Analyzing laundry-pickup services startup WeWashYouSleep data

Identifying the sales regions that performed better in different metrics.

1. <u>Average Revenue Per City</u>
   From this analysis, it was obtained that Region 1 had 3k more revenue than Region 2 which had an average revenue of approximately 38k.
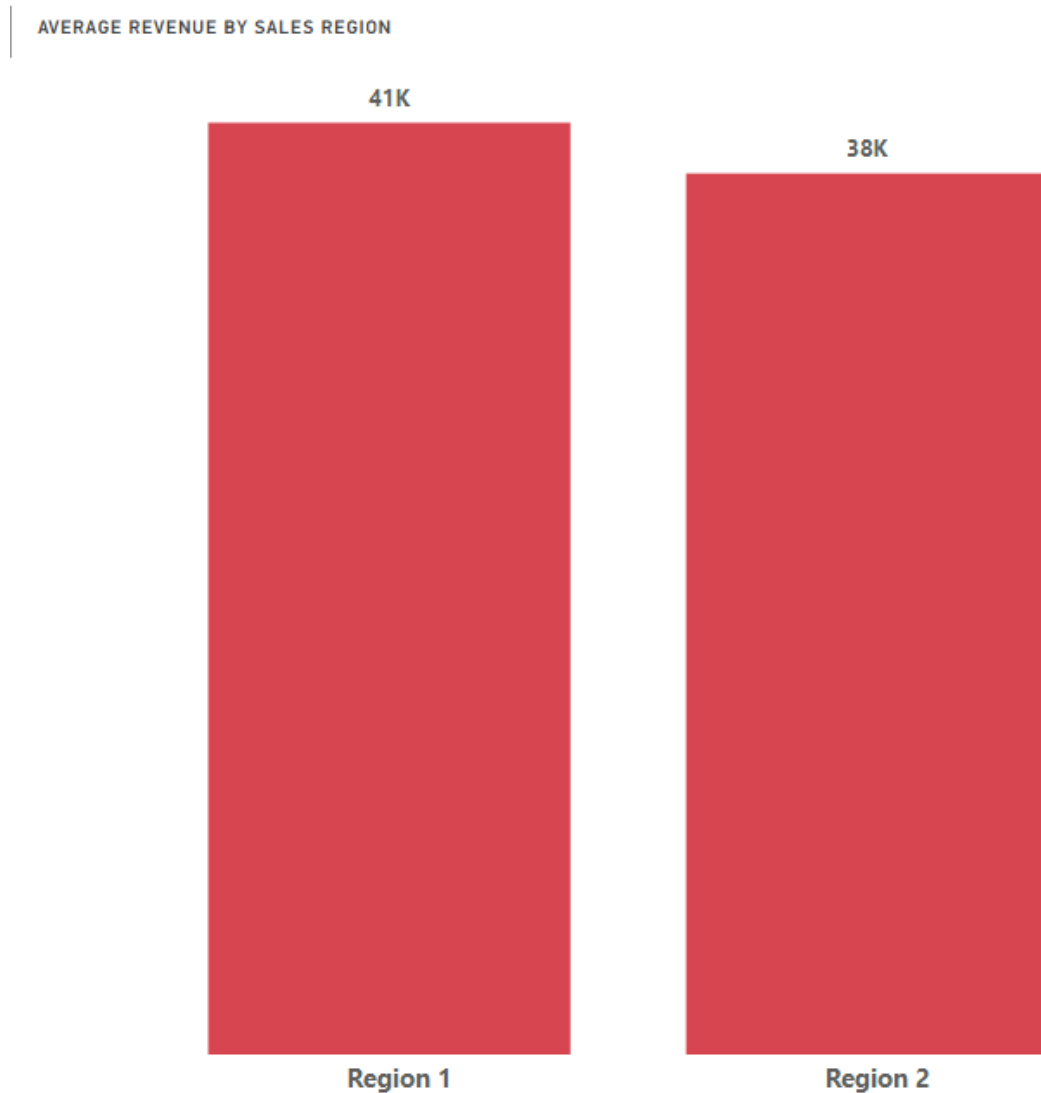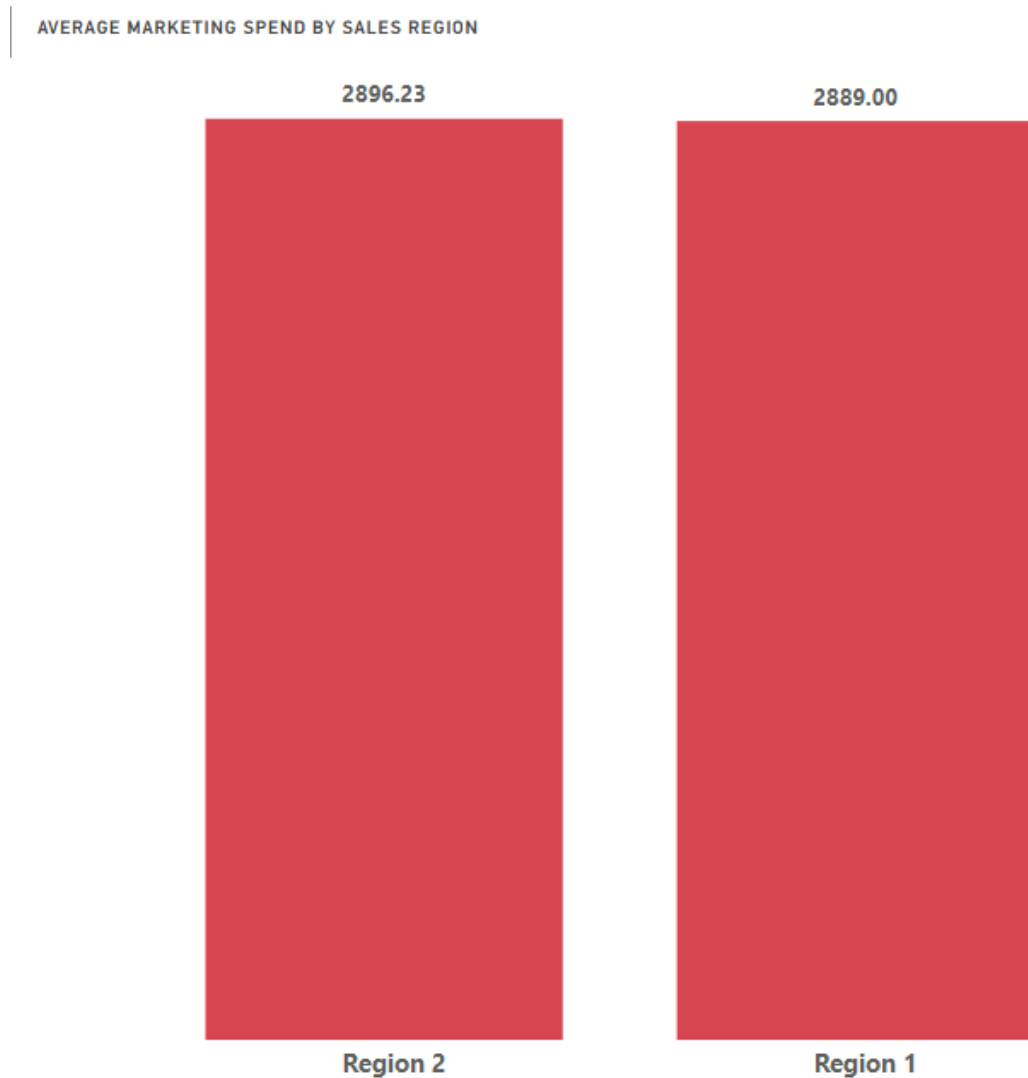
AVERAGE REVENUE BY SALES REGION

