Analytical Business Report

Executive Summary

The analysis of the dataset reveals a mean revenue of approximately $109,833.33, with a standard deviation indicating variability in revenue across the dataset. There is a positive correlation between revenue and units sold, suggesting that increasing sales volume can lead to higher revenue. Marketing spend also shows a moderate correlation with revenue, indicating that strategic investment in marketing could enhance sales performance. Recommendations include increasing marketing investment, focusing on boosting units sold, and monitoring the efficiency of marketing expenditures.

Key Metrics

Metric	Value
Total Rows	12.00
Revenue – Mean	109,833.33
Revenue – Std Dev	17,652.37
Revenue – Min	87,000.00
Revenue – Max	145,000.00
Units Sold – Mean	418.33
Units Sold – Std Dev	52.54
Units Sold – Min	340.00
Units Sold – Max	520.00
Marketing Spend – Mean	13,583.33
Marketing Spend – Std Dev	2,382.07
Marketing Spend – Min	10,000.00
Marketing Spend – Max	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 correlation; marketing spend does not significantly impact units sold.

Recommendations

- **Increase Marketing Investment:** Consider increasing marketing spend to leverage the observed correlation with revenue growth.
- **Focus On Units Sold:** Implement strategies to boost units sold, as this directly impacts revenue.

- **Monitor Spending Efficiency:** Evaluate the effectiveness of marketing campaigns to ensure optimal use of marketing budget.