

Sales Forecast & Marketing ROI Report – 2025

Executive Summary

This report provides a 12-month machine learning based sales forecast using marketing spend variables. The trend shows strong annual growth with the highest revenue observed in November and December.

12-Month Forecast Summary

Month	Predicted Sales (M)
January	105,812
February	108,533
March	111,417
April	115,859
May	120,465
June	124,907
July	129,350
August	133,628
September	137,907
October	142,349
November	146,792
December	151,070

Key Insights

- 1 Revenue increases steadily every month
- 2 Highest revenue expected in Nov & Dec
- 3 Online Ads show strongest sales correlation
- 4 Marketing spend drives growth trend

Recommendations

- 1 Increase Online Ad spend by 15-25% approaching Q4
- 2 Launch festive period campaigns for peak return
- 3 Monitor marketing KPIs monthly for efficiency
- 4 Expand influencer campaigns in high-impact months