Fig 1: A bar chart showing Average Revenue By sales region.

2. <u>Average Marketing Spend by city</u>.
   For this metric, the less the average marketing spend, the better. There was only slight difference in the average marketing spend between the regions but region 1 could still be seen as the better performing region in this aspect as it had less marketing spend.

AVERAGE MARKETING SPEND BY SALES REGION

Fig 2: A bar chart showing Average Marketing Spend by Sales Region

For a city to have the best potential for the company to invest more funds into marketing, it must generate more revenue. So, the revenue metric was used for this analysis.
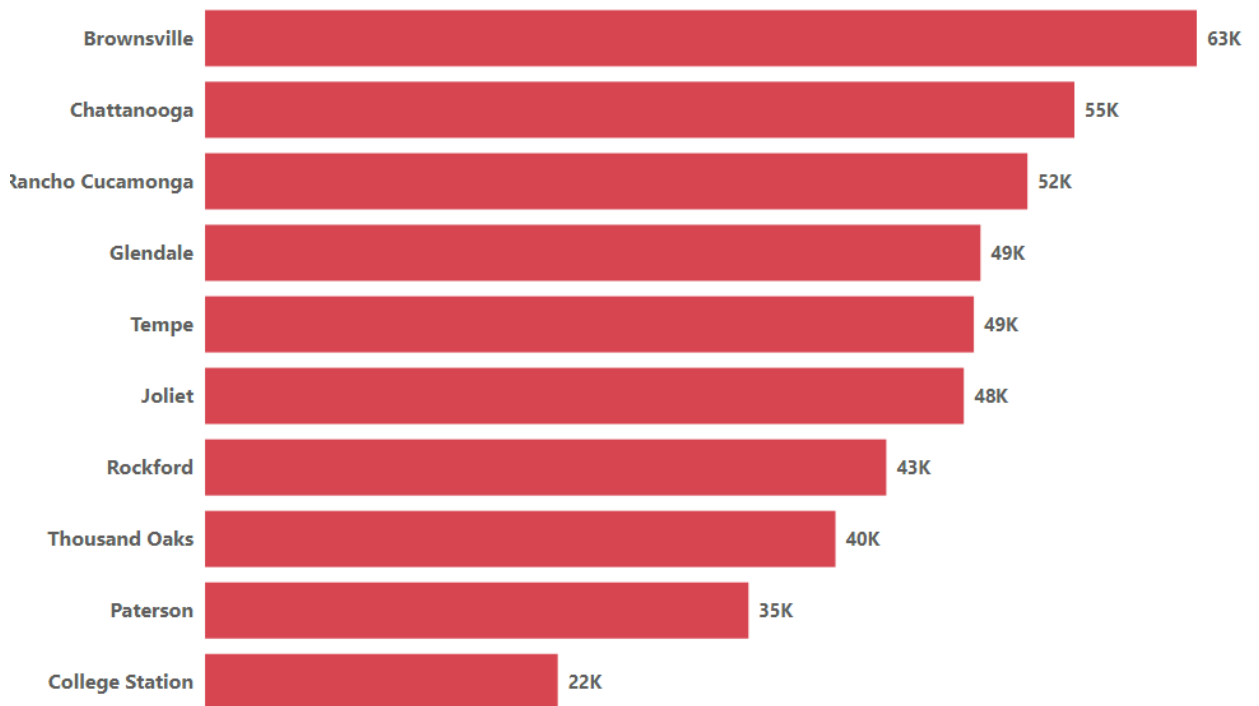

Fig 3: Average Revenue by New Locations

The bar chart displayed above shows that Brownsville has the highest average revenue generated. Therefore, it can be observed from the analysis that Brownsville could be seen as the location that has the best potential for the company to invest more funds into marketing out of the 10 new locations.

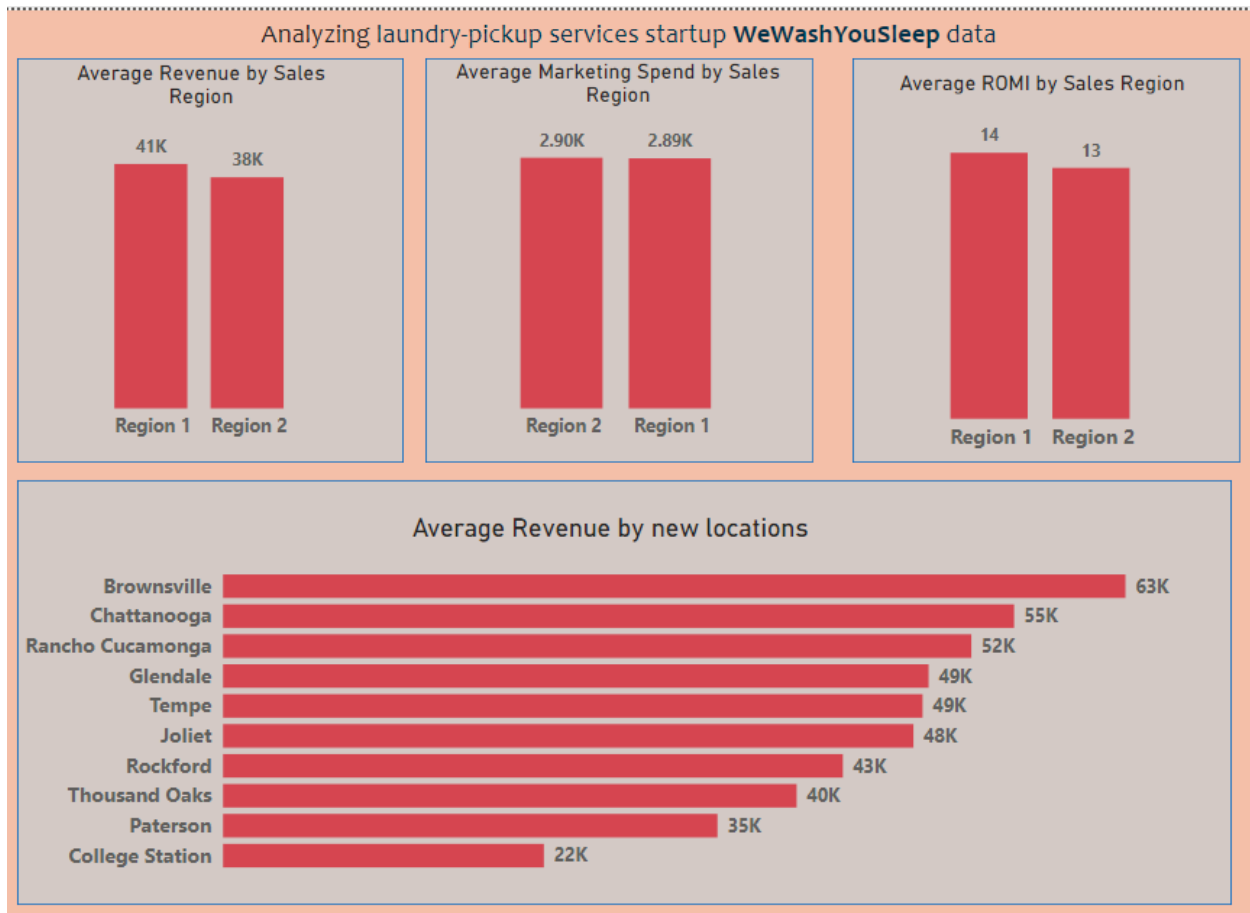Other locations that can be considered include Chattanooga and Rancho Cucamonga.

APPENDIX

Fig 4: Screenshot of the dashboard.