



Startup Expansion Analysis

- Overview
- Marketing and Revenue
- Geographic Analysis
- Performance Analysis
- Table

Store Type

- New
- Old

Key Metrics and Business Summary

→ ⓘ ↶ Reset all filters

6M

Total Revenue

434K

Total Marketing Spend

150

Number of Stores

39.30K

Average Revenue Across All Stores

City

All

State

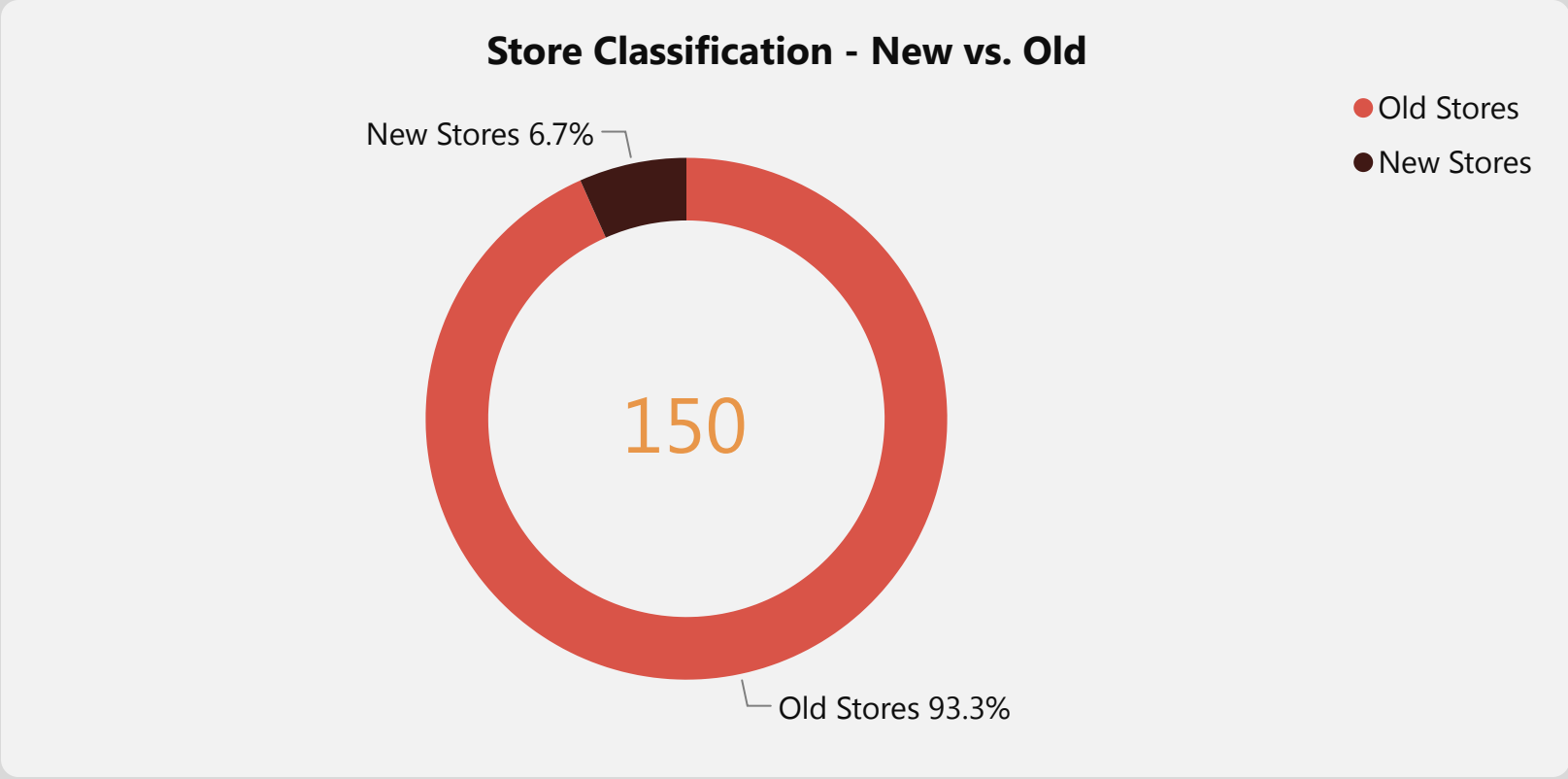
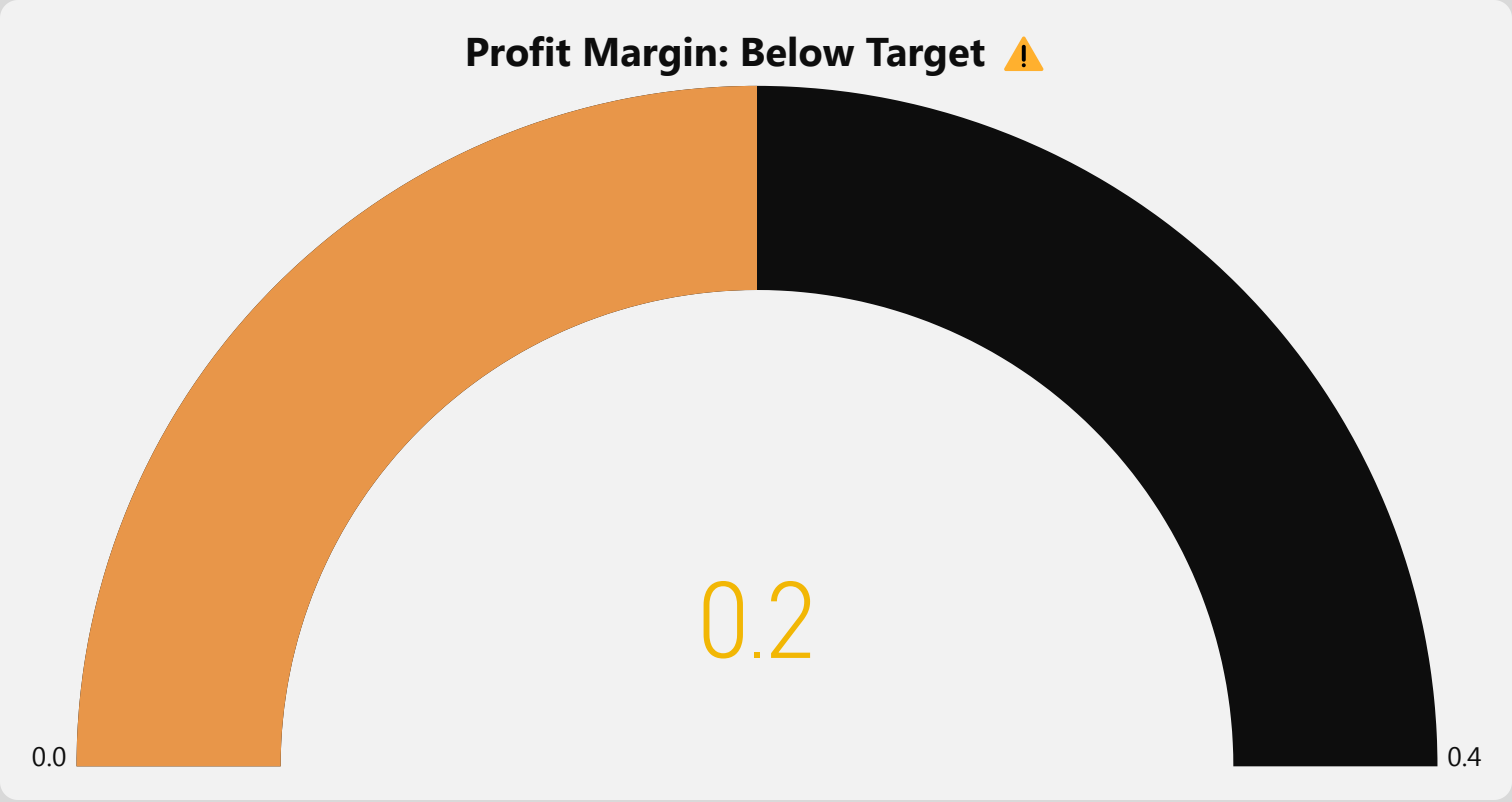
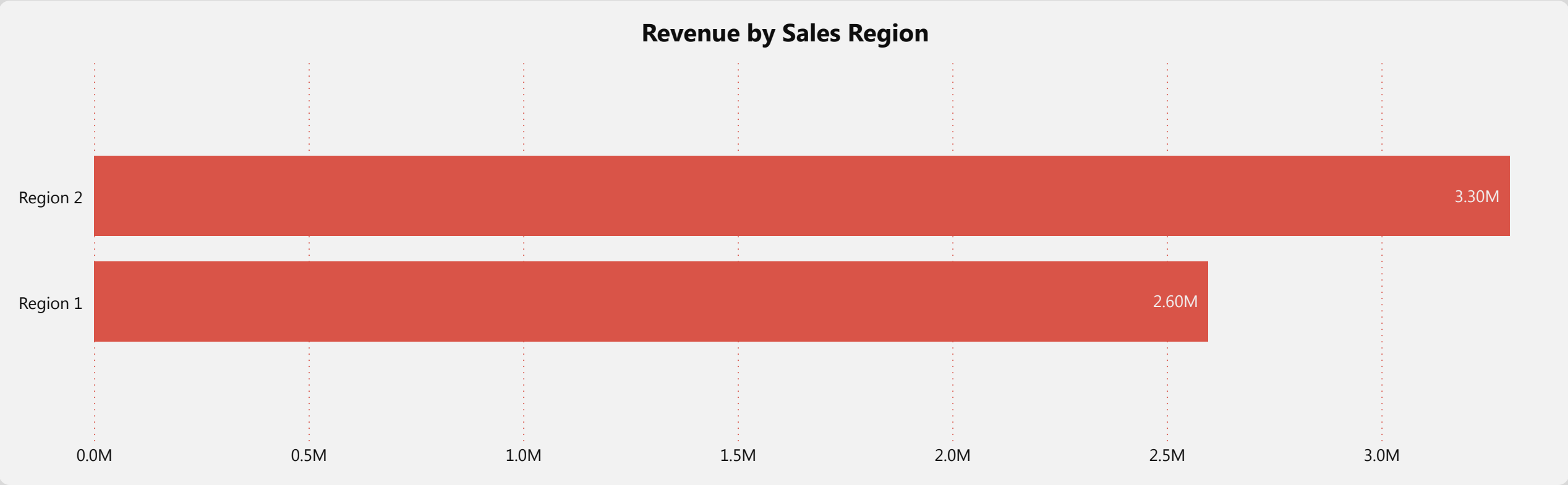
Alabama

