**Recommendations**

Based on the analysis, the following recommendations are given:

1. Investment:
   1. Number of Features (Increasing total number of features) – An increase of 1 average overall rating for this category has a potential of selling 444 more TV units in US.
   2. Appearance (Improving TV design) – An increase of 1 average overall rating for this category can improve sales by 160 TV units in US.
2. Pricing Strategy:
   1. For every category/ segment of TV, Panasonic must keep its prices lesser than the average of that segment. (For a sample cost-benefit analysis, please refer to Conclusion section in Page-4 of **4\_AnalysisAndInsightsSummary.docx**)