

Company Performance from Jan to Dec 2022

# Financial Report for JustDice

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Report for the  
**2022 Financial Year**

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# Matters on the Docket

A brief look at what we will  
discuss on this report

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Highlights and Key  
Updates

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Financial Standing

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Recommendations

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Trend Analysis

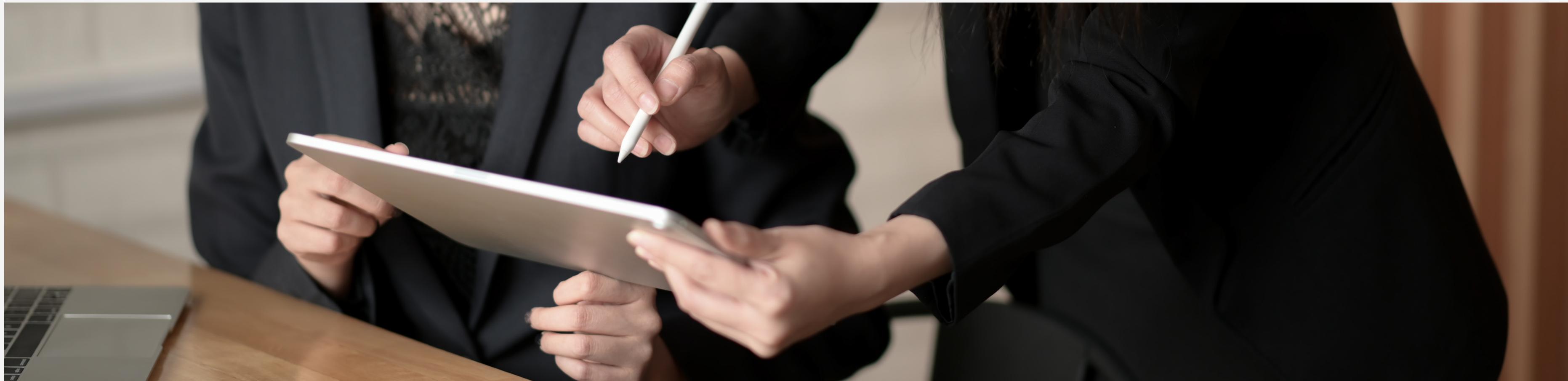
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Marketing  
Efficiency

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Conclusions

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# Highlights and Key Updates



## ~\$400K total revenue generated from Jan to Dec

This is the total amount of money the company generates whenever a user downloads any of our partner products. We get paid a fee for acquiring the user for that partner app.

## 85% Gross Margin

This measures the percentage of revenue that is left after deducting the payouts. This means that for every dollar of revenue generated, the company keeps 85 cents after accounting for the payouts.

## 24% Net Profit Margin

Net Profit Margin is a measure of profitability that calculates the percentage of revenue that is left after payouts and adspend. have been deducted. This metric means that for every dollar of revenue earned by the company, it is able to keep 24 cents as profit after accounting for all of its expenses.