Arizona

Arkansas

California

Colorado





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City

All

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Exploring the Impact of Marketing on Revenue

39.30K

Average Revenue per Store (Overall)

0.07

Marketing Spend-to-Revenue Ratio (Overall)

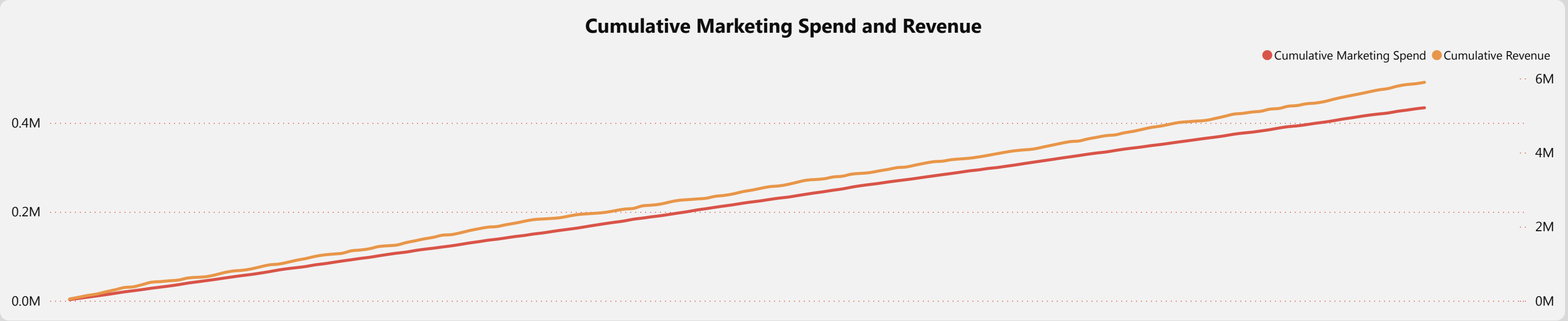
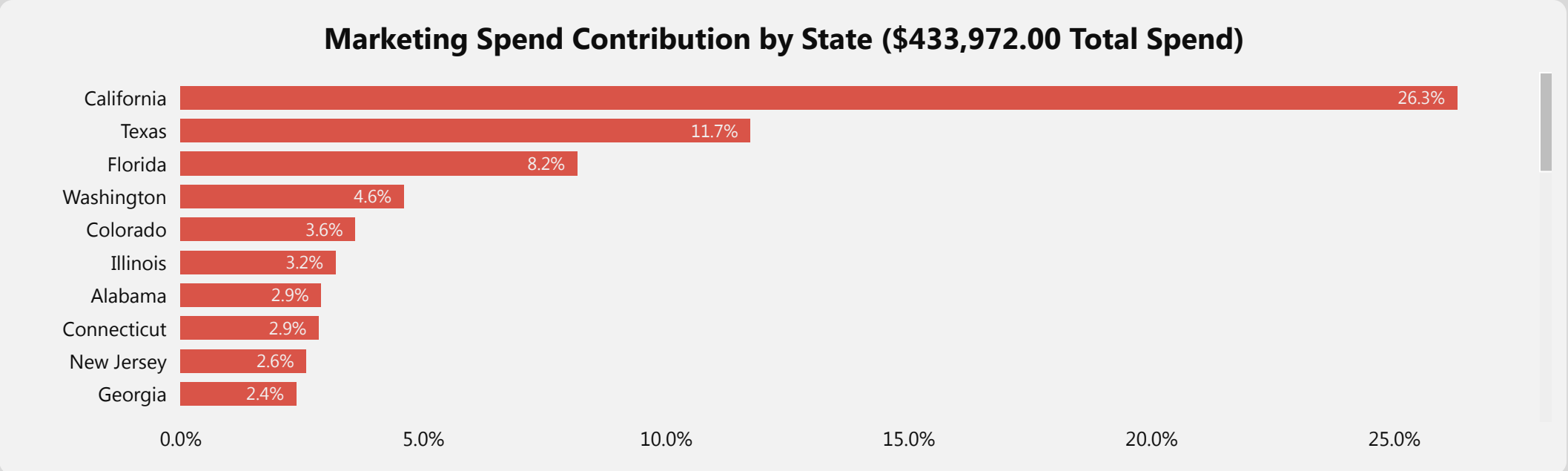
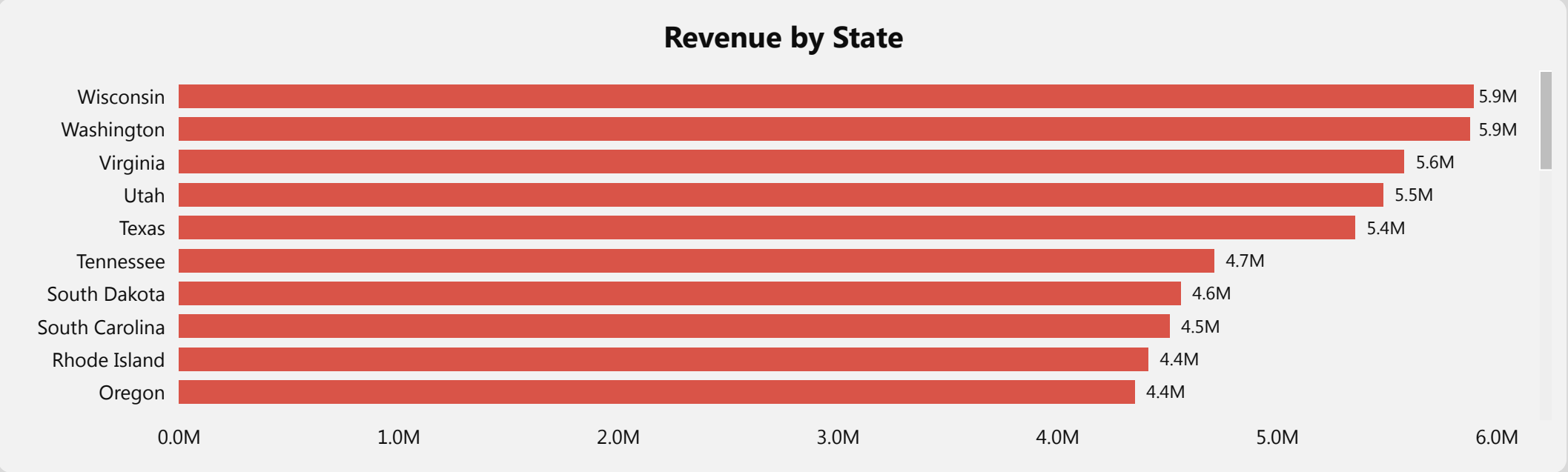
State Performance

