

Startup Expansion Analysis

Overview

Marketing and Revenue..

Geographic Analysis

Performance Analysis

Table

Store Type

N...

Old

→ ⓘ Reset all filters

458K

Total Revenue

29K

Total Marketing Spend

10

Number of Stores

45.81K

Average Revenue Across All Stores

City

All

State

Arizona

California

Illinois

New Jer...

Tennessee

Texas

Revenue by Sales Region

Region 2

0.33M

Region 1

0.13M

0.0M

0.1M

0.1M

0.2M

0.2M

0.3M

0.3M

Total Revenue

Profit Margin: Below Target ⚠

0.2

0.0

0.4

Store Classification - New vs. Old

10

New Stores 6.7%

Old Stores 93.3%

Old Stores

New Stores



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City  
All

State  
All

## Exploring the Impact of Marketing on

39.30K

Average Revenue per Store (Overall)

0.07

Marketing Spend-to-Revenue Ratio (Overall)

### State Performance

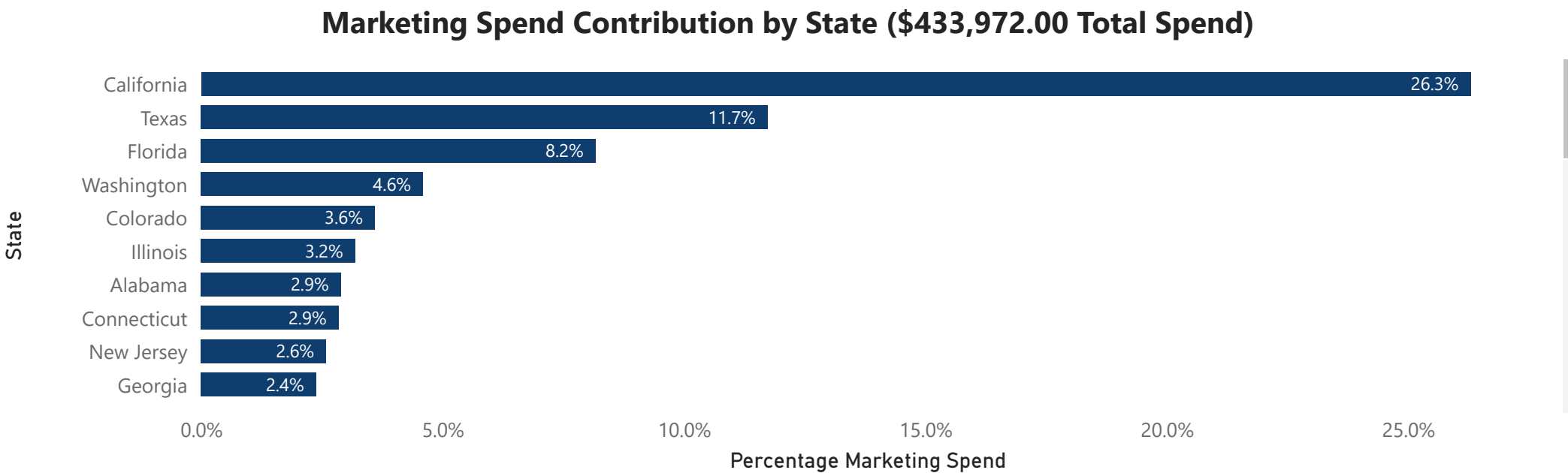
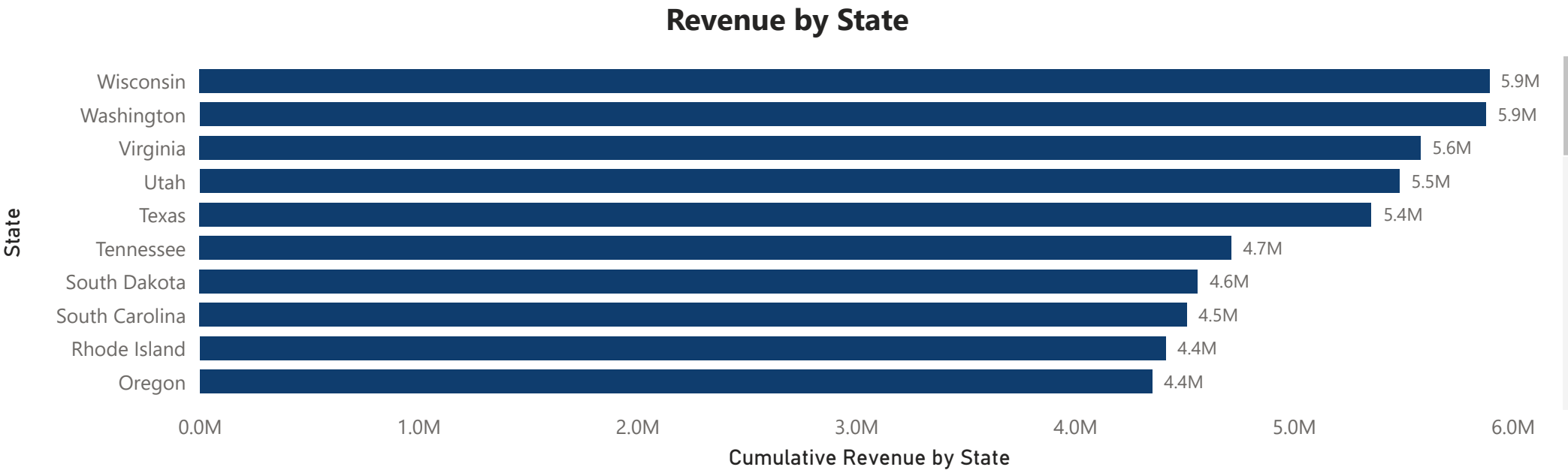
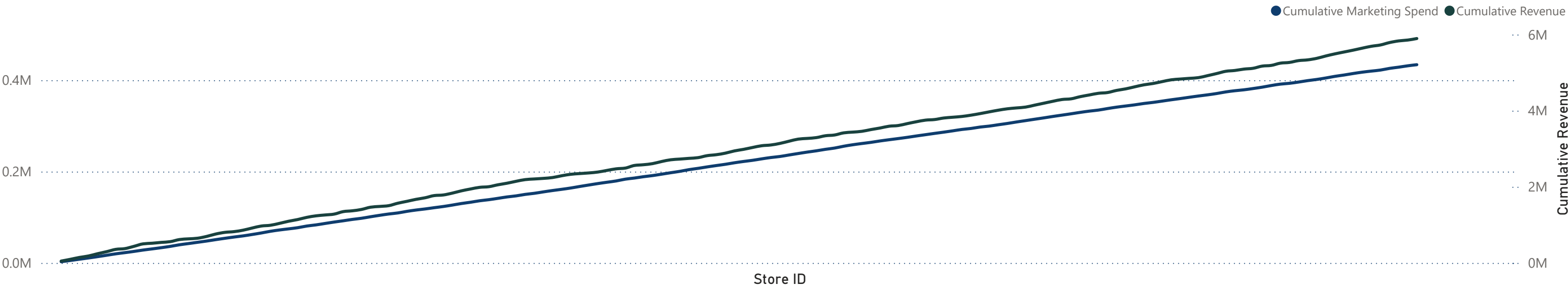
2M

