Startup Profit Analysis

REGRESSION ANALYSIS & DASHBOARD INSIGHTS

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Objective of the Analysis

Content:

- Perform regression to understand how R&D, Marketing, and Admin spending affects profit

- Visualize data using Power BI to gain insights

- Provide actionable recommendations to improve profit

Regression Analysis

▶ **Profit = 50122.19 + (0.8057 × R&D Spend) − (0.0268 × Administration) + (0.0272 × Marketing Spend)**

Coefficient	Value
Intercept	50122
R&D Spend	1
Administration	0
Marketing Spend	0

Predicted Profits

▶ Prediction for Given Inputs:

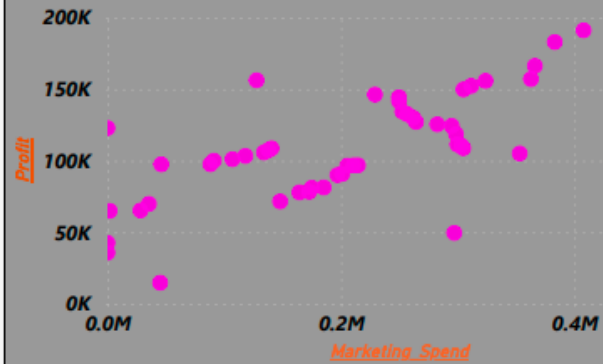| R&D Spend	Administration	Marketing Spend	Predicted Profit
$21,892.92	$81,910.77	$164,270.70	$70,038.00
$23,940.93	$96,489.63	$137,001.10	$70,555.00

Regression Insights

1. R&D Spend has the strongest positive impact on Profit.
2. Marketing Spend has a moderate influence.
3. Administration Spend shows little to no correlation with Profit.
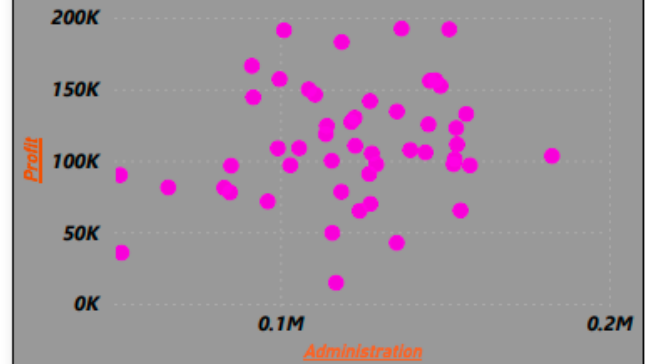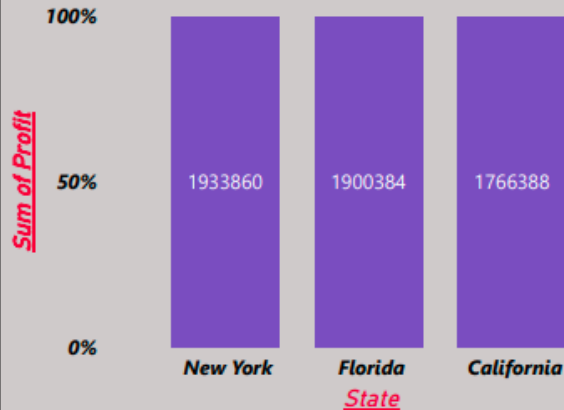4. Focus should be on optimizing high-impact areas.
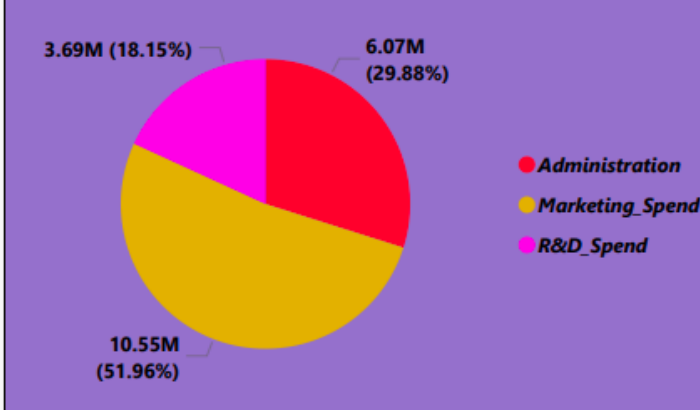
Dashboard

Insights from Dashboard:

- R&D vs Profit Shows Strong Positive Correlation
- Marketing shows variable returns
- Admin spending does not increase profit
- Some companies achieve high profit with lower spend

Based on Analysis:

- Increase investment in R&D for better profitability
- Reevaluate marketing strategies to improve ROI
- Streamline administrative expenses
- Track high-performing companies for strategy alignment

Thank You!

Feel free to ask any questions.