Regionwise Revenue

Avg Revenue :40,567
Avg ROMI :2,889.000
Region 1

Avg Revenue :38,359
Avg ROMI :2,896.233
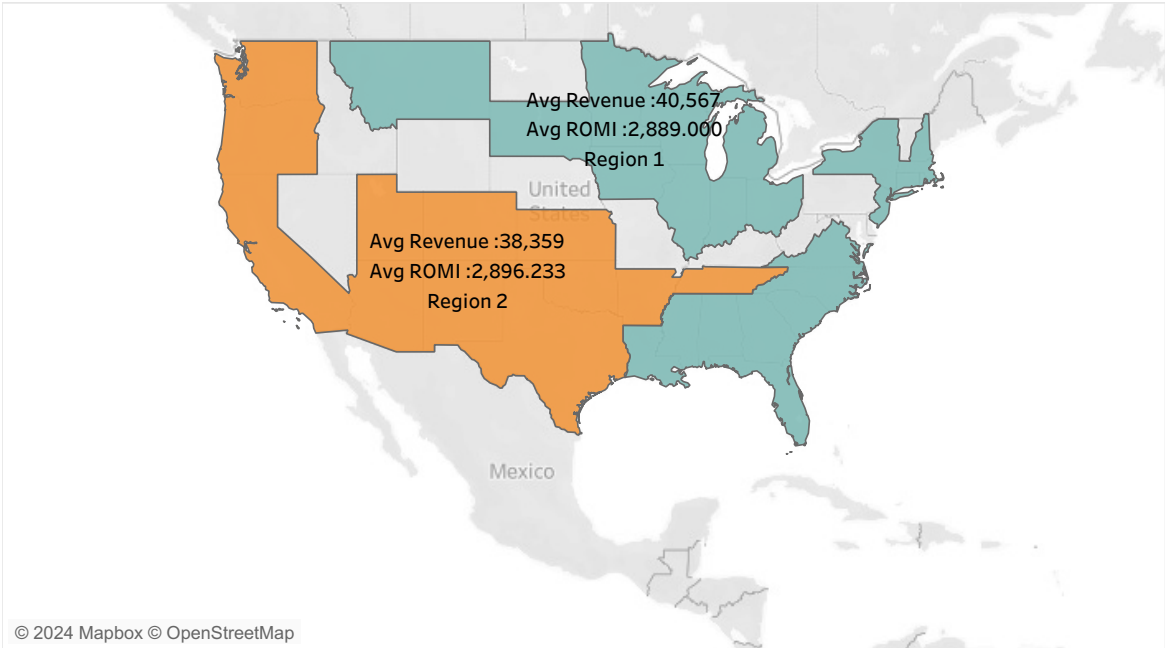Region 2

