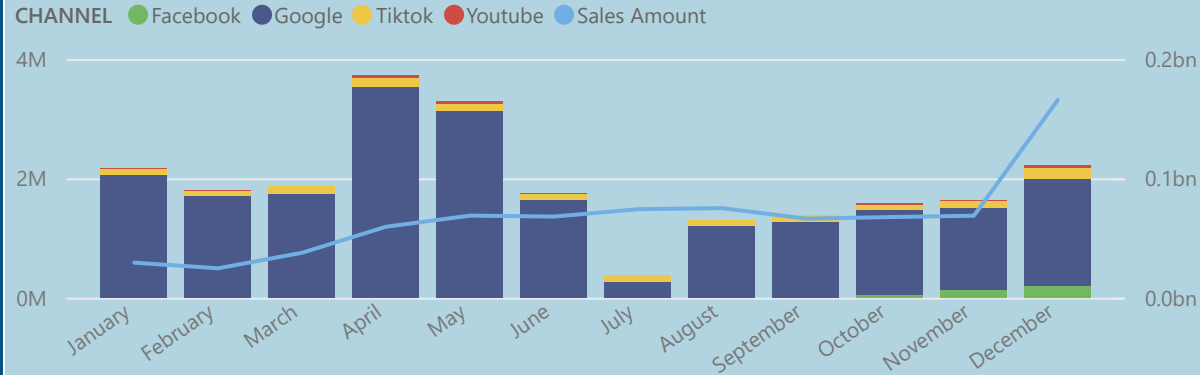


# Marketing Report Summary

For customer confidentiality purposes, a Kaggle sample data set is used.

## Marketing Spend by Channel vs. Sales



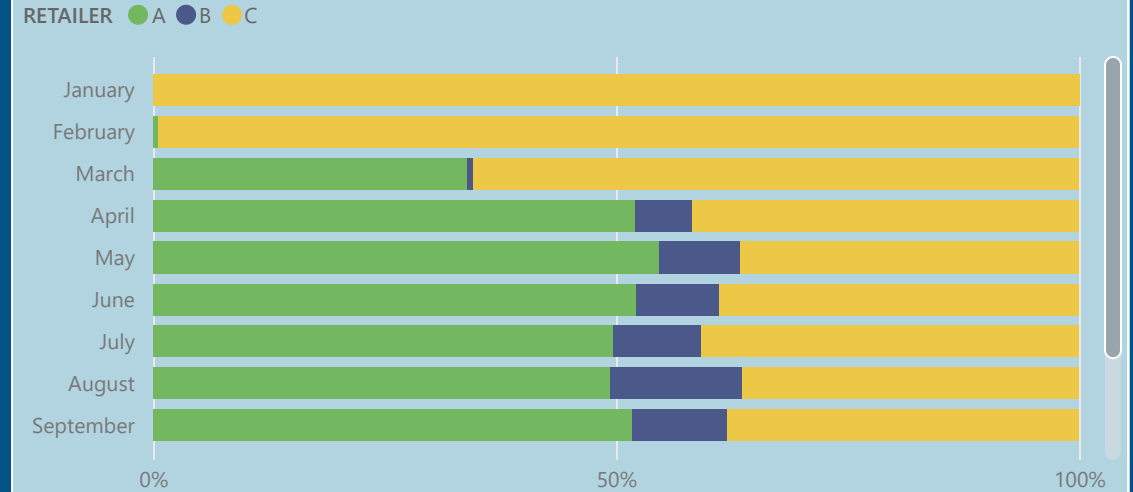
**Channel vs. Sales** | Correlation between marketing spend by channel and sales outcomes, highlighting which channels yield the highest ROI.

## Marketing Spend MoM Report

Month	TOTAL MARKETING SPEND	%MoM SPEND
April	3724902	99.08%
May	3289451	-11.69%
December	2216189	35.40%
January	2168714	Infinit
March	1871102	3.49%
February	1807962	-16.63%
June	1755143	-46.64%
November	1636819	2.92%
<b>Total</b>	<b>23127567</b>	<b>10.60%</b>

**MoM Report** | Total marketing spend and month-over-month variations, offering insights into budget allocation and strategic spending trends.

## Sales Amount by Retailer



**Retail Percentage** | Sales amounts by retailer, revealing which outlets are driving the most revenue and identifying key market players.

## Sales Amount by Location



**Sales by Location** | Pinpointing areas of high consumer engagement.

**805.03M**  
SALES AMOUNT

**23M**  
TOTAL MARKETING SPEND