2M

Top State: California | \$1,504,351.00 🌞

17K

Bottom State: New Hampshire | \$17,006.00 ▼





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State
All

Revenue and Store Performance by Location

3M

Top Region: Region 2 (\$3,298,914.00)

2M

Top State: California (\$1,504,351.00)

Region 2

Total Revenue by Region: Region 2 - \$3,298,914.00

150

Total Stores in Region: Region 1 - 150

📊 ROMS% Analysis - Best and Worst Regions: 🏆
Region 1 - 115249.11% | ⚠️ Region 1 - 90907.61%

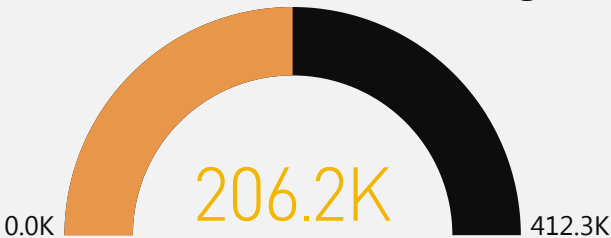
115.2K%

🏆 Top ROMS%: Region 2, Region 1 - 115249.11%

90.9K%

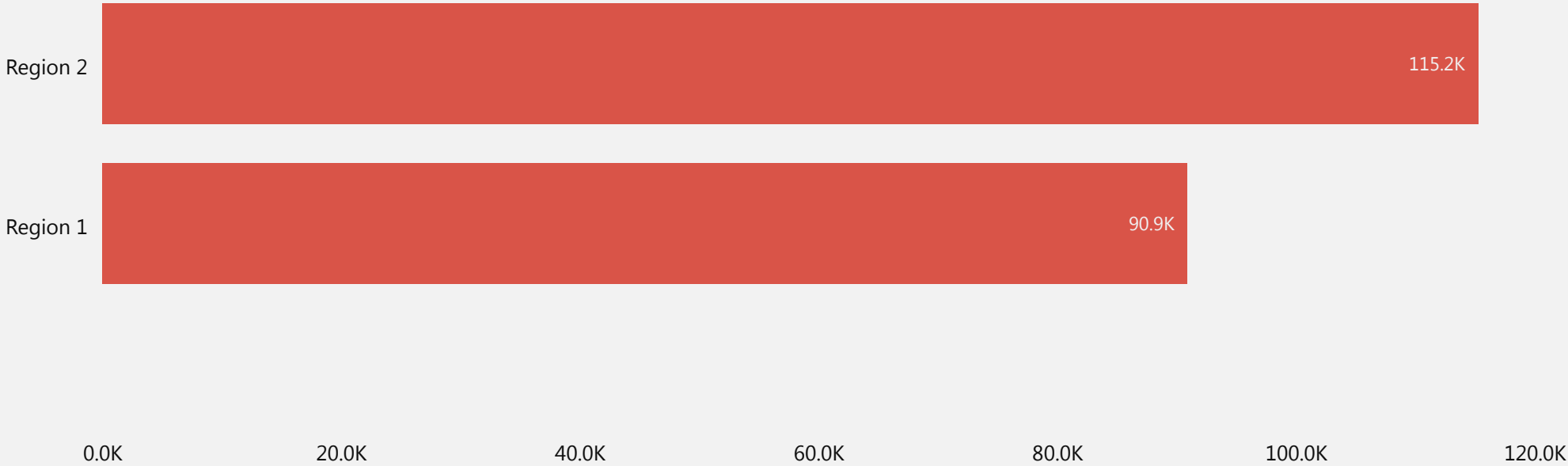
⚠️ Lowest ROMS%: Region 1 - 90907.61%

ROI: 137437.83% - Above Target 🚀



Number of Stores by Region: 150

ROI by Region: Comparing Investment Returns Across Regions





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Detailed Insights into Store Performance

