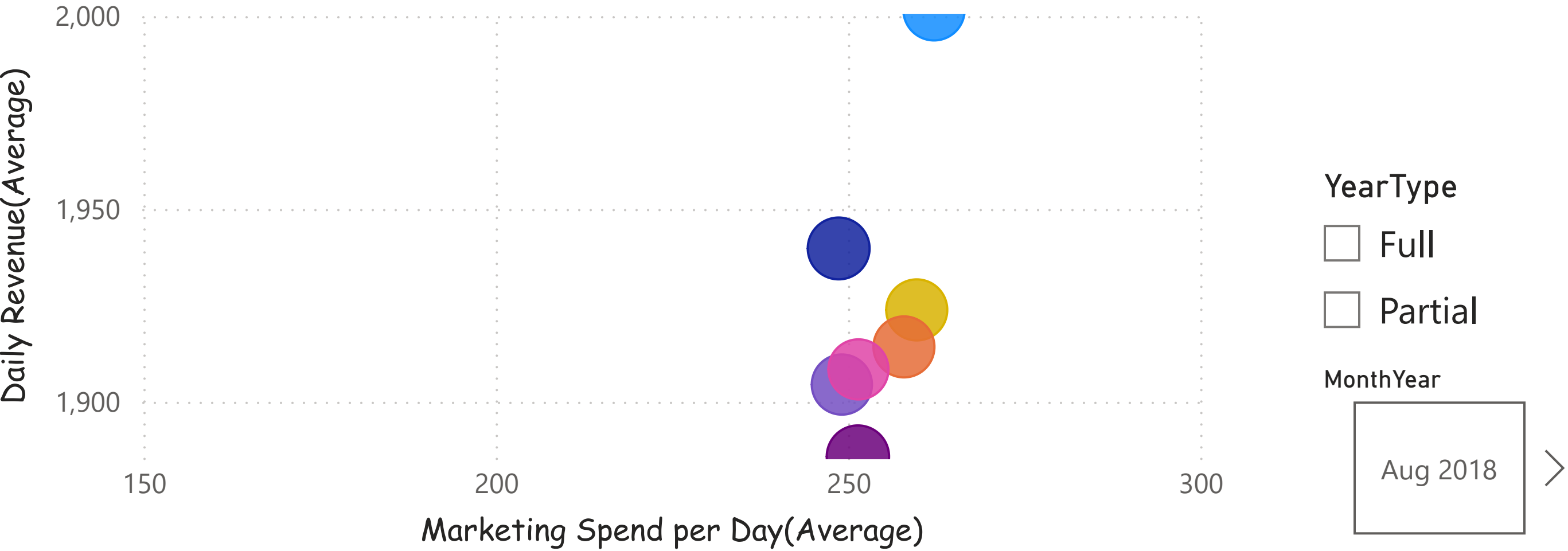




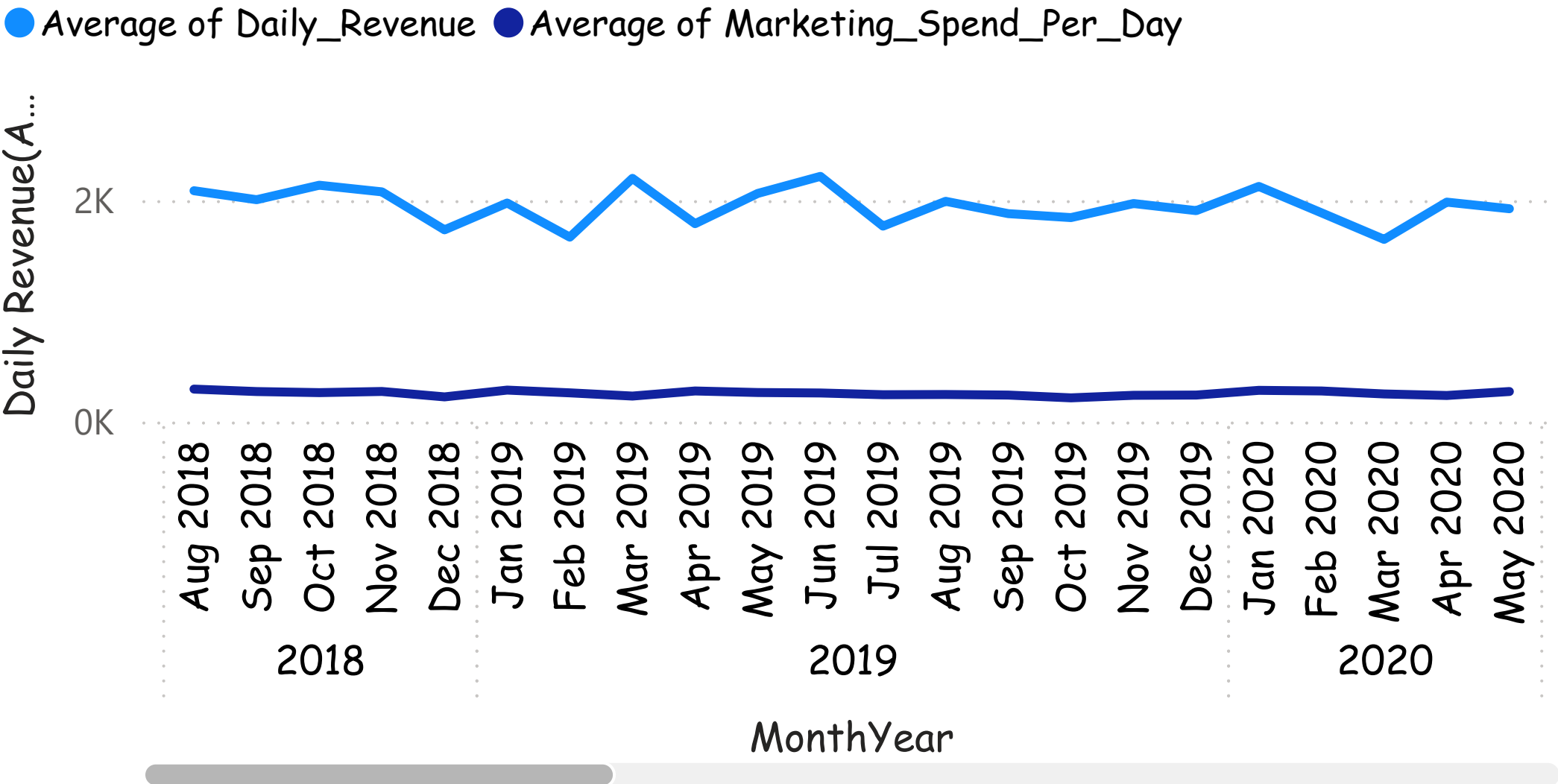
Effects Of Marketing Spend On Revenue

Yearly Marketing ROI: Spend, Revenue, and Customer Dynamics

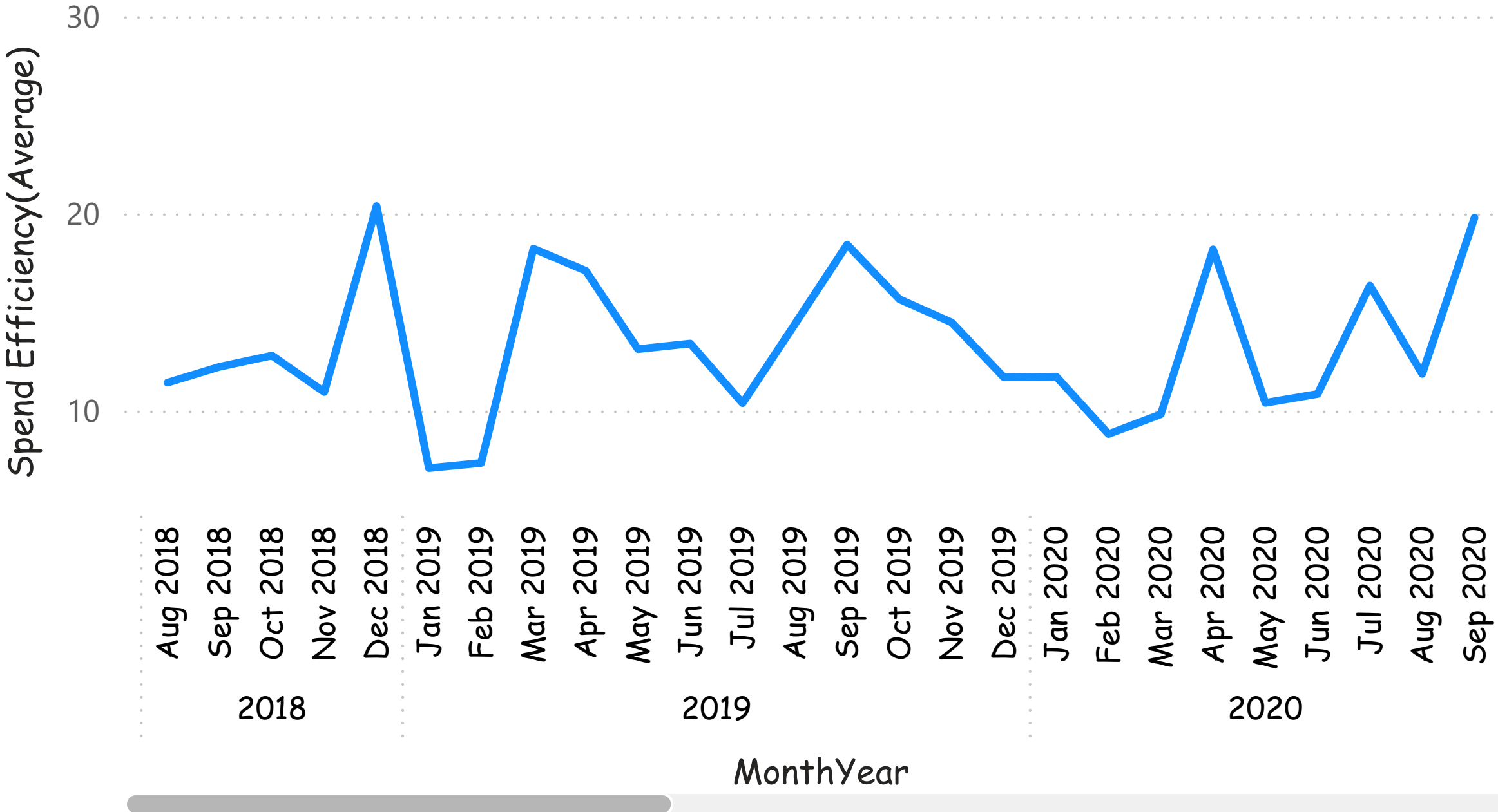
Year 2018 2019 2020 2021 2022 2023 2024



Marketing Spend vs Revenue: Correlation Analysis



Marketing ROI: Monthly Spend Efficiency Trends



Insights:

- Higher marketing spend does not consistently lead to higher daily revenue (excluding the partial and outlier year 2018).
- Optimal revenue and spend efficiency are consistently achieved below £250/day.

Recommendation:

Revise the daily marketing budget to remain below £250, as data indicates peak revenue and optimal spend efficiency occur at £248 and £227 respectively.