

Dairy Sales Dashboard Summary

- **Total Production:** 2.17M liters
 - **Total Sold:** 1M liters → Only **46% sold**, rest is unused
 - **Revenue:** ₹58.73M
 - **Top Brands:** Amul & Mother Dairy
 - **Best Products:** Curd, Lassi, Milk
 - **Sales by Channel:** Retail & Wholesale are top, Online is low
 - **Sales Trend:** Decreasing from 2019 to 2022
 - **Large farms** contribute the most; small farms the least
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Quick Recommendations

1. **Increase Online Sales**
Promote products via apps and online stores.
2. **Push Low-Selling Products**
Promote Ghee & Buttermilk with offers or combos.
3. **Support Small Farms**
Give them tools and training to grow.
4. **Expand Brand Reach**
Promote smaller brands through ads and local markets.
5. **Find Out Why Sales Dropped**
Fix issues that caused the sales drop after 2019.