**Dairy Farm Report: Quick Overview Dashboard**

The dairy business generated ₹59 million in revenue from 1 million units sold and 2.17 million produced, operating across 15 states with 4,000 customers. Curd, Butter, and Lassi are top-selling products, though curd has the shortest shelf life (6 days), requiring cold storage. Ghee, with a 106-day shelf life, is ideal for longer distribution. Revenue peaks in January and remains steady year-round. Retail (35.5%), wholesale (34.4%), and online (30%) sales are well-balanced. Delhi and Chandigarh are top-performing states, and Amul and Mother Dairy are the leading brands. The business shows strong performance but should focus on cold storage, expanding online sales, and growing in lower-performing regions.