

Title: Financial KPI Analysis for a Startup

Introduction:

This project analyzes key financial metrics of a startup, including revenue growth, expenses, CAC, and LTV, to evaluate performance and profitability.

Abstract:

The goal is to create a financial dashboard that helps decision-makers track growth, optimize marketing spend, and predict sustainability. A simulated dataset of 8 months was used.

Tools Used:

Excel, Tableau, Python (Pandas, Matplotlib)

Steps Involved:

1. Created a financial dataset with revenue, expenses, and customers.
2. Calculated KPIs: Burn Rate, CAC, LTV, LTV:CAC ratio.
3. Built a Tableau dashboard for visualization.
4. Generated insights for business strategy.

Key Insights:

- Revenue shows steady growth, with $LTV:CAC > 3$.
- Expenses remain under control, keeping burn rate low.
- Marketing efficiency improved over time.

Conclusion:

This analysis provides a financial health check, helping the startup optimize its marketing spend, plan cash runway, and prioritize growth strategies