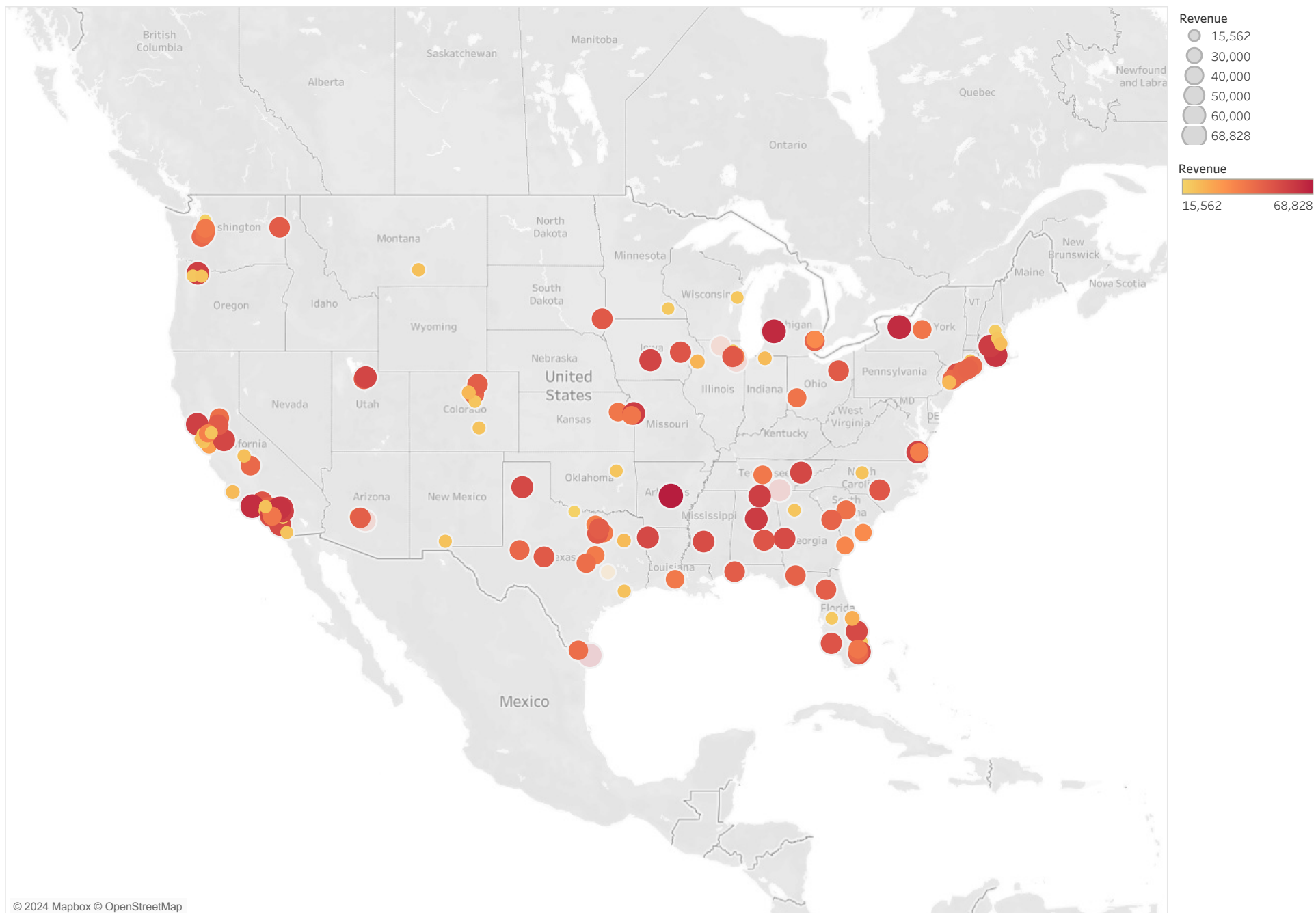**Sales Region & State (group)**
- (Region 2, Arizona), (Region 2, Arkansas), (Region 2, California) and 9 more
- Other

