

CUSTOMER PROFITABILITY OVERVIEW

YEAR, month

2021

2022

2023

2024

Total Revenue

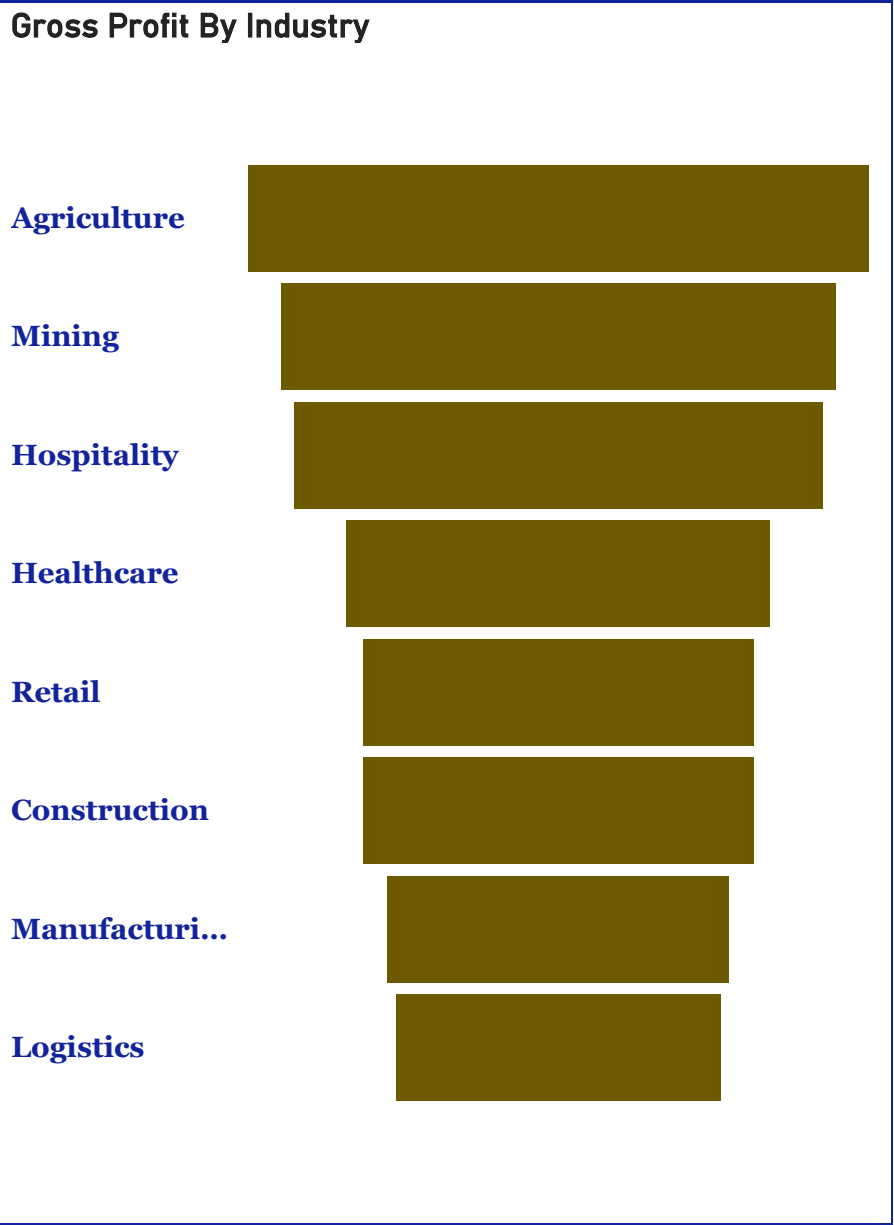
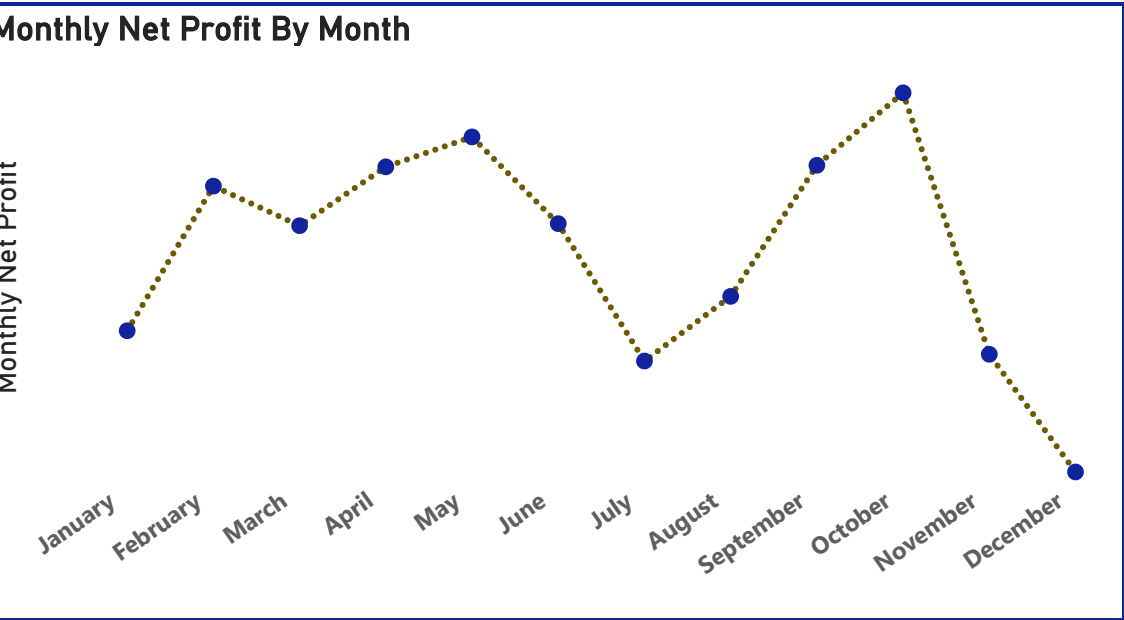
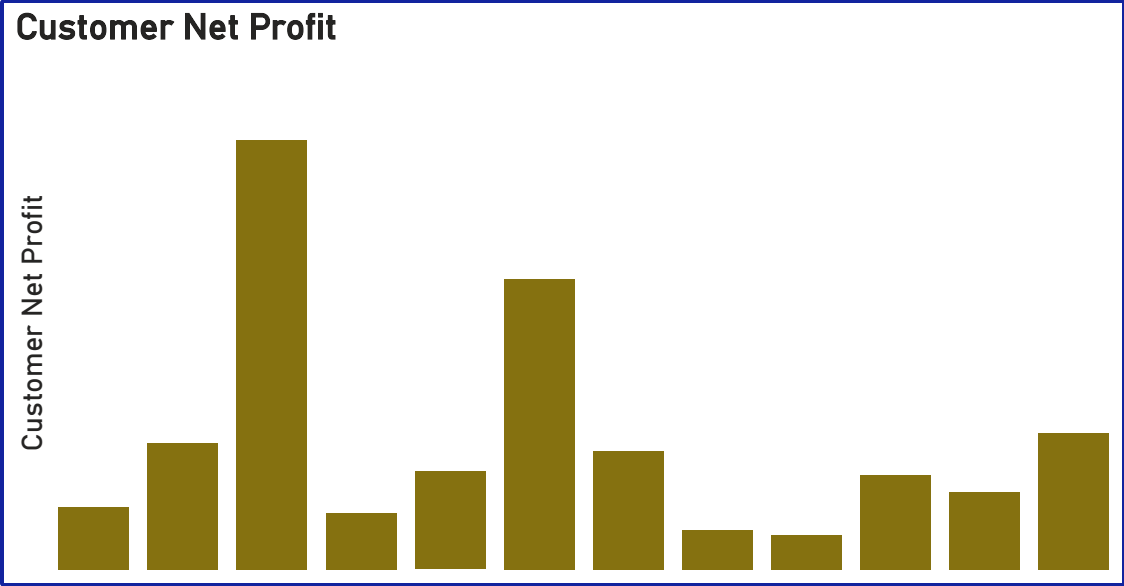
14.79M

