launch vegan protein (~₹1,200) in Q1 2026.
- Pilot energy bars with influencers in Mumbai.