Quarterly Expense Analysis

This document provides a summary of the quarterly expenses across Q1, Q2, Q3, and Q4. As illustrated in the chart below, expenses varied with significant peaks in Q2 and Q4. Q1 began with steady operational costs. Q2 showed a rise in expenses due to marketing and hiring campaigns. Q3 saw a slight decline as optimization strategies were applied. Q4, however, marked the highest expenses due to infrastructure upgrades and international expansion.



Analysis: The overall trend indicates controlled expense growth, with investments focused on expansion. While Q4 had the highest spending, these costs are expected to generate long-term benefits in revenue and scalability.