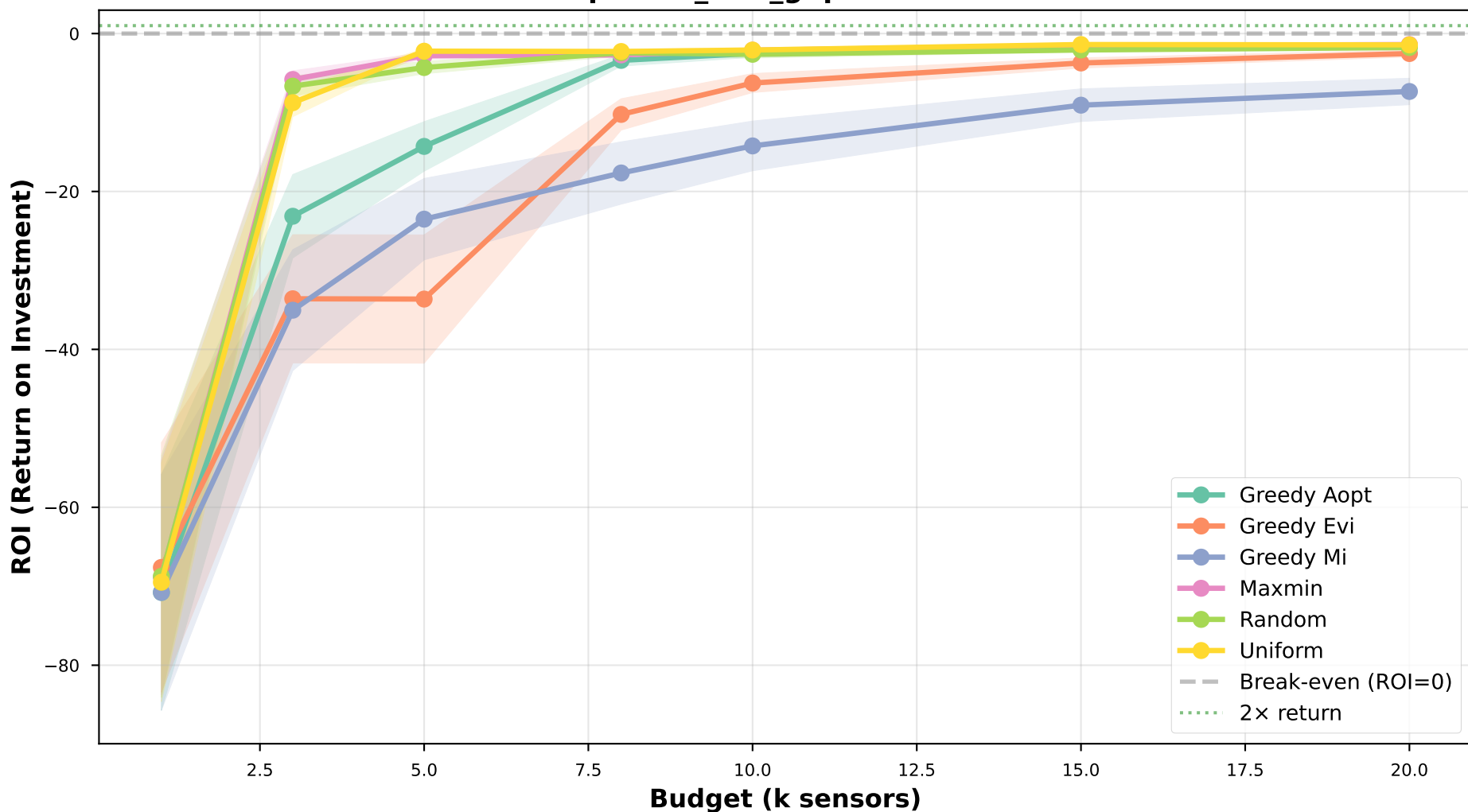


ROI vs Budget (Full Domain, Domain-Scaled)

$$\text{ROI} = (\text{Savings} - \text{Cost}) / \text{Cost}$$

Note: expected_loss_gbp is domain-scaled



Net Benefit = Savings - Cost (Positive = Profitable, Domain-Scaled)

