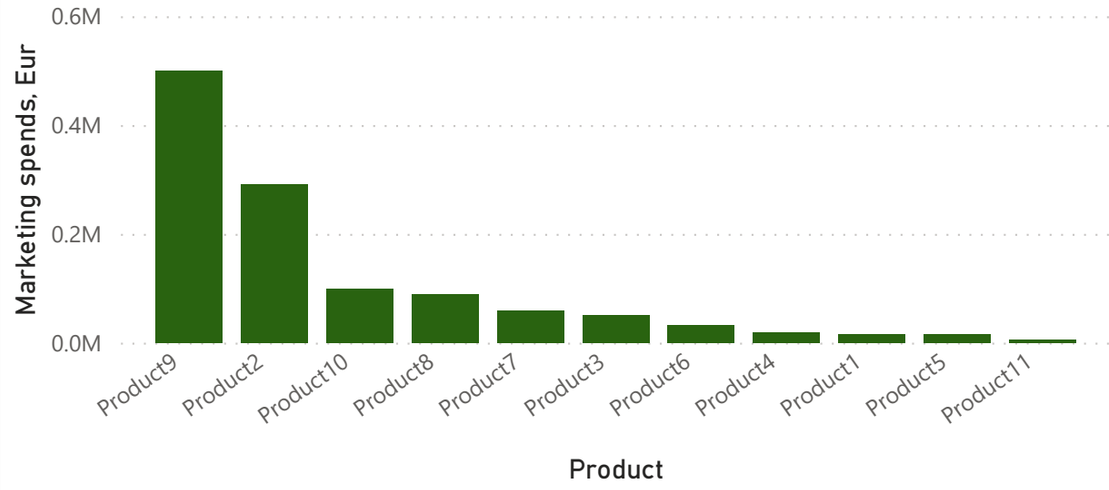
ROA ANALYSIS

€ 6.5 M
Total Revenue on Products

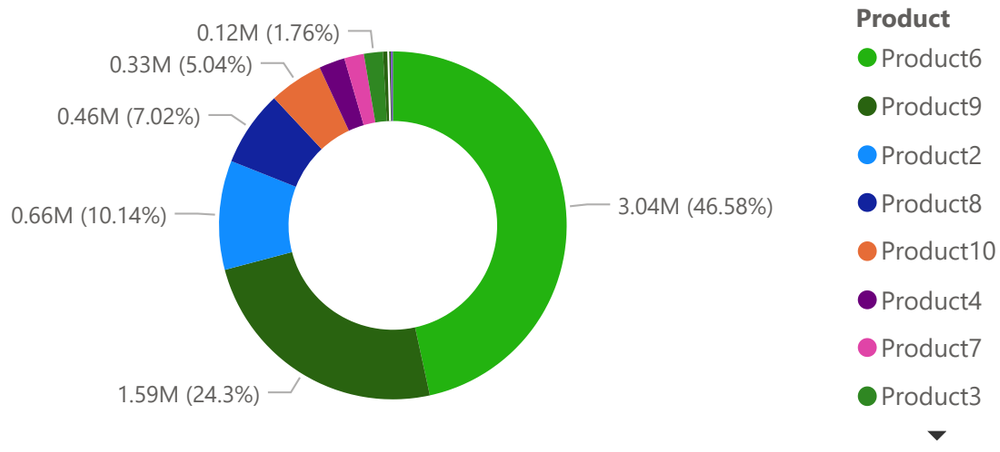
€ 1.2 M
Total Money spent on Ads

Product	Revenue (eur)	Marketing spends, Eur	Revenue (USD)	ROA
Product1	15,696.53	15552	17,636.55	1.01
Product10	329,293.28	99548	369,992.45	3.31
Product11	11,831.42	6521	13,293.73	1.81
Product2	662,032.24	290875	743,856.45	2.28
Product3	115,221.44	50124	129,462.29	2.30
Product4	157,421.05	19658	176,877.58	8.01
Product5	31,933.92	15489	35,880.81	2.06
Product6	3,041,052.61	32600	3,416,913.04	93.28
Product7	119,317.76	59632	134,064.90	2.00
Product8	458,008.93	89632	514,616.77	5.11
Product9	1,586,633.05	500985	1,782,733.77	3.17
Total	**6,528,442.22**	**1180616**	**7,335,328.34**	**124.34**

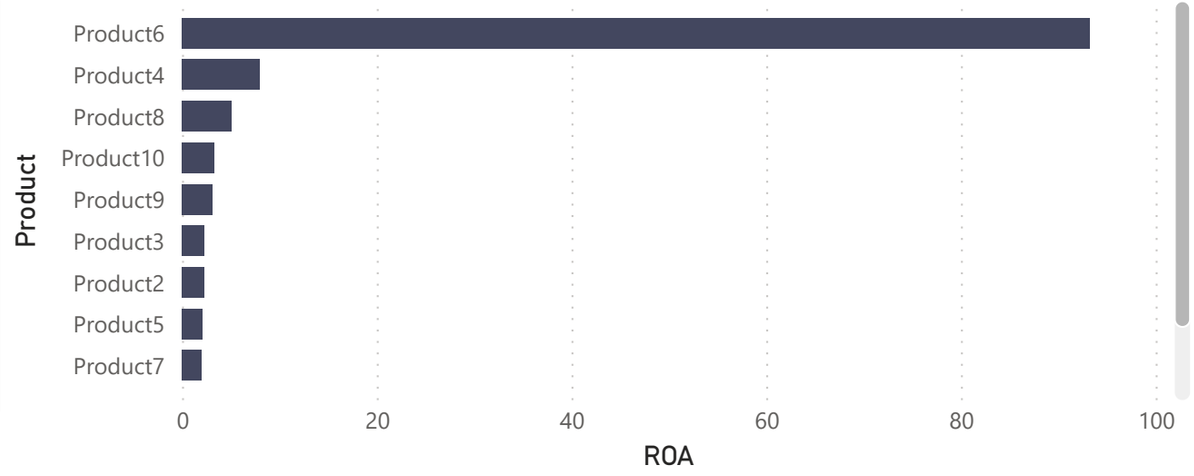
Money spent on Ads per product



Revenue Generated by product



ROA per Product



Firstly, on data quality, there was incomplete data as for medium of advert was not entirely filled for all product. To solve the solution, I will need to ASK the supervisor or manger that gave the data if there were alternatives to use.

Secondly, data type for currency was not expressed, I had to change the data type to currency after converting from USD to EUR.

Lastly, for redundant columns, I deleted them for data validation and clearity.

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