ABC Pharma is an Indian company that produces nutritional products and branded generic pharmaceuticals. They have been in the market for more than 2 decades and have been able to differentiate their offerings from other competitive brands. This allows them to enjoy an excellent margin on the products that they sell. Their customer base consists of people lying in the top of the economic pyramid across all states in India. Though they have seen a 5% year on year growth over the past few years, the top management is concerned that the other nutrition and pharmaceutical companies have registered a growth of more than 8% in the recent years. The management wants it marketing officer to look at the various advertisement channels and its effectiveness by evaluating their recent financial performance data. The dataset consists of the following variables for each state in India for the year 2021. Note that the company sells its products through online as well as in-store channels.

Can you draw insights from this dataset and suggest action items to the management of ABC Pharma?

**Variables**

State Name

Online Channel Costs

In-store Channel

Costs

Cost of Digital Ads

Cost of Print Ads

Cost of TV Ads

Cost of In-store Ads

Online Revenue

In-store Revenue

Total Revenue

Profit