# Highlights and Key Updates

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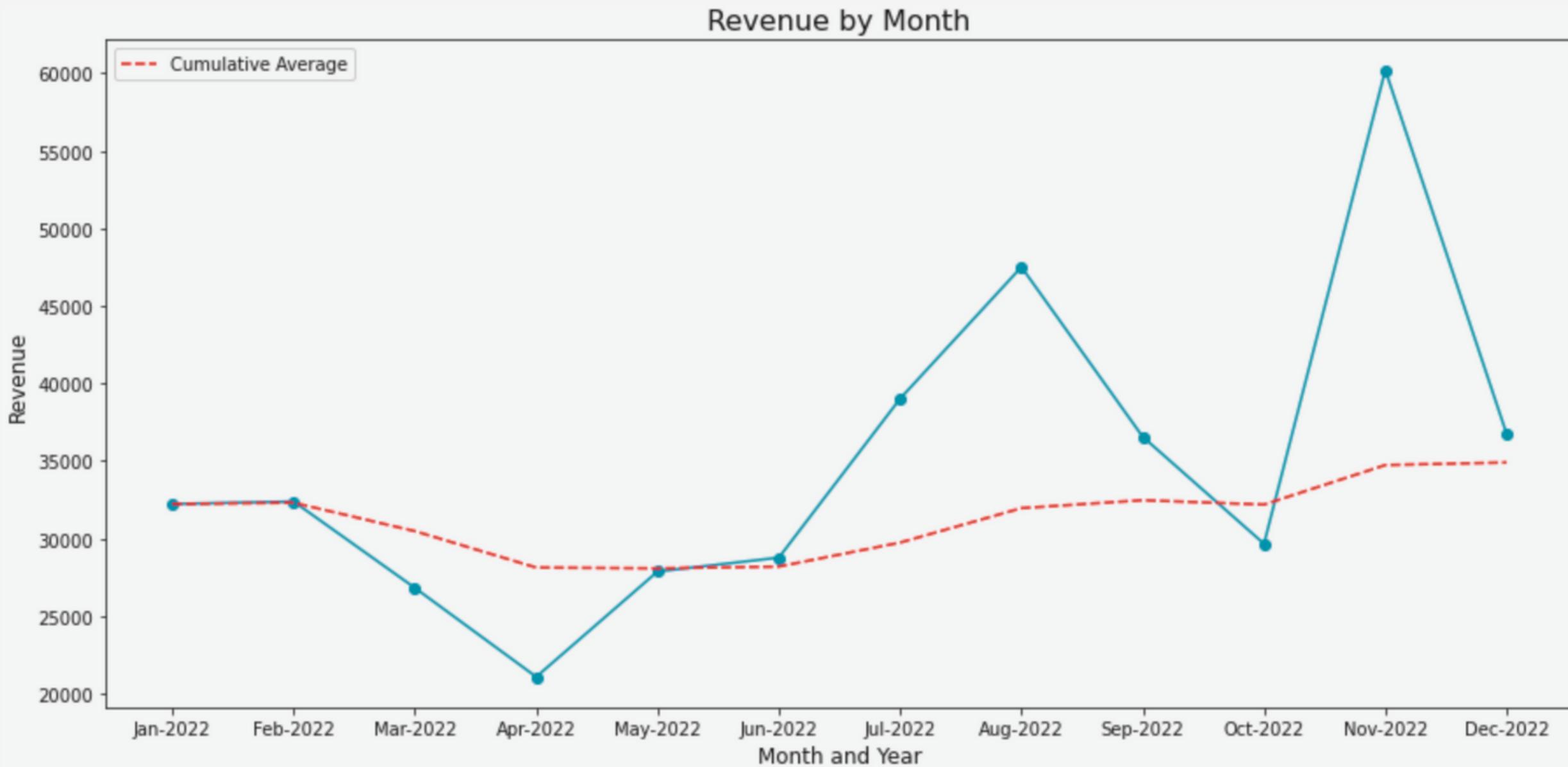
## In Summary

All metrics show that the company is doing well financially.

