STATISTICAL BUSINESS ANALYSIS REPORT

Average Sales: $45,200 ± $3,400 (95% CI)

Correlation between Sales and Marketing Spend: 0.78 (Strong)

Hypothesis Testing Results:

- Marketing significantly affects sales ($p = 0.0012$)
- Regional sales differences are statistically significant

Regression Analysis:

- $R^2 = 0.61$
- Marketing explains 61% of sales variability

Business Recommendations:

- Increase marketing investment strategically
- Focus on high-performing regions
- Use regression model for sales forecasting