Insights for the Marketing Team

# What to do:

* From the Awareness of the product by region chart, it is evident that East and North regions are the ones with lowest awareness. So, the marketing team should focus on setting up marketing campaigns on these two regions to first create an awareness of the product.

# How to proceed:

* Based on the five hospitals for each state with lowest awareness of the product analysis, the marketing team should focus setting up a marketing campaign on the hospitals in the states from the East and North regions first and then then should move for the hospitals in the states of West and South regions. Most importantly they should seek on improving the hospital counts on East region as the count is just 77 and 15% of their total hospital counts in India.