Analytical Business Report

Executive Summary

The analysis of the dataset reveals that the average revenue is approximately $109,833.33, with units sold averaging 418.33. There is a positive correlation between revenue and units sold, indicating that increasing sales volume can enhance revenue. Additionally, while there is a moderate correlation between marketing spend and revenue, the impact of marketing on units sold is less pronounced. Recommendations include increasing marketing investments and focusing on strategies to boost units sold.

Key Metrics

Metric	Value
Total Rows	12.00
Average Revenue	109,833.33
Average Units Sold	418.33
Average Marketing Spend	13,583.33
Revenue Std Dev	17,652.37
Units Sold Std Dev	52.54
Marketing Spend Std Dev	2,382.07
Min Revenue	87,000.00
Max Revenue	145,000.00
Min Units Sold	340.00
Max Units Sold	520.00
Min Marketing Spend	10,000.00
Max Marketing Spend	18,000.00

Trends & Correlations

Revenue And Units Sold: Positive correlation observed; as units sold increase, revenue tends to increase.

Revenue And Marketing Spend: Moderate positive correlation; higher marketing spend is associated with increased revenue.

Units Sold And Marketing Spend: Weak positive correlation; an increase in marketing spend does not significantly impact units sold.

Recommendations

- **Increase Marketing Investment:** Consider increasing marketing spend to boost revenue, especially in lower-performing segments.
- **Focus On Units Sold:** Implement strategies to increase units sold, as this has a direct positive impact on revenue.

- **Monitor Performance:** Regularly track revenue, units sold, and marketing spend to identify trends and adjust strategies accordingly.