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

17K

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

Cumulative Marketing Spend



### Cumulative Marketing Spend and Revenue





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All

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%

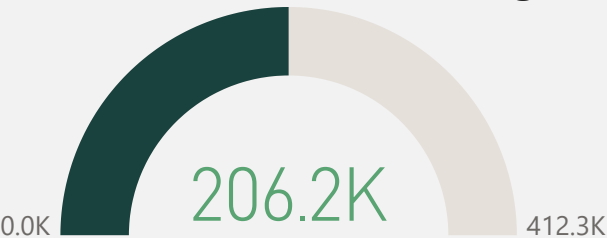
115.2K%

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

90.9K%

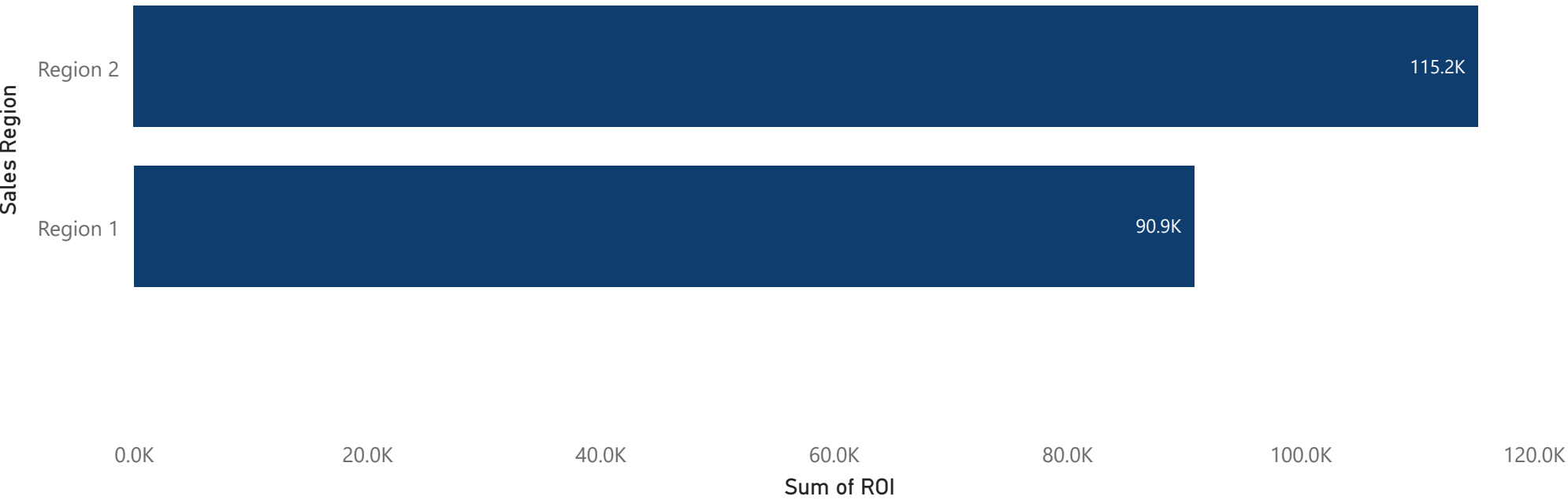
⚠️ Lowest ROMS%: Region 1 - 90907.61%


