**Challenge:**

You are a Data Scientist working for a laundry-pickup services startup WeWashYouSleep. This is a relatively small company and they cannot compete with the big players in the major cities. The company’s strategy is to build a vast network in the smaller cities.

WeWashYouSleep already had a strong presence in 140 locations and recently opened stores in 10 new cities. Additionally, the company has two separate sales regions.

You have been assigned two analytics tasks:

1. Identify which of the two sales regions is performing better (outperforms the other in 2 of the 3 metrics):
2. AVG Revenue per city
3. AVG Marketing spend per city (less is better)
4. AVG ROMI per city (revenue / marketing spend)
5. Identify which of the 10 new locations have the best potential for the company to invest more funds into marketing.