© 2024 Mapbox © OpenStreetMap

Citywise revenue

Revenue
- ○ 15,562
- ○ 30,000
- ○ 40,000
- ○ 50,000
- ○ 60,000
- ○ 68,828

Revenue

15,562　　68,828

© 2024 Mapbox © OpenStreetMap
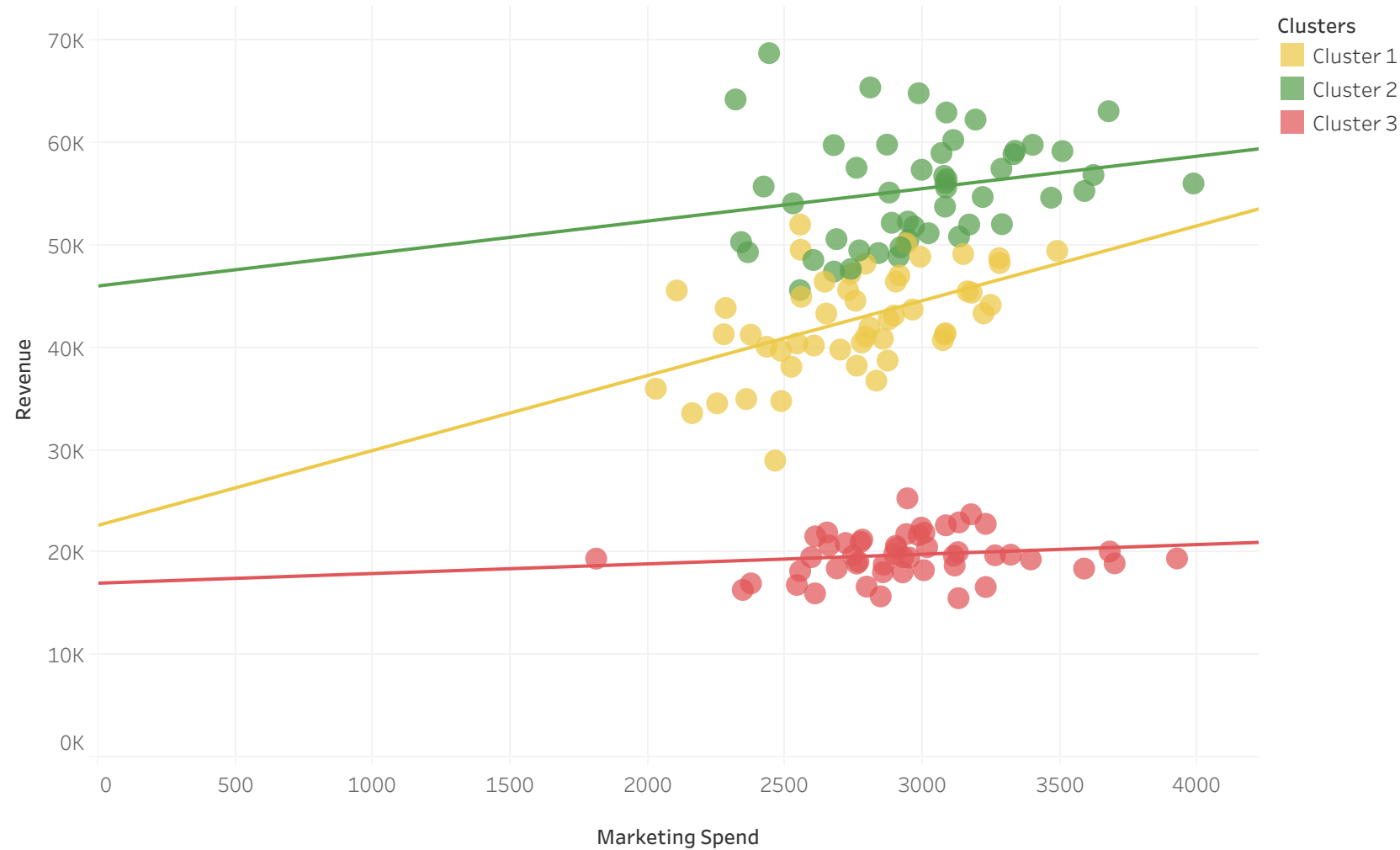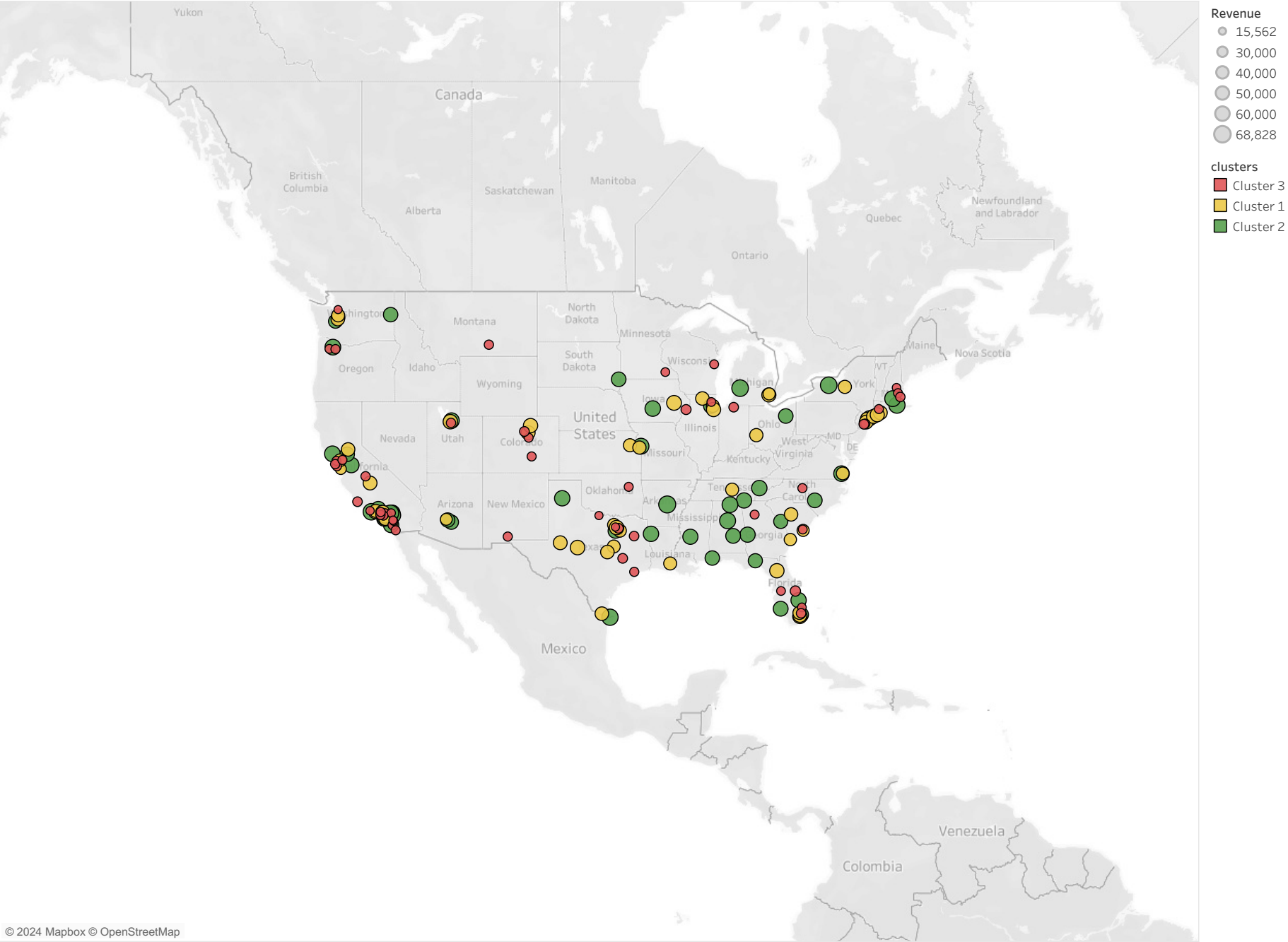
scatter plot based on clustering tech
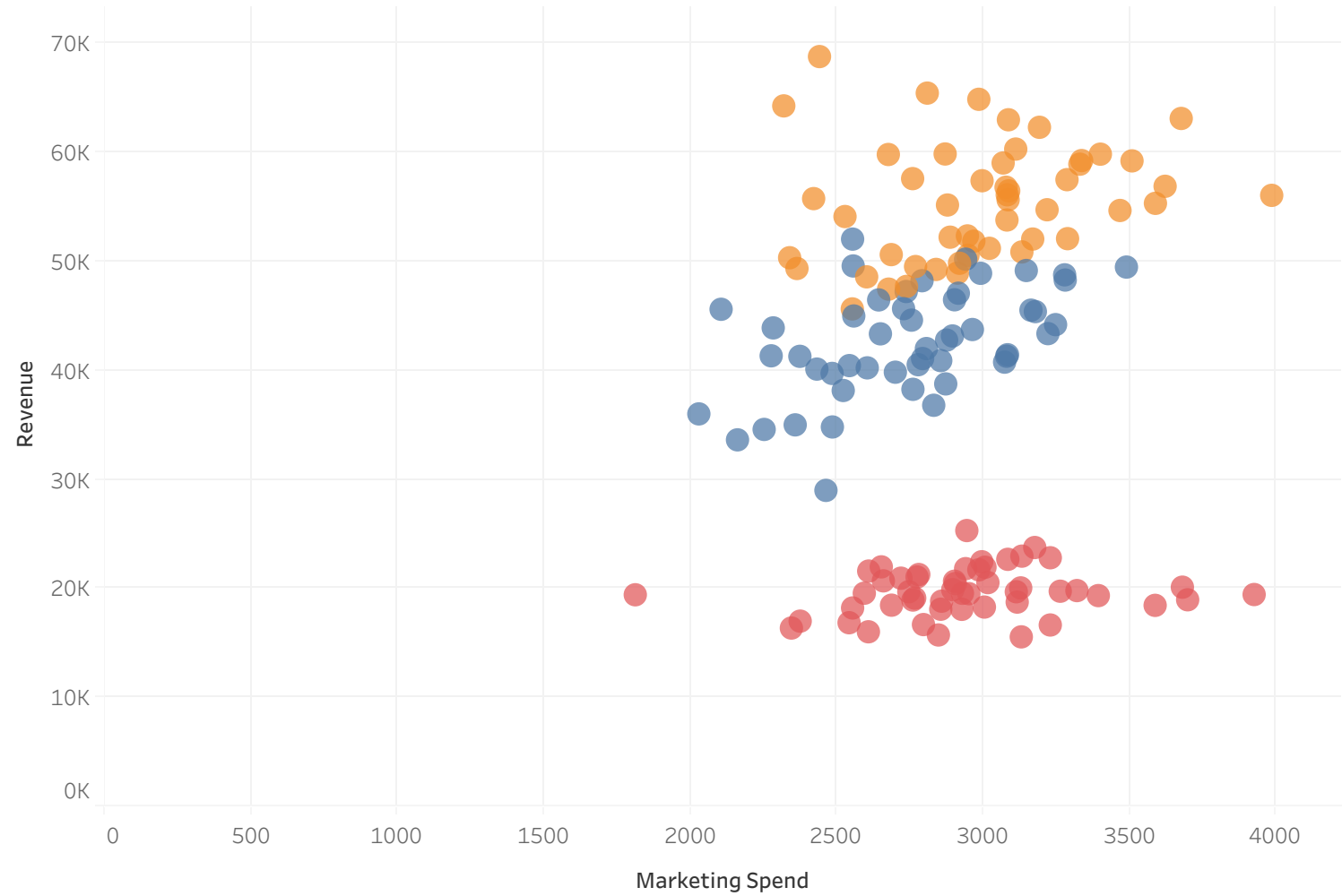
cluster with trendline analysis