ROI: 137437.83% - Above Target 🚀



Number of Stores by Region: 150

ROI by Region: Comparing Investment Returns Across Regions





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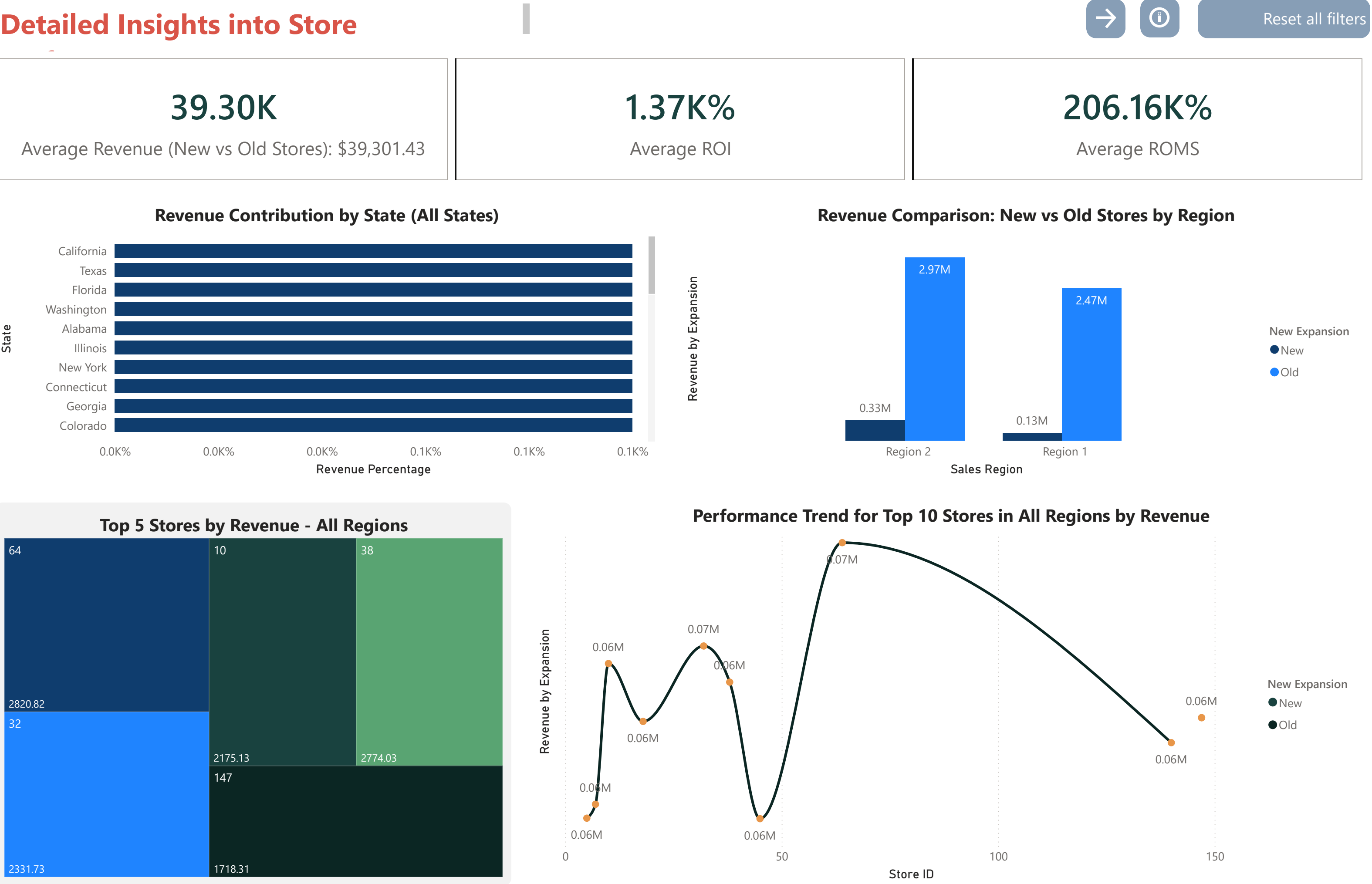
Table


City

All

State

All





Current Page

Start

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ROMS

495.62

2,820.82

ROI

495.62

2820.82

Marketing Spend

1811

3984

Detailed Table

Performance Data - All Regions

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%