→ ⓘ ↶ Reset all filters

39.30K

Average Revenue (New vs Old Stores): \$39,301.43

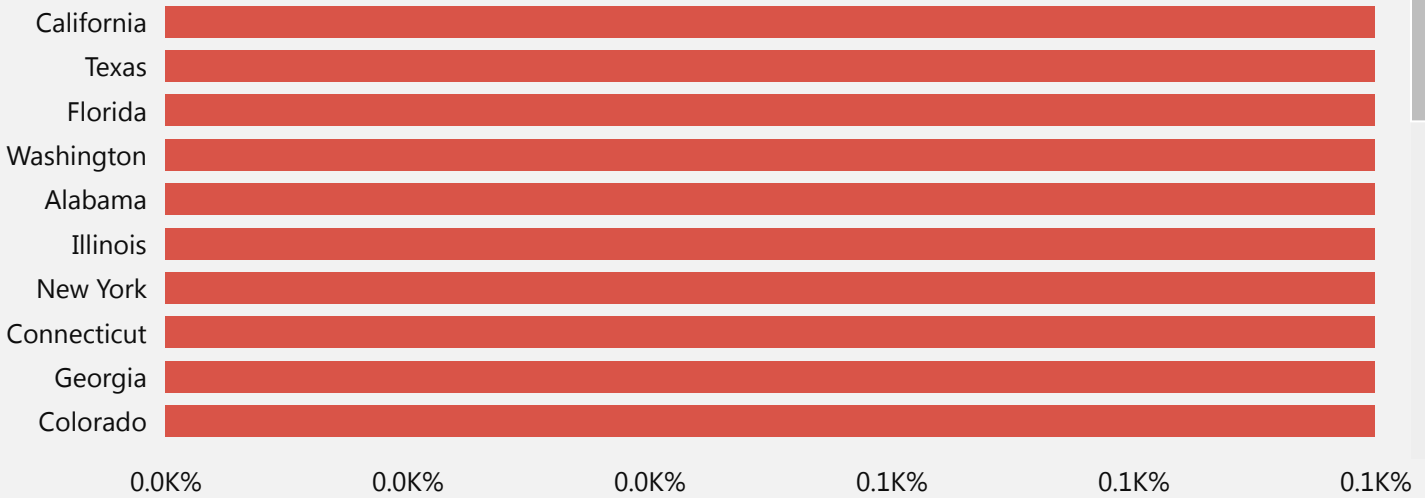
1.37K%

Average ROI

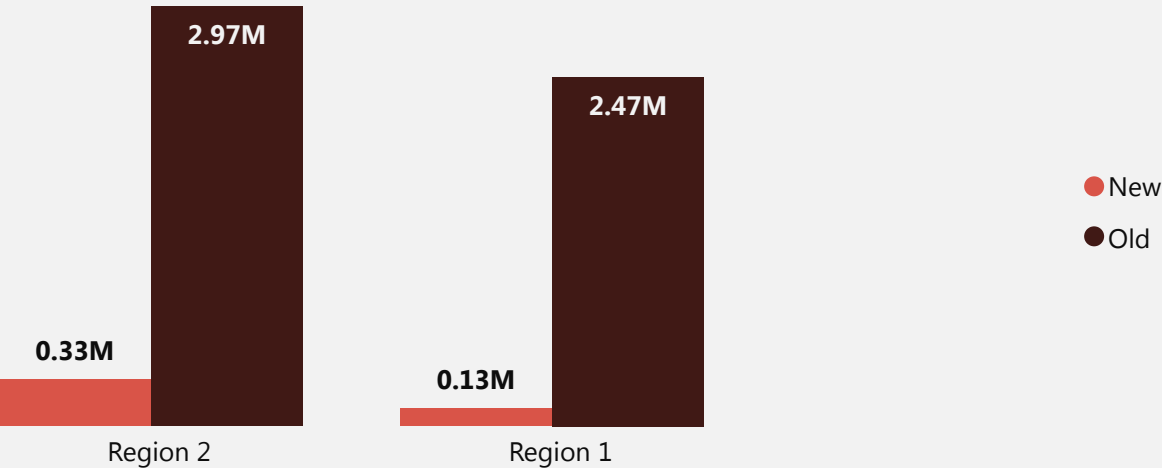
206.16K%