Info of trendline
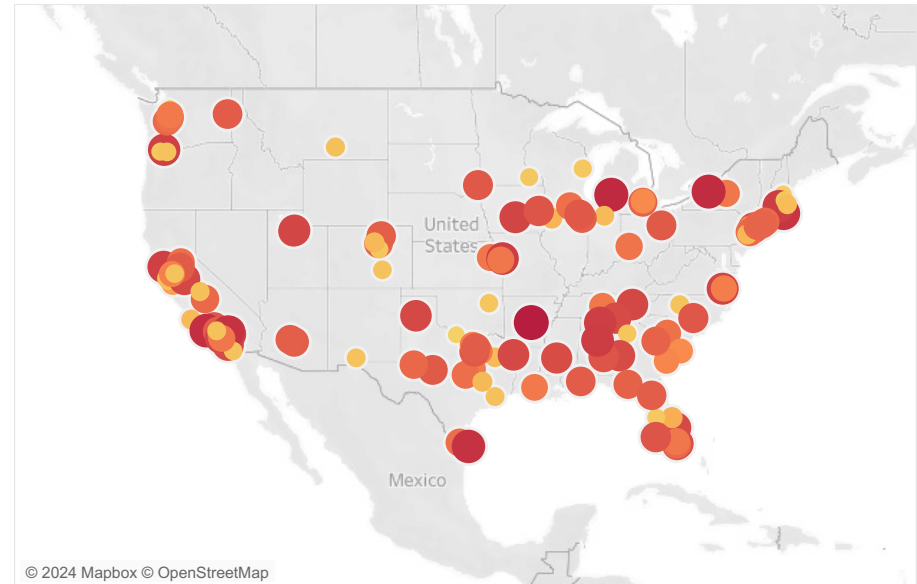

Revenue
- 15,562
- 30,000
- 40,000
- 50,000
- 60,000
- 68,828

clusters
- Cluster 3
- Cluster 1
- Cluster 2

© 2024 Mapbox © OpenStreetMap

Regionwise Revenue

Avg Revenue :40,567
Avg ROMI :2,889.000
Region 1

Avg Revenue :38,359
Avg ROMI :2,896.233
Region 2

© 2024 Mapbox © OpenStreetMap

Citywise revenue

© 2024 Mapbox © OpenStreetMap
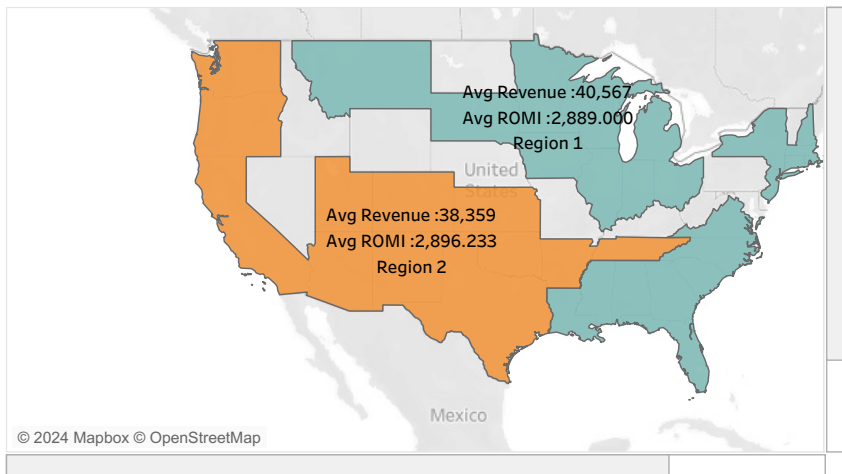
scatter plot based on clustering tech
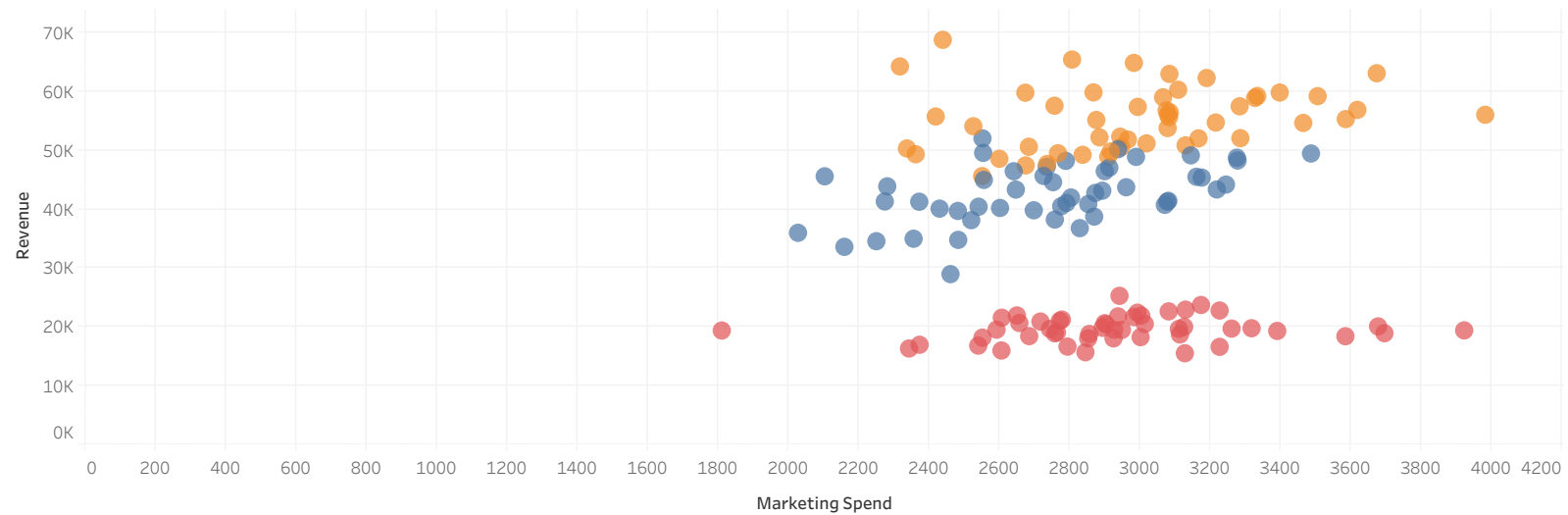
Info of trendline

