

Analytical Business Report

Executive Summary

The analysis of the provided data indicates a healthy average revenue of \$116,600 with a standard deviation of \$17,038. Units sold average at 434, while marketing spend averages \$13,400. There are positive correlations between revenue, units sold, and marketing spend, suggesting that strategic investments in marketing could enhance sales performance.

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:** Investments in marketing appear to correlate with revenue, suggesting effective marketing strategies.
- Units Sold And Marketing Spend:** Increased marketing spend may lead to higher units sold, indicating a potential area for growth.

Recommendations

- Increase Marketing Budget:** Consider increasing the marketing budget to capitalize on the positive correlation with revenue.
- Focus On Units Sold:** Implement strategies to boost units sold, as this directly impacts revenue.
- Monitor Performance:** Regularly track the performance metrics to identify trends and adjust strategies accordingly.