Sub InsertRowAfterDuplicateGroup()

Dim LastRow As Long

Dim i As Long

Dim ws As Worksheet

' Change "Sheet1" to your sheet name

Set ws = ThisWorkbook.Sheets("Sheet1")

' Find the last row with data in column C

LastRow = ws.Cells(ws.Rows.Count, "C").End(xlUp).Row

' Loop through each cell in column C from bottom to top

For i = LastRow To 2 Step -1

' Check if the value in the current cell is different from the value in the cell above it

If ws.Cells(i, "c").Value <> ws.Cells(i - 1, "C").Value Then

' Insert a row below the current row

ws.Rows(i).EntireRow.Insert

End If

Next i

End Sub