

# Business Insights & Recommendations Report

## Business Insights

### 1. Top Performer & Revenue Drivers

- Total Revenue: Rs.2M | Top Product: Protein Puffs.
- Protein Puffs has highest inventory turnover (6,920) and lowest wastage (0.84%).
- Masala Chips earns highest revenue in the West (Rs.1,73,810).

### 2. Sales Trend

- Daily sales fluctuate between Rs.20K-Rs.30K with dips, no clear upward trend.

### 3. Marketing Channel Effectiveness

- Instagram (16.58%) and Facebook (14.9%) lead in ROI.
- Radio performs poorly (7.06%) despite high spend in Central.

### 4. Regional Spend vs ROI

- TV spend in West is low (Rs.6,932), possibly impacting returns.
- West region delivers strong revenue, needs more targeted investment.

### 5. Wastage Management

- Masala Chips has highest wastage (1.6%), hurting profitability.

## Strategic Recommendations

### 1. Optimize Marketing Spend Based on ROI

- Reallocate more budget to Instagram and Facebook.
- Reduce Radio investment or revise strategy.
- Increase TV budget in high-performing regions like West.

### 2. Strengthen Supply Chain for Masala Chips

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- Investigate and fix wastage sources.
- Use forecasting to reduce overstock and expiry-related losses.

### **3. Focus Product Push in High-Return Regions**

- Expand Protein Puffs to under-penetrated regions.
- Deepen Masala Chips' market hold in West through promotions.