

# Analytical Business Report

## Executive Summary

The analysis of the provided dataset reveals a positive correlation between revenue, units sold, and marketing spend. The average revenue stands at \$116,600, with units sold averaging 434. Recommendations include increasing marketing investment and focusing on strategies to enhance units sold to drive revenue growth.

## 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 Vs Units Sold:** Positive correlation observed; as units sold increase, revenue tends to increase.

**Revenue Vs Marketing Spend:** Positive correlation observed; higher marketing spend is associated with increased revenue.

**Units Sold Vs Marketing Spend:** Moderate positive correlation; increased marketing spend appears to contribute to higher units sold.

## Recommendations

- Increase Marketing Investment:** Consider increasing marketing spend to leverage the positive correlation with revenue and units sold.
- Focus On Units Sold:** Implement strategies to boost units sold, as this directly impacts revenue growth.
- Monitor Spending Efficiency:** Regularly assess the effectiveness of marketing spend to ensure optimal return on investment.