Note that this analysis has not factored in other operating expenses

# Trend Analysis

Per month

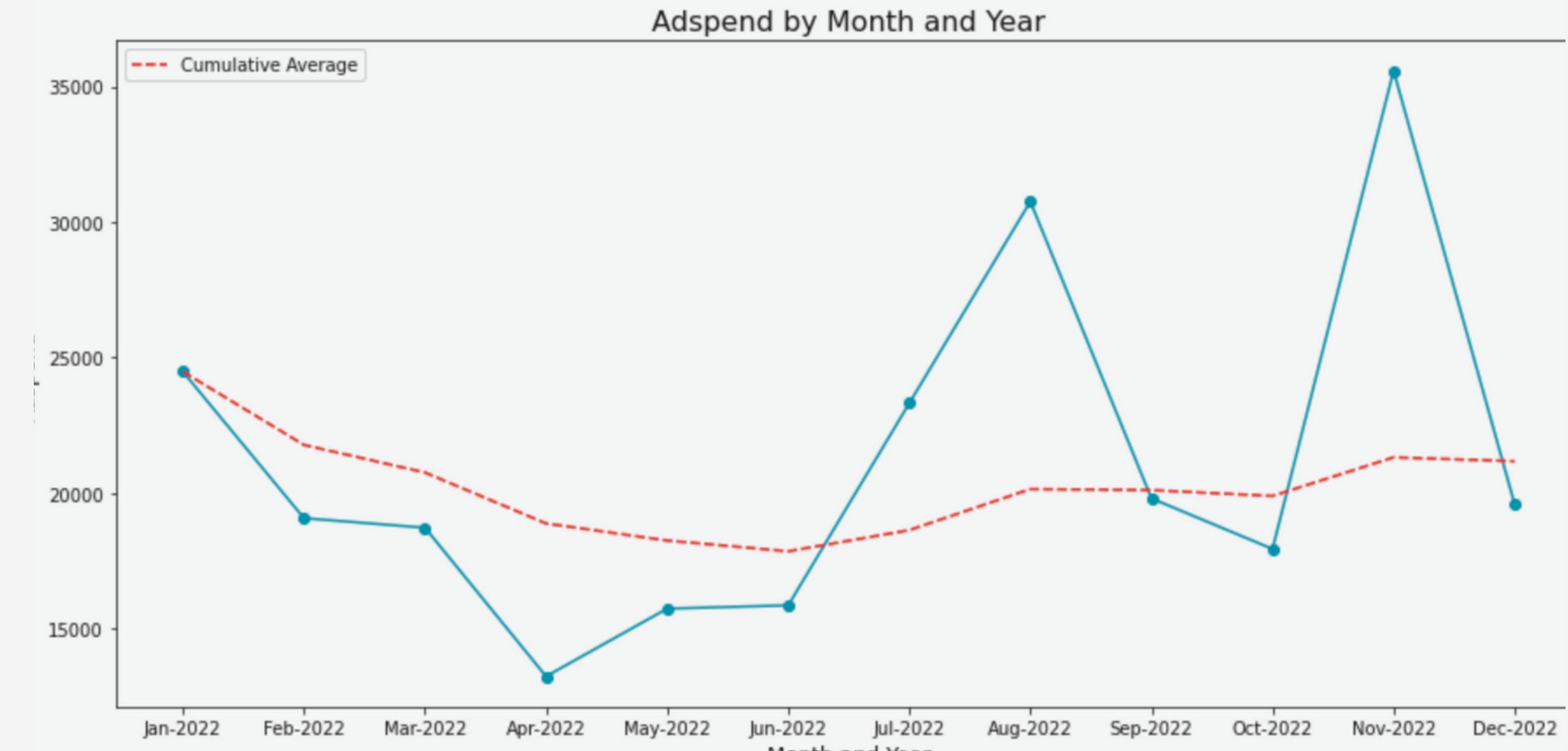


## Revenue

The presented chart depicts the monthly cumulative average of revenue, indicating a gradual upward trend. This suggests that the revenue growth rate is steady but slow. The unstable month-on-month revenue is the reason for the slow growth of the cumulative average revenue. I would advise that this growth rate may not be sufficient for a startup and that we should prioritize strategies to boost revenue growth. It is also important to consider additional metrics in conjunction with this trend to obtain a more comprehensive understanding of the business's growth rate.

