Analytical Business Report

Executive Summary

The analysis of the dataset reveals a mean revenue of $116,600 with a standard deviation of $17,038, indicating variability in revenue across the five entries. Units sold average at 434, with a maximum of 500, suggesting a healthy sales volume. Marketing spend averages $13,400, with potential for increased investment to drive further sales. Overall, there are positive correlations expected between revenue, units sold, and marketing spend, highlighting opportunities for strategic enhancements in marketing efforts.

Key Metrics

Metric	Value
Total Rows	5.00
Revenue – Mean	116,600.00
Revenue – Std Dev	17,038.19
Revenue – Min	95,000.00
Revenue – Max	140,000.00
Units Sold – Mean	434.00
Units Sold – Std Dev	54.13
Units Sold – Min	360.00
Units Sold – Max	500.00
Marketing Spend – Mean	13,400.00
Marketing Spend – Std Dev	2,747.73
Marketing Spend – Min	10,500.00
Marketing Spend – Max	17,000.00

Trends & Correlations

Revenue And Units Sold: Positive correlation expected as higher units sold typically lead to increased revenue.

Marketing Spend And Revenue: Increasing marketing spend may correlate with higher revenue, as indicated by the mean values.

Units Sold And Marketing Spend: Potential correlation where increased marketing spend could lead to higher units sold.

Recommendations

- **Increase Marketing Budget:** Consider increasing the marketing budget to potentially boost revenue and units sold, especially if current spend is below the 75th percentile.
- **Focus On High Performance Products:** Analyze products that are selling above the mean units sold to identify successful strategies.

- **Monitor Spending Effectiveness:** Regularly assess the effectiveness of marketing spend in relation to revenue growth to optimize future investments.