Gross Profit

7.12M

Avg CAC

183.10



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
Total	593	12,012.75	7,123,612.3
Yaw Quaye	471	15,123.88	61,518.5
Yaw Owusu	149	47,807.84	183,803.7
Yaw Ofori	341	20,889.25	30,391.8
Yaw Nyarko	60	118,720.45	118,197.2
Yaw Mensimah	588	12,114.92	31,040.7
Yaw Mensah	277	25,715.28	11,335.3
Yaw Kumi	247	28,839.98	11,792.2
Yaw Asante	355	20,066.27	35,079.6
Yaw Appiah	299	23,824.44	24,830.9
Yaw Agyapong	56	127,207.36	37,829.8
Yaw Acheampong	338	21,075.45	57,146.2
Sarah Owusu	529	13,465.31	36,285.4
Sarah Osei	59	120,734.14	19,159.5
Sarah Ofori	347	20,529.00	62,366.9
Sarah Badu	519	13,725.34	20,132.9
Sarah Appiah	26	273,981.12	25,118.5
Sarah Adjei	81	87,943.26	22,606.5
Rebecca Nyarko	95	74,985.07	47,353.3
Rebecca Kumi	494	14,420.22	28,550.7
Rebecca Boateng	95	74,982.65	16,819.1
Rebecca Asante	178	40,018.53	43,600.1
Rebecca Antiri	151	47,174.30	23,182.6
Rebecca Agyapong	156	45,662.34	59,738.0
Rebecca Adjei	103	69,158.44	19,018.3
Paul Quaye	119	59,861.90	45,259.5