Average ROMS

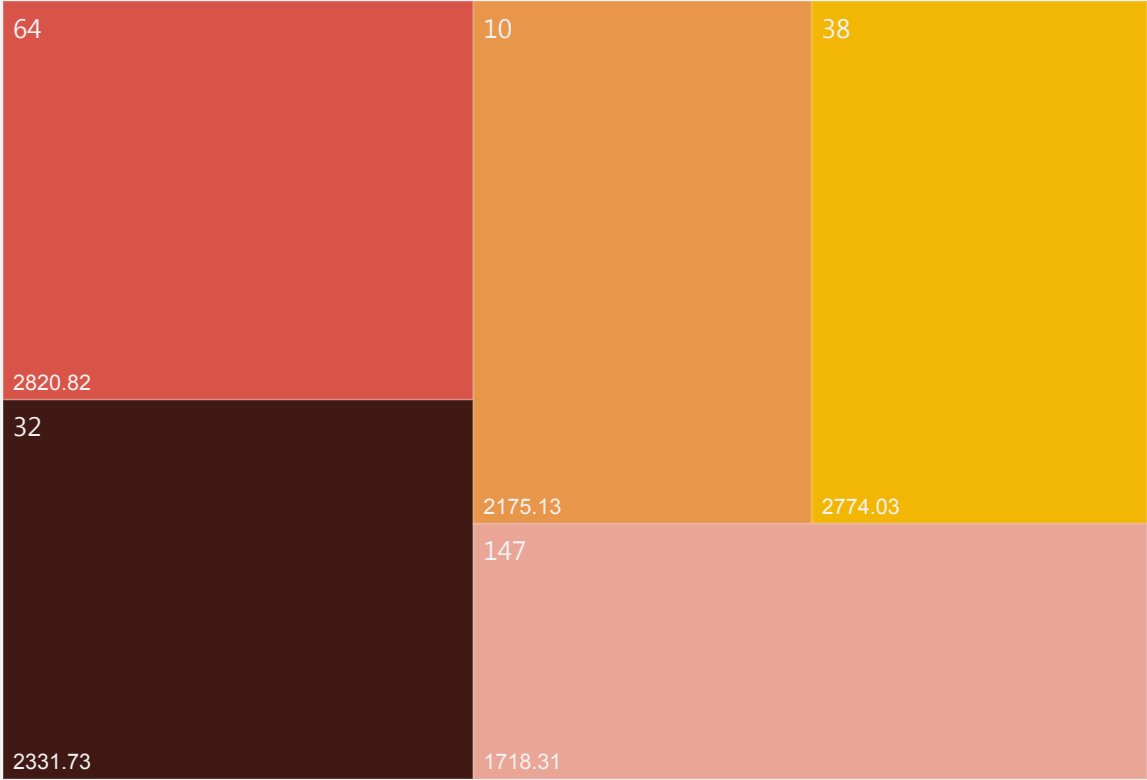
Revenue Contribution by State (All States)



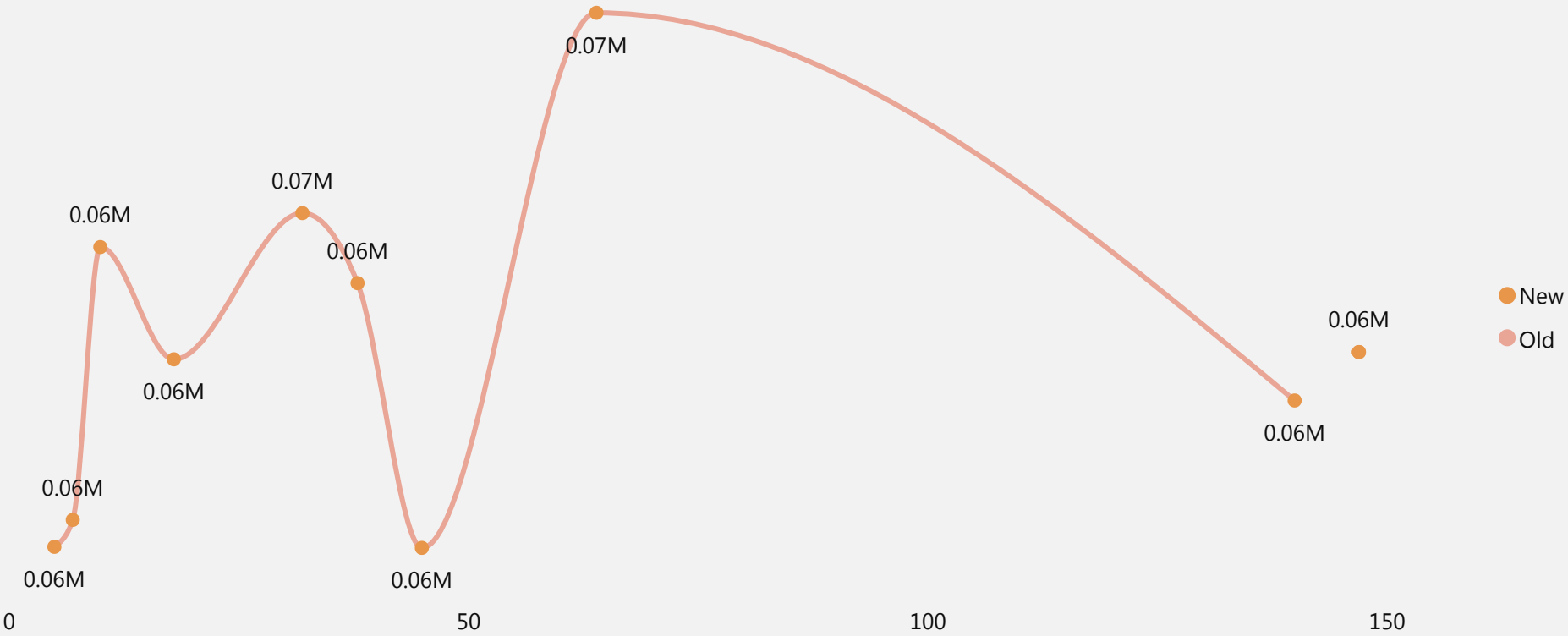
Revenue Comparison: New vs Old Stores by Region