# Trend Analysis

Per month



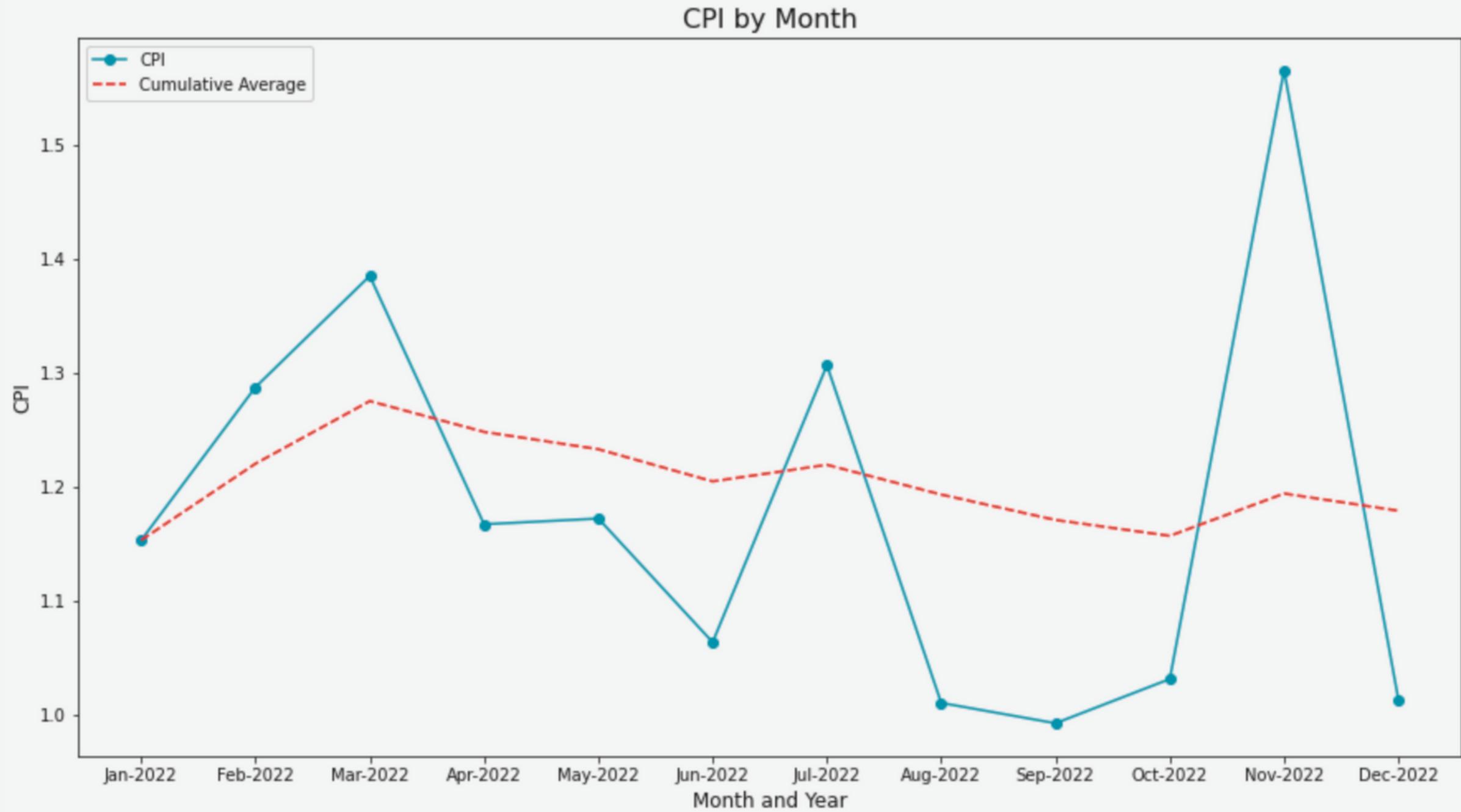
## Adspend

This chart shows the cumulative average of monthly adspend and indicates that the company has likely maintained a consistent ad budget over time, despite fluctuations in total monthly adspend.

Furthermore, there appears to be a strong correlation between the adspend and revenue. This suggests that all other things being equal and with other factors constant, increasing the adspend is likely to result in an increase in revenue.

# Trend Analysis

Per month

