

## Laundry Services

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### Challenge

You are a Data Analyst working for a laundry-pickup services startup **WeWashYouSleep**. This is a relatively small company and they cannot compete with the big players in the major cities. The company's strategy is to build a vast network in the smaller cities.

WeWashYouSleep already had a strong presence in 140 locations and recently opened stores in 10 new cities. Additionally, the company has two separate sales regions.

You have been assigned two analytics tasks:

- 1) Identify which of the two sales regions is performing better (outperforms the other in 2 of the 3 metrics)
  - AVG Revenue per city
  - AVG Marketing spend per city (less is better)
  - AVG ROMI per city (revenue / marketing spend)
- 2) Identify which of the 10 new locations have the best potential for the company to invest more funds into marketing.