

Baker Dozen Analysis
2025(Jan-May)

Month

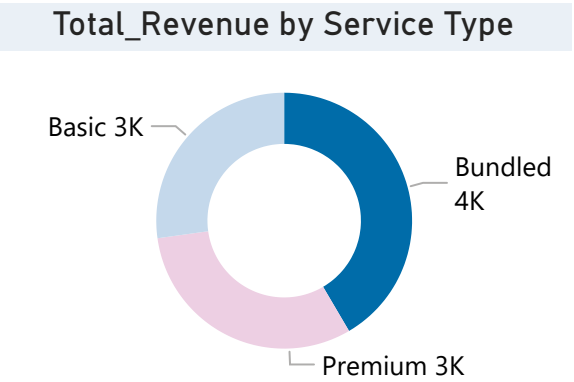
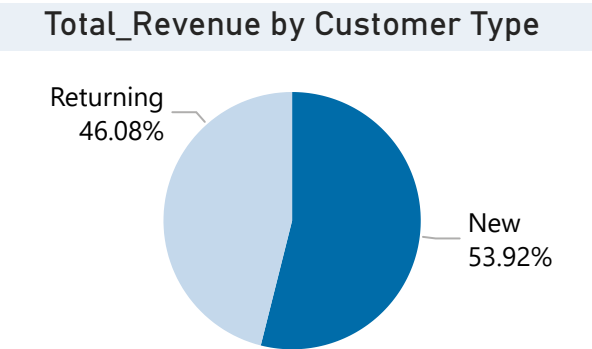
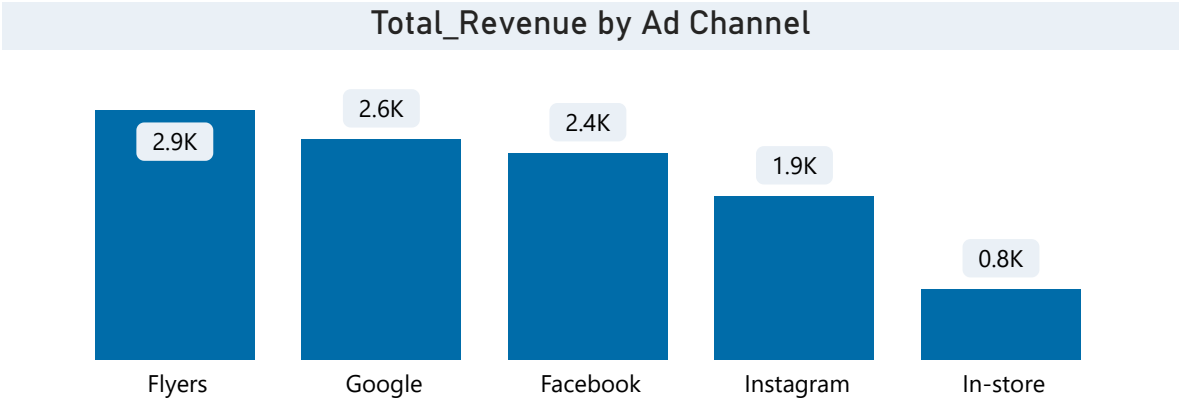
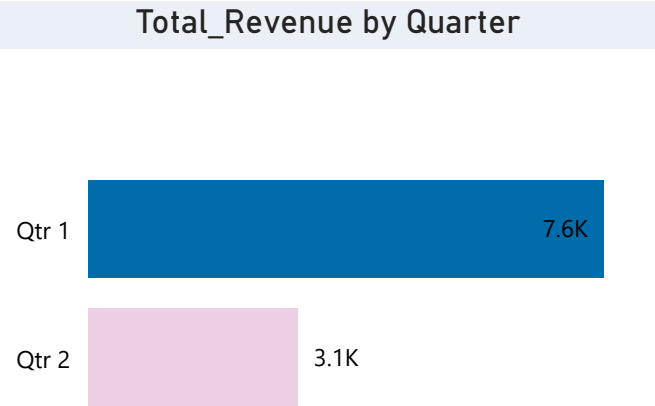
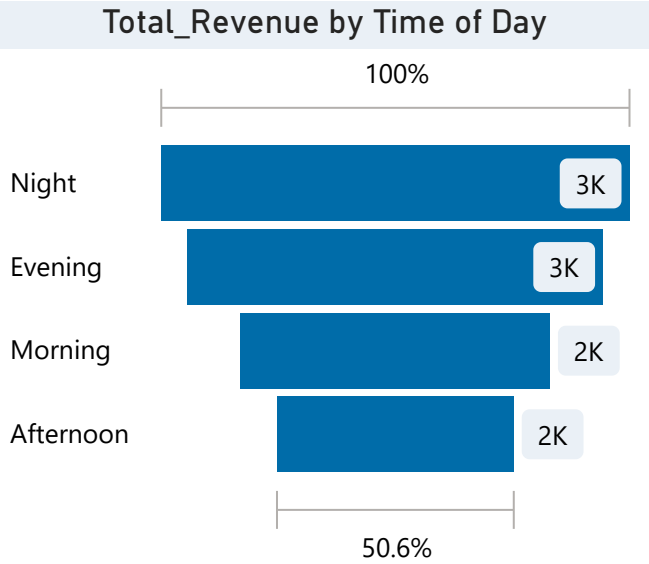
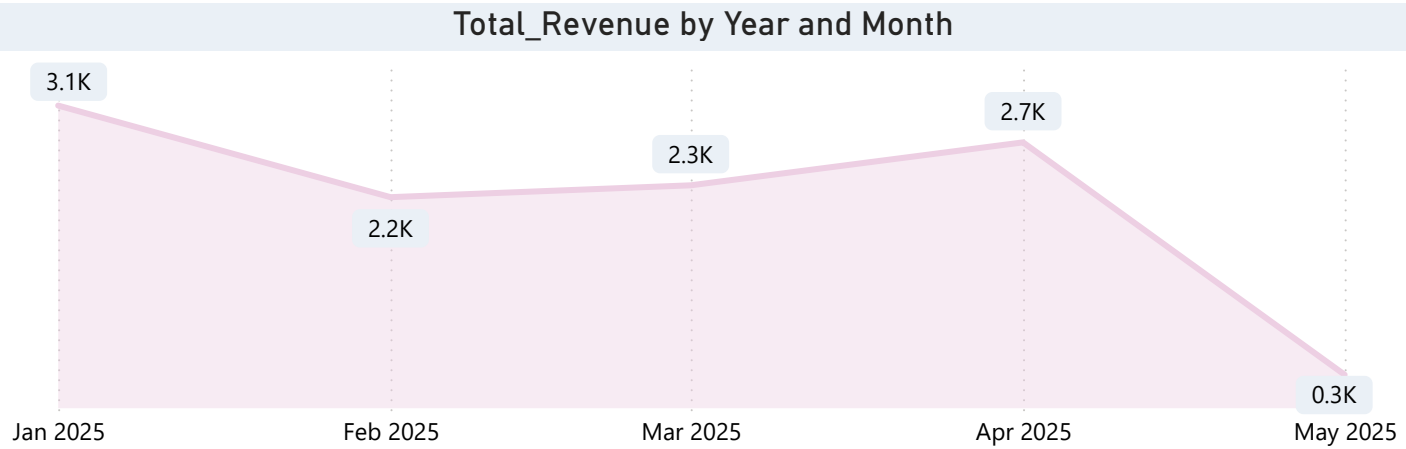
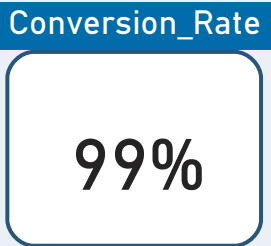
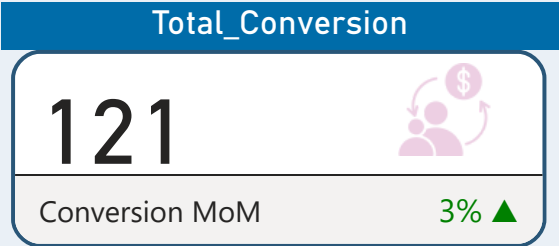
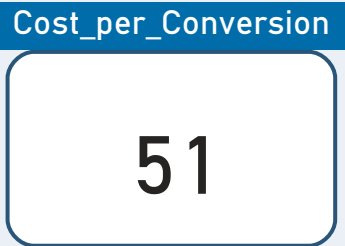
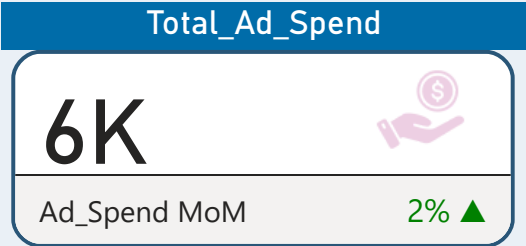
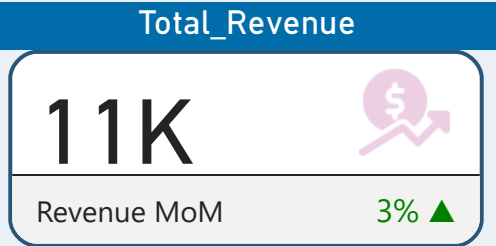
- January
- February
- March
- April
- May

Service Type

- Basic
- Bundled
- Premium

Ad Channel

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



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.