clusters
- ✔ Cluster 1
- ✔ Cluster 2
- ✔ Cluster 3

New Expansion
- ✔ New
- ✔ Old

© 2024 Mapbox © OpenStreetMap

cluster with trendline analysis

Revenue

Marketing Spend
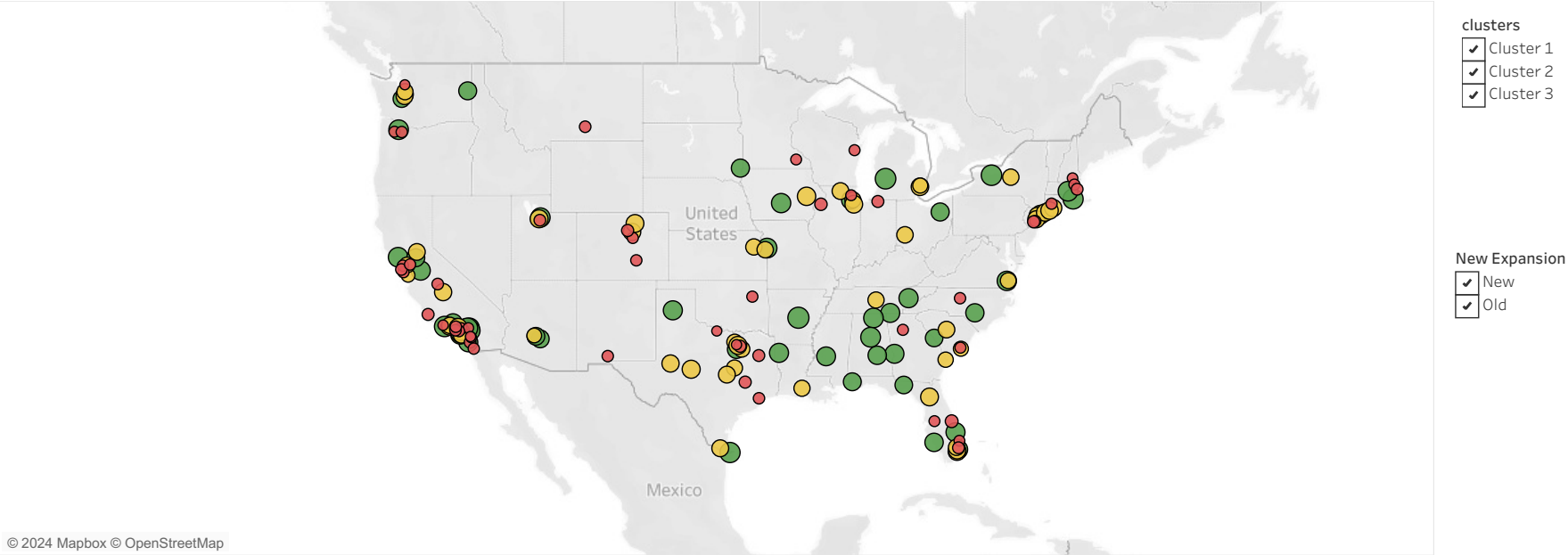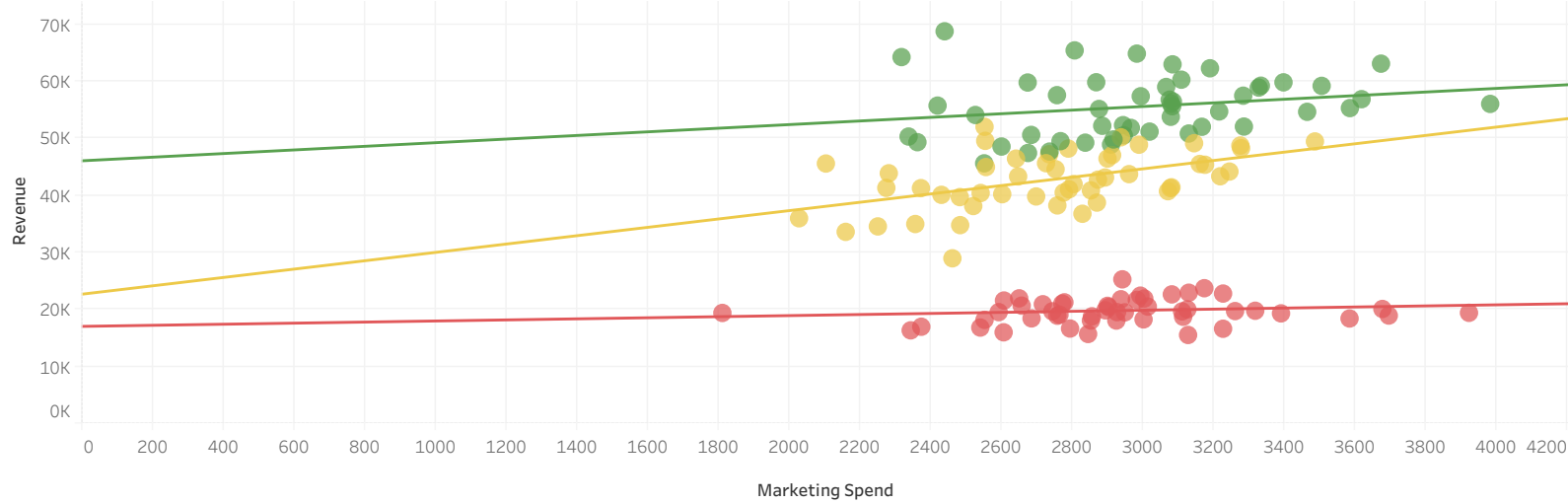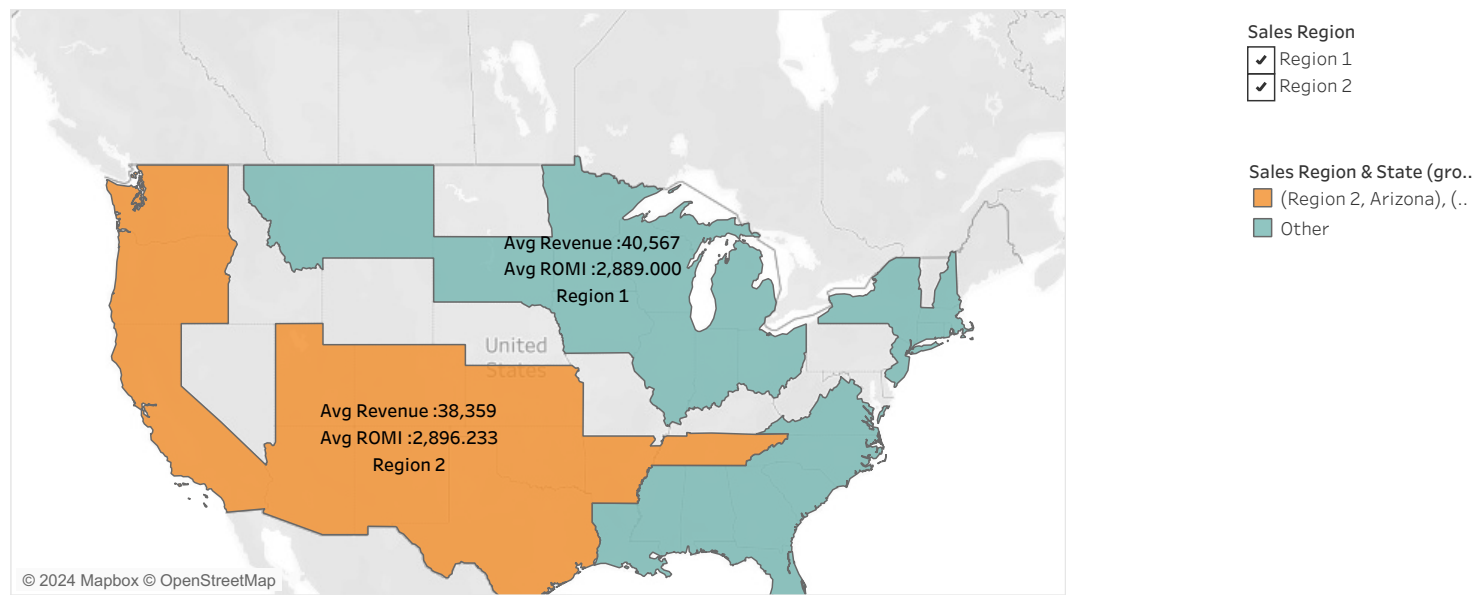
Story 1

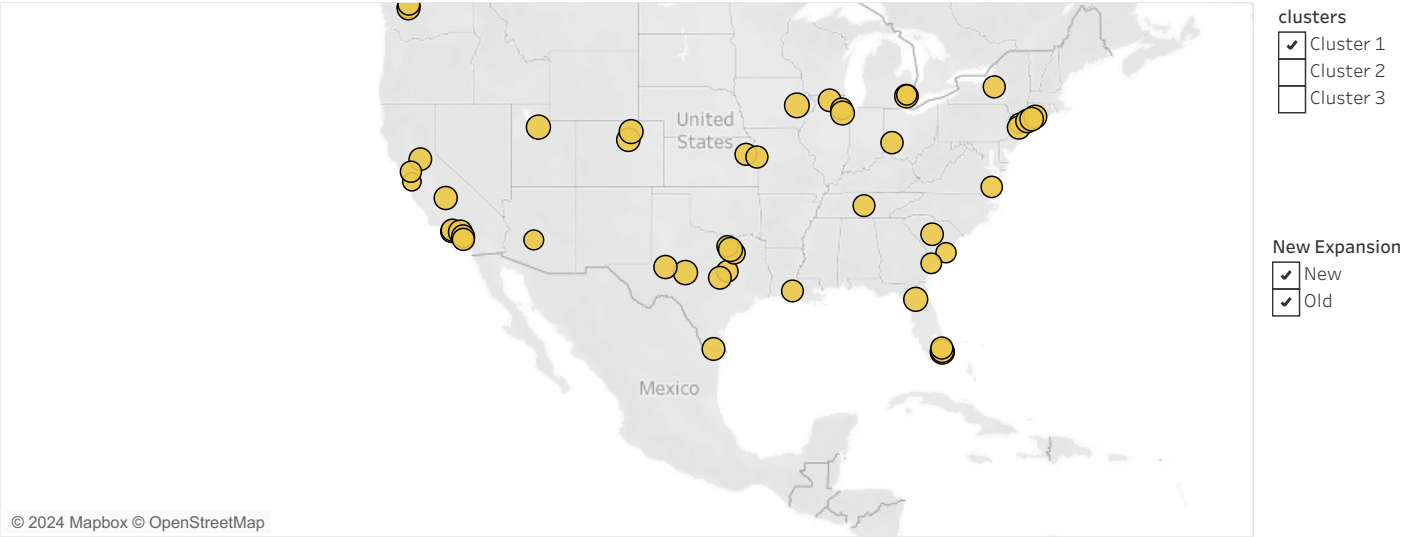identified the sales regions is performing well in two regions and return on marketing investment per city based on Revenue

Avg Revenue :40,567
Avg ROMI :2,889.000
Region 1

Avg Revenue :38,359
Avg ROMI :2,896.233
Region 2

© 2024 Mapbox © OpenStreetMap

Sales Region
- ✔ Region 1
- ✔ Region 2

Sales Region & State (gro..
- (Region 2, Arizona), (..
- Other

Story 2

Identified the new location have the best potential for the comapny to invest more funds. the yellow have the best return on marketing spend,green has second most profitable area,Red Location has low return which has to discuss and need to take action before investing.

Info of trendline

© 2024 Mapbox © OpenStreetMap

clusters
- ✔ Cluster 1
- ☐ Cluster 2
- ☐ Cluster 3

New Expansion
- ✔ New
- ✔ Old

cluster with trendline analysis

Revenue (Y-axis): 0K, 20K, 40K, 60K

Marketing Spend (X-axis): 0, 500, 1000, 1500, 2000, 2500, 3000, 3500, 4000