

YEAR, month

✓  2021

✓  2022

✓  2023

✓  2024

Total Revenue  
**14.79M**

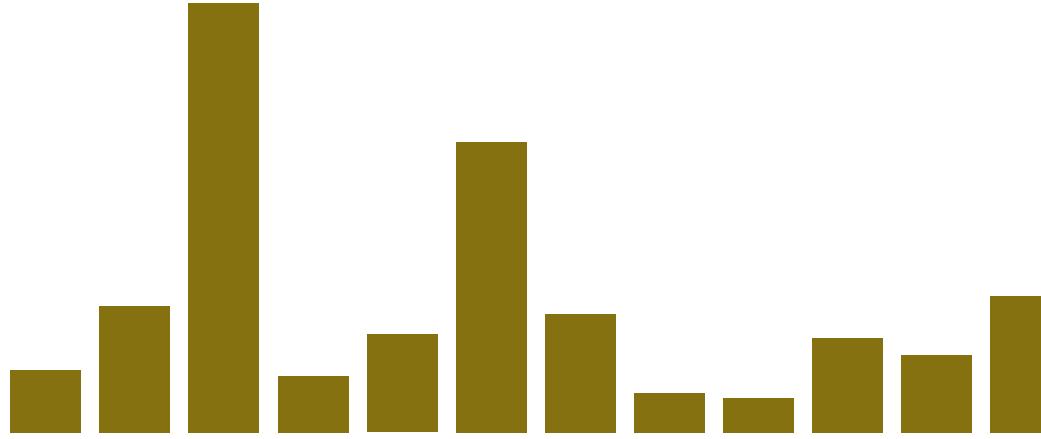
Gross Profit  
**7.12M**

Avg CAC  
**183.10**

# CUSTOMER PROFITABILITY OVERVIEW

Customer Net Profit

Customer Net Profit



Monthly Net Profit By Month

Monthly Net Profit



Gross Profit By Industry

Agriculture



Mining



Hospitality



Healthcare



Retail



Construction



Manufacturi...



Logistics



## AQUISITION CHANNEL

- Direct Sales
- Email Campaign
- Online Ads
- Organic Search
- Partner
- Referral
- Trade Show

Customer Support Cost

**53.25**

Customer Gross Margin %

**0.48**

Customers Total Cost

**7.66M**

customer_name	Customer CAC(value)	CLV / CAC Ratio	Gross Profit
<b>Total</b>	<b>593</b>	<b>12,012.75</b>	<b>7,123,612.30</b>
Yaw Quaye	471	15,123.88	61,518.50
Yaw Owusu	149	47,807.84	183,803.70
Yaw Ofori	341	20,889.25	30,391.80
Yaw Nyarko	60	118,720.45	118,197.20
Yaw Mensimah	588	12,114.92	31,040.70
Yaw Mensah	277	25,715.28	11,335.30
Yaw Kumi	247	28,839.98	11,792.20
Yaw Asante	355	20,066.27	35,079.60
Yaw Appiah	299	23,824.44	24,830.90
Yaw Agyapong	56	127,207.36	37,829.80
Yaw Acheampong	338	21,075.45	57,146.20
Sarah Owusu	529	13,465.31	36,285.40
Sarah Osei	59	120,734.14	19,159.50
Sarah Ofori	347	20,529.00	62,366.90
Sarah Badu	519	13,725.34	20,132.90
Sarah Appiah	26	273,981.12	25,118.50
Sarah Adjei	81	87,943.26	22,606.50
Rebecca Nyarko	95	74,985.07	47,353.30
Rebecca Kumi	494	14,420.22	28,550.70
Rebecca Boateng	95	74,982.65	16,819.10
Rebecca Asante	178	40,018.53	43,600.10
Rebecca Antiri	151	47,174.30	23,182.60
Rebecca Agyapong	156	45,662.34	59,738.00
Rebecca Adjei	103	69,158.44	19,018.30
Paul Quaye	119	59,861.90	45,259.50

## GROSS PROFIT BY REGION

