PROFIT ANALYSIS

# Regression Analysis

- RD Spend = Here RD_Spend has the coefficient +0.8057.Which means it has the strong positive impact on the profit made.

- Marketing Spend = Marketing spend has the coefficient +0.0272.Which means it has the minor positive impact on the profit made.

- Administration Spend = Administration spend has the coefficient -0.0268.Which means it has the slight negative impact on the profit made.
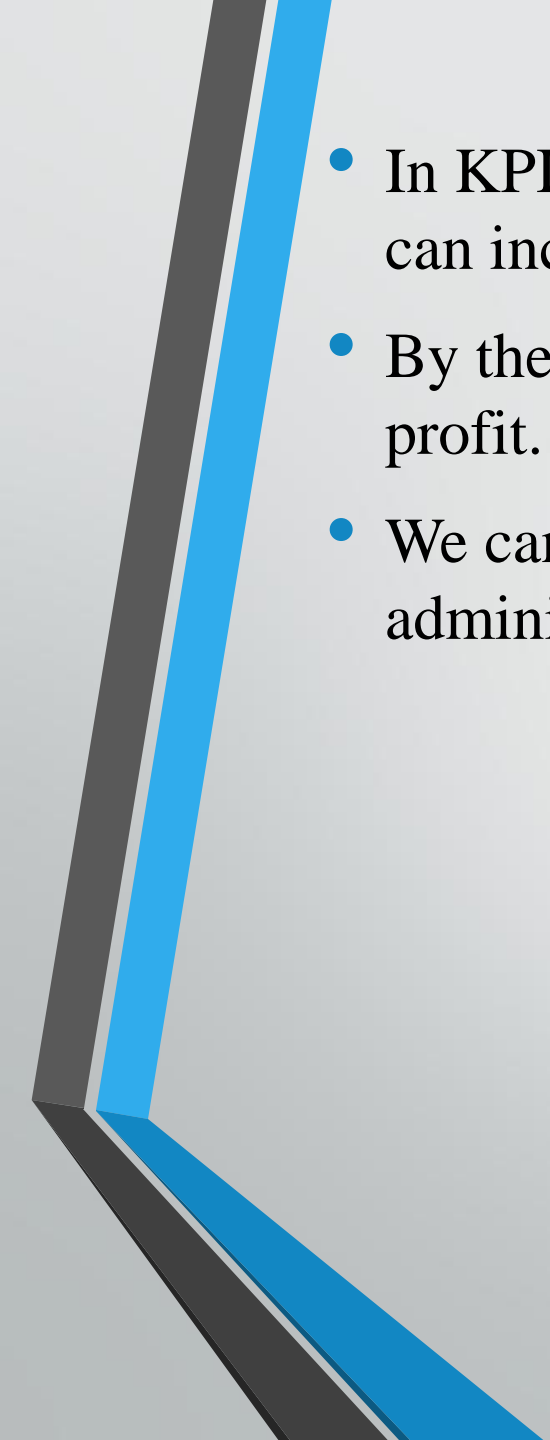
Predicted profit for given input

RD_Spend	Administration	Marketing Spend	Profit
21892.92	81910.77	164270.7	70037.9
23940.93	96489.63	137001.1	70554.57

Dashboard Insight
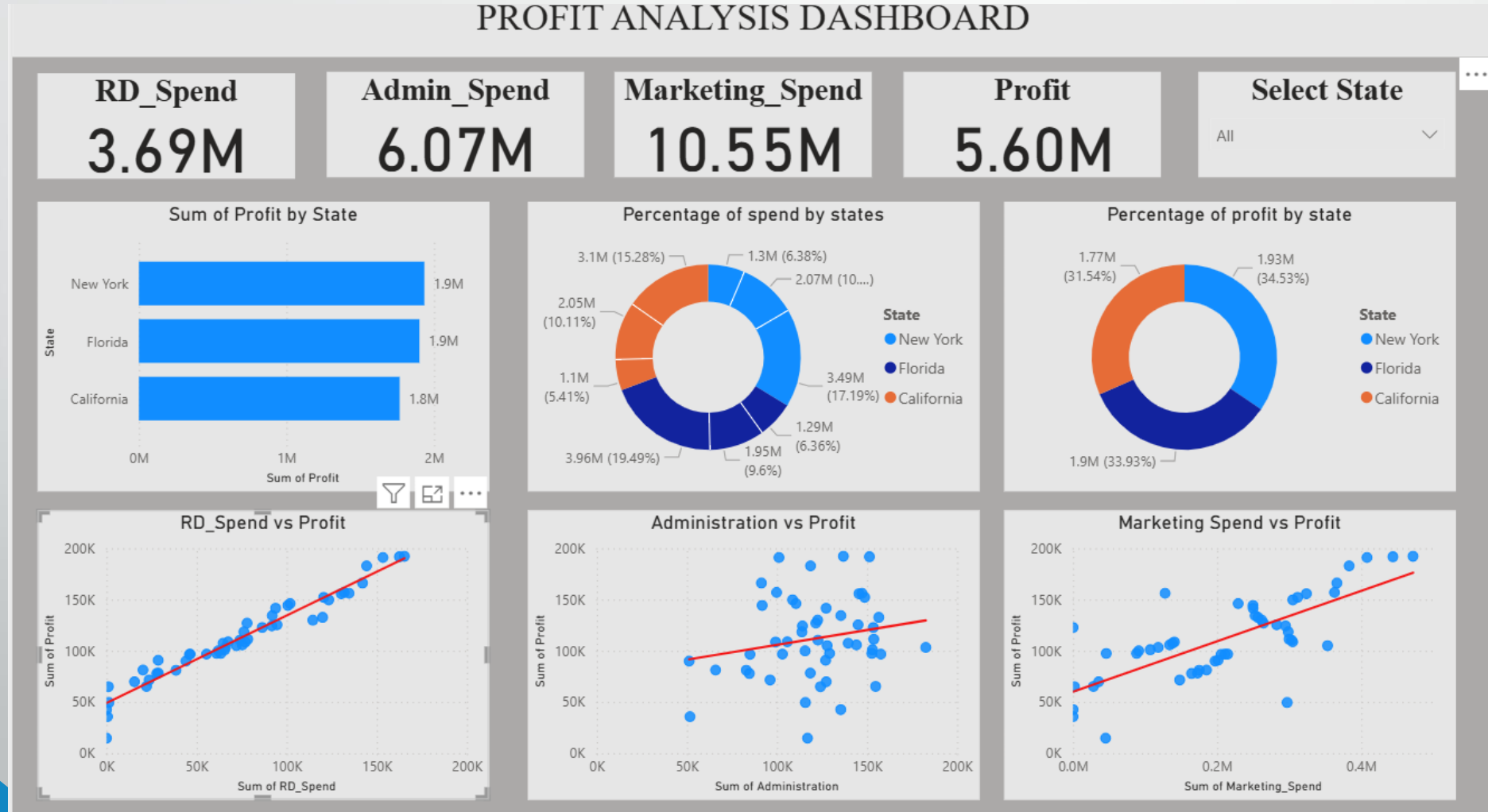
Recommendation

- The spend on the R&D is giving the positive result in making the profit,so we can prioritize(importance) the R&D to make the profit.As it is showing the positive impact in profit.

- The spend on marketing is also showing minor positive impact in drive profit.We can make the best use of marketing spending for efficiency, like allocating marketing resources to achieve the greater impact with the low cost.

- The Administration spend has the negative impact in profit.We can also say that administration is not contributing in profit.So we can inspect and verify administration and explore cost-saving opportunities.

- In KPI we can see that RD spend has the lowest spend then other two.So we can increase RD spend to make more profit in future.

- By the trend in scatter plot we can see that RD_Spend shows consistency in profit.

- We can also look for alternate opportunity rather then investing more in administration.