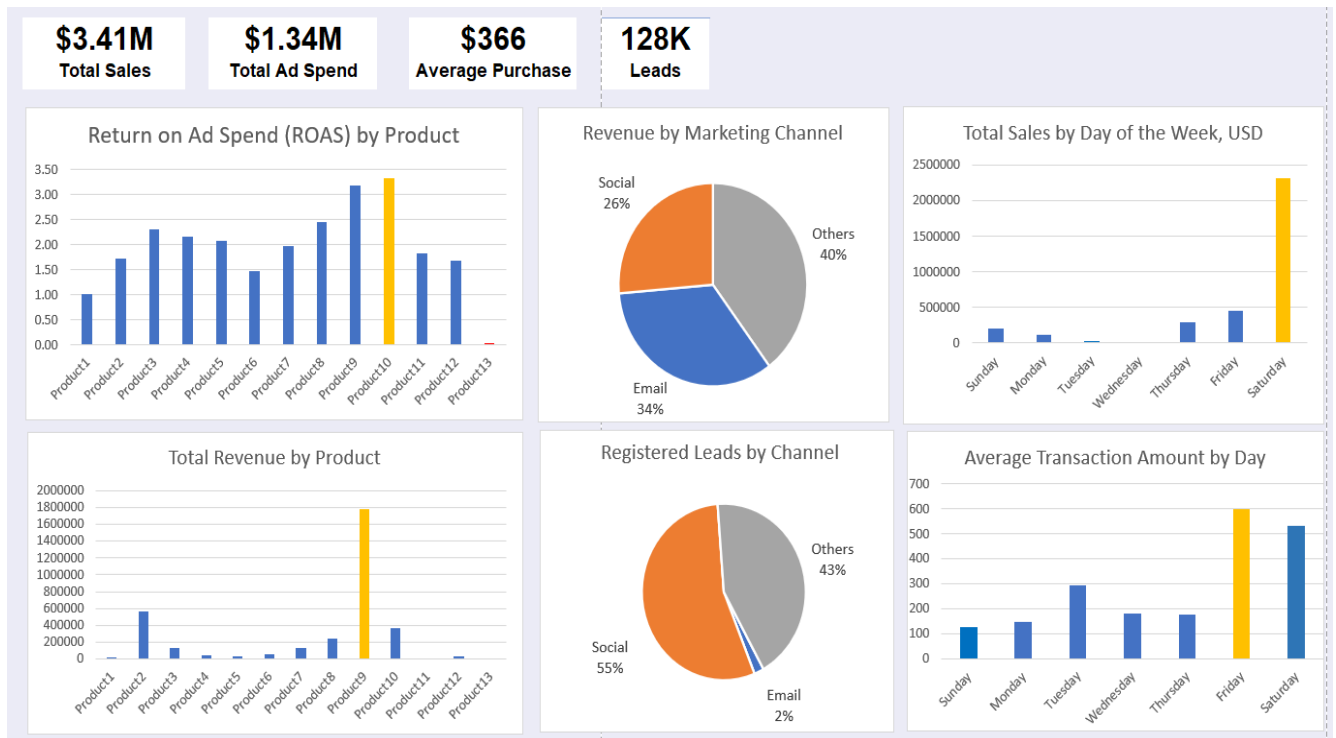


Analysis of Sales Revenue and Marketing Expenditure



Data Quality Issues

1. The leads data was incomplete, and more than 50% of the sales were from leads that weren't in the leads table.
2. The utm medium (channel) for 43% of the leads were not documented.

I recommend that the leads records are updated. When signing up leads in the future, all the necessary information must be collected and recorded. Also, if possible, the amounts spent on each lead over a period of time should be recorded, so that the profit made can be reliably estimated.