



Marketing Revenues of an Ice Cream Store

Marketing Revenue Report

Dataset: 1 year weekly marketing data of an Icecream Store

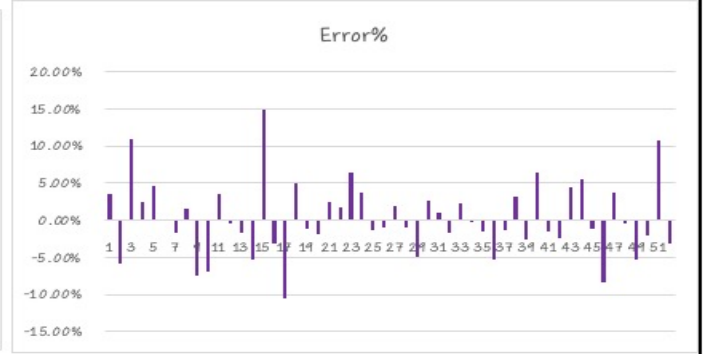
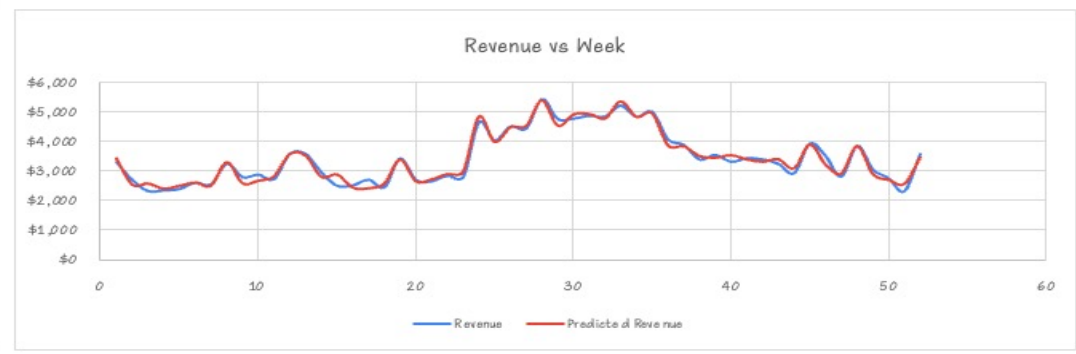
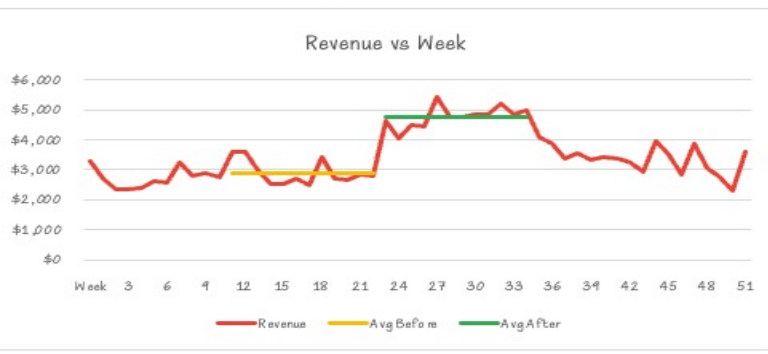
- Recommendations - It is expected to see an increase in sales during summers or hotter days.
- As per the weekly spend simulation, less spend on social ads is advisable.
 - Considering adstock on Newspaper ads is beneficial.

Total Revenue \$179,112.14 \$175,476.25 Total Predicted Revenue

Trend Analysis: Assuming that the icecream store spends only on Newspaper Ads Multilinear Regression: Marketing Mix Model

Average Before	2847.70	% Change	0.65
Average After	4778.43	Average Spend	200.00
Difference	1880.73	ROI	8.40

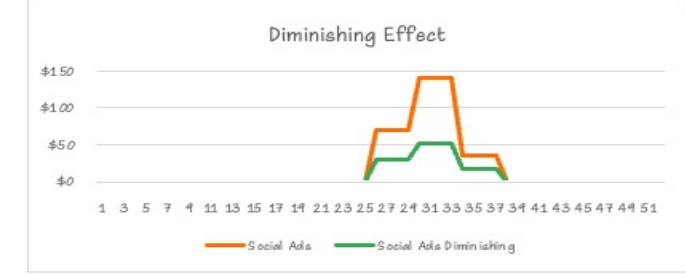
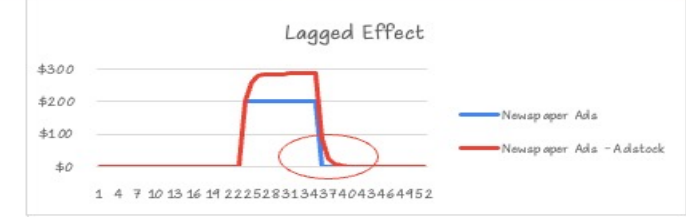
Baseline	Newspaper	Search Ads	Social Ads	Price Change	Temperature	Holiday	R Square
1517.8192	4.4966316	2.784843007	3.710084825	-751.9252435	27.6037	804.2044658	0.47273238



Adstock & Diminishing Effects

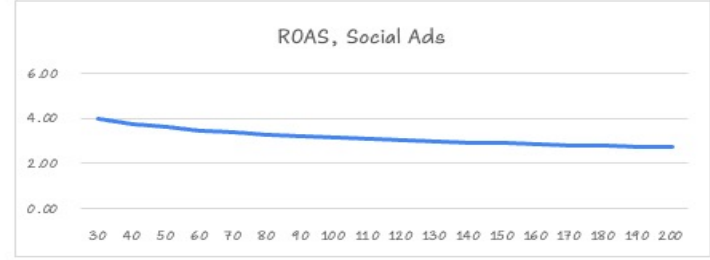
With Adstock for Newspaper Ads as 0.3, it is observed that there is a lagged effect of returns when there is no more spend.

With DR for Social Ads as 0.8, it is observed that with increase in spend, the return is evidently low.



Weekly Spend Simulation

-Upon simulating weekly spend, it is observed that Return on Social Ads tend to decrease and stay stagnant when the spending is higher. Therefore, less spend on Social ads is ideal.



Total Contributions

- With increase in temperature, there is an increase in revenue.
- No contribution from Social Ads - there could be a possibility that missing variables could be an influence from social ads.
- Among the ads, newspaper ads contributed the most.