Top 5 Stores by Revenue - All Regions



Performance Trend for Top 10 Stores in All Regions by Revenue





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ROMS

495.62

2,820.82

ROI

495.62

2820.82

Marketing Spend

1811

3984

Detailed Table

↶

ℹ

↶ Reset all filters

Store Performance Data - All Regions

Store ID	State	City	Sales Region	New Expansion	Marketing Spend	Revenue	ROI	ROMS	ROMS%
64	Arkansas	Little Rock	Region 2	Old	2440	68828	2820.82	2,820.82	2820.82%
32	Michigan	Grand Rapids	Region 1	Old	2808	65475	2331.73	2,331.73	2331.73%
10	New York	Rochester	Region 1	Old	2984	64906	2175.13	2,175.13	2175.13%
38	California	Oxnard	Region 2	Old	2318	64302	2774.03	2,774.03	2774.03%
147	Texas	Brownsville	Region 2	New	3675	63148	1718.31	1,718.31	1718.31%
18	California	Fontana	Region 2	Old	3085	63027	2043.01	2,043.01	2043.01%
140	Rhode Island	Providence	Region 1	Old	3191	62337	1953.53	1,953.53	1953.53%
7	Alabama	Birmingham	Region 1	Old	3110	60338	1940.13	1,940.13	1940.13%
5	Kansas	Overland Park	Region 2	Old	2869	59887	2087.38	2,087.38	2087.38%
45	California	San Bernardino	Region 2	Old	3399	59870	1761.40	1,761.40	1761.40%
9	Massachusetts	Worcester	Region 1	Old	2675	59840	2237.01	2,237.01	2237.01%
35	Alabama	Huntsville	Region 1	Old	3335	59283	1777.60	1,777.60	1777.60%
129	California	Moreno Valley	Region 2	Old	3507	59254	1689.59	1,689.59	1689.59%
135	California	Santa Rosa	Region 2	Old	3067	59060	1925.66	1,925.66	1925.66%
75	Washington	Vancouver	Region 2	Old	3329	58951	1770.83	1,770.83	1770.83%
42	Virginia	Newport News	Region 1	Old	2758	57625	2089.38	2,089.38	2089.38%
81	California	Garden Grove	Region 2	Old	3285	57530	1751.29	1,751.29	1751.29%
133	Iowa	Des Moines	Region 1	Old	2995	57432	1917.60	1,917.60	1917.60%
28	Utah	Salt Lake City	Region 2	Old	3620	56921	1572.40	1,572.40	1572.40%
22	California	Modesto	Region 2	Old	3077	56836	1847.12	1,847.12	1847.12%
113	Tennessee	Knoxville	Region 2	Old	3086	56504	1830.98	1,830.98	1830.98%
Total					433972	5895215	206156.75	206,156.72	206156.72%