You are a datascientoist working for a laundry-pickup services WeWashYouSleep. This is a relatively small company and cannot compete with the big players in the major cities. The company’s strategy is to build a vast network in the smaller cities.

WeWashYouSleep already has a strong presence in 140 locations and recently opened stores in10 nesw cities.Additionaly, the company has two separate sales regions.

You have been assigned two analytics tasks:

1. Identify which of the two sales region is performing better

* Avg Revenue per city
* Avg marketing spend per city(less is better)
* Avg ROMI per city(revenue/marketing spend)

1. Identify which of the 10 new locations have the best potential(for the company to invest more funds into marketing)