ROI vs Budget (Full Domain, Domain-Scaled)
ROI = (Savings - Cost) / Cost
Note: expected_loss_gbp is domain-scaled
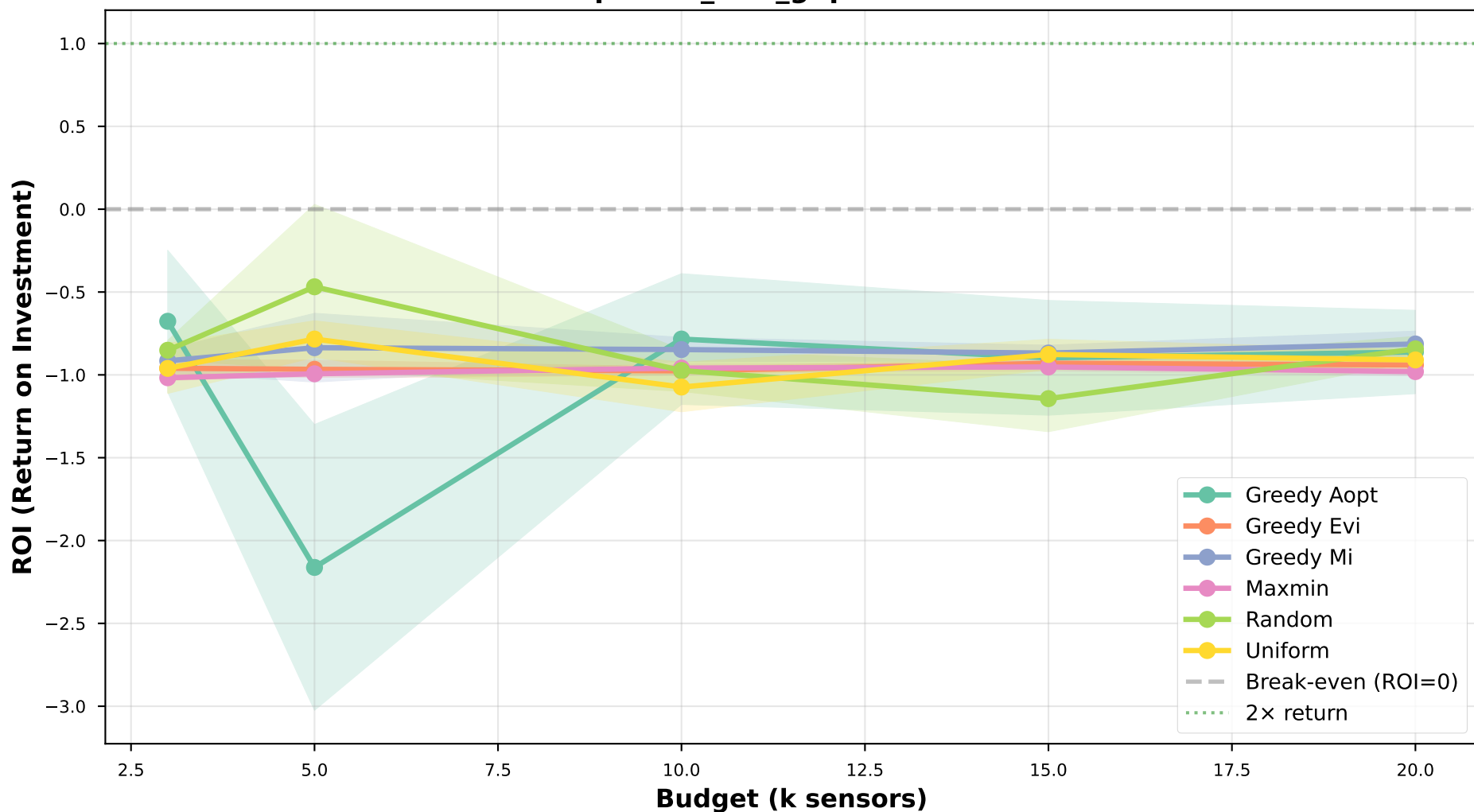
Net Benefit = Savings - Cost
(Positive = Profitable, Domain-Scaled)