

## Baker Dozen Analysis 2025(Jan-May)

Month

- January
- February
- March
- April
- May

Service Type

- Basic
- Bundled
- Premium

Ad Channel

- Facebook
- Flyers
- Google
- Instagram
- In-store

Total\_Revenue

11K

Revenue MoM



ROI

2

Total\_Ad\_Spend

6K

Ad\_Spend MoM

Cost\_per\_Conversion

51

Total\_Conversion

121

Conversion MoM

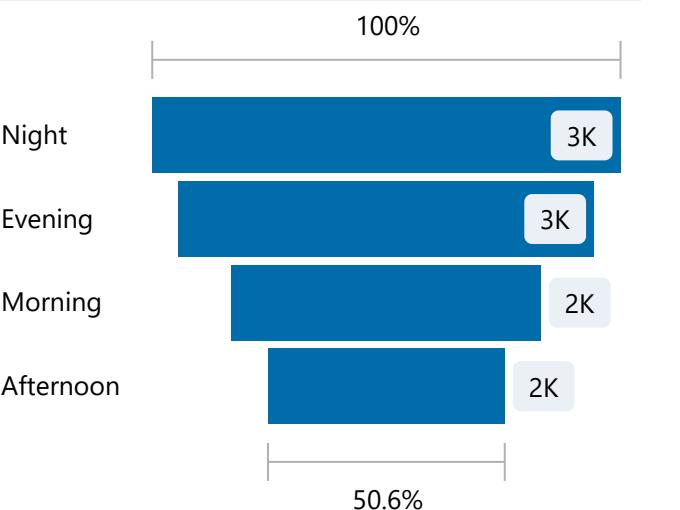
Conversion\_Rate

99%

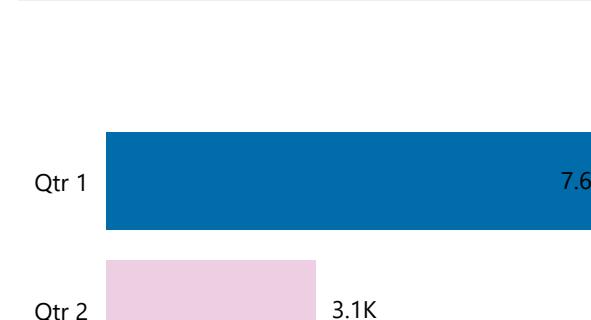
Total\_Revenue by Year and Month



Total\_Revenue by Time of Day

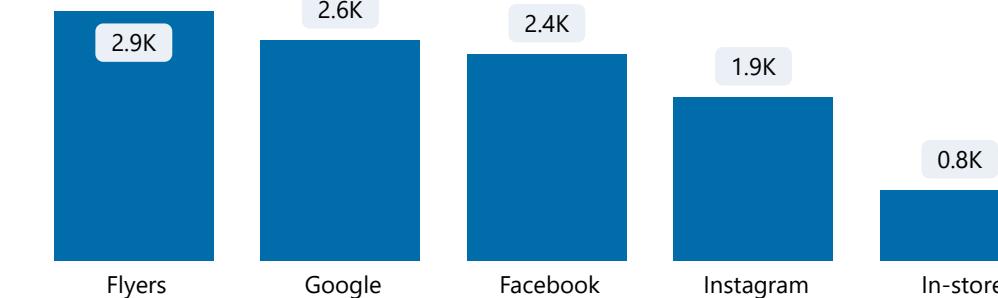


Total\_Revenue by Quarter

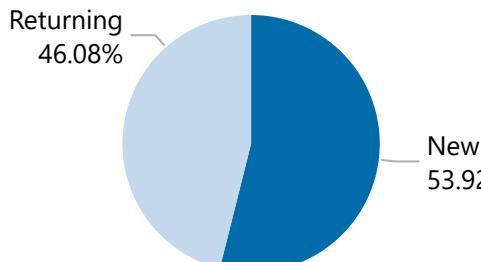


Total\_Revenue

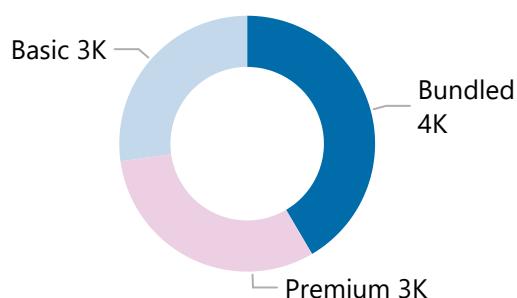
Total\_Revenue by Ad Channel



Total\_Revenue by Customer Type



Total\_Revenue by Service Type



## Insights Summary – Baker Dozen Analysis (Jan–May 2025)

### Revenue Performance

- Total revenue reached **11K**, showing a **3% MoM growth**, indicating slight positive progress.
- The highest revenue was recorded in **April (2.7K)**, followed by a sharp drop in **May (0.3K)**.

### Ad Spend & ROI

- Total ad spend was **6K** with a **2% MoM increase**, and ROI stood at **2**, meaning every dollar spent generated roughly double the return.
- There's room to optimize ad efficiency by reallocating spending to the top-performing channels.

### Conversions

- Total conversions were **121**, growing **3% MoM**, showing steady ad performance.
- Cost per Conversion = 51**, which could be reduced by focusing on higher-performing ad channels.

### Ad Channel Performance

- Flyers (2.9K)** generated the highest revenue, followed by **Google (2.6K)**.
- In-store (0.8K)** performed the weakest, indicating limited in-person sales impact.

### Customer & Service Type Insights

- New customers** contributed about **54%** of total revenue, while **returning customers** contributed **46%** -a good balance, but retention potential remains.
- The **Bundled service** type generated the highest revenue (**4K**), followed by **Basic** and **Premium** (3K each).
- Night and evening** periods brought in the most revenue (3K each), while **afternoon** performance was the lowest.

### Recommendations

#### Optimize Ad Budget Allocation

- Reduce spend on underperforming channels (**In-store, Instagram**) and shift budget to **Flyers** and **Google**, which deliver higher ROI.

#### Customer Retention Strategy

- Launch loyalty or re-engagement campaigns targeting **returning customers** to increase retention and customer lifetime value.

#### Promote High-Value Services

- Highlight and promote **Bundled packages** in upcoming marketing efforts, as they deliver the highest returns.

#### Leverage Time-Based Insights

- Focus advertising during **night and evening** hours when customer activity and revenue are highest.

#### Investigate May Performance Drop

- Analyze the causes behind the revenue dip in **May** (reduced ad activity, seasonality, or campaign changes) and plan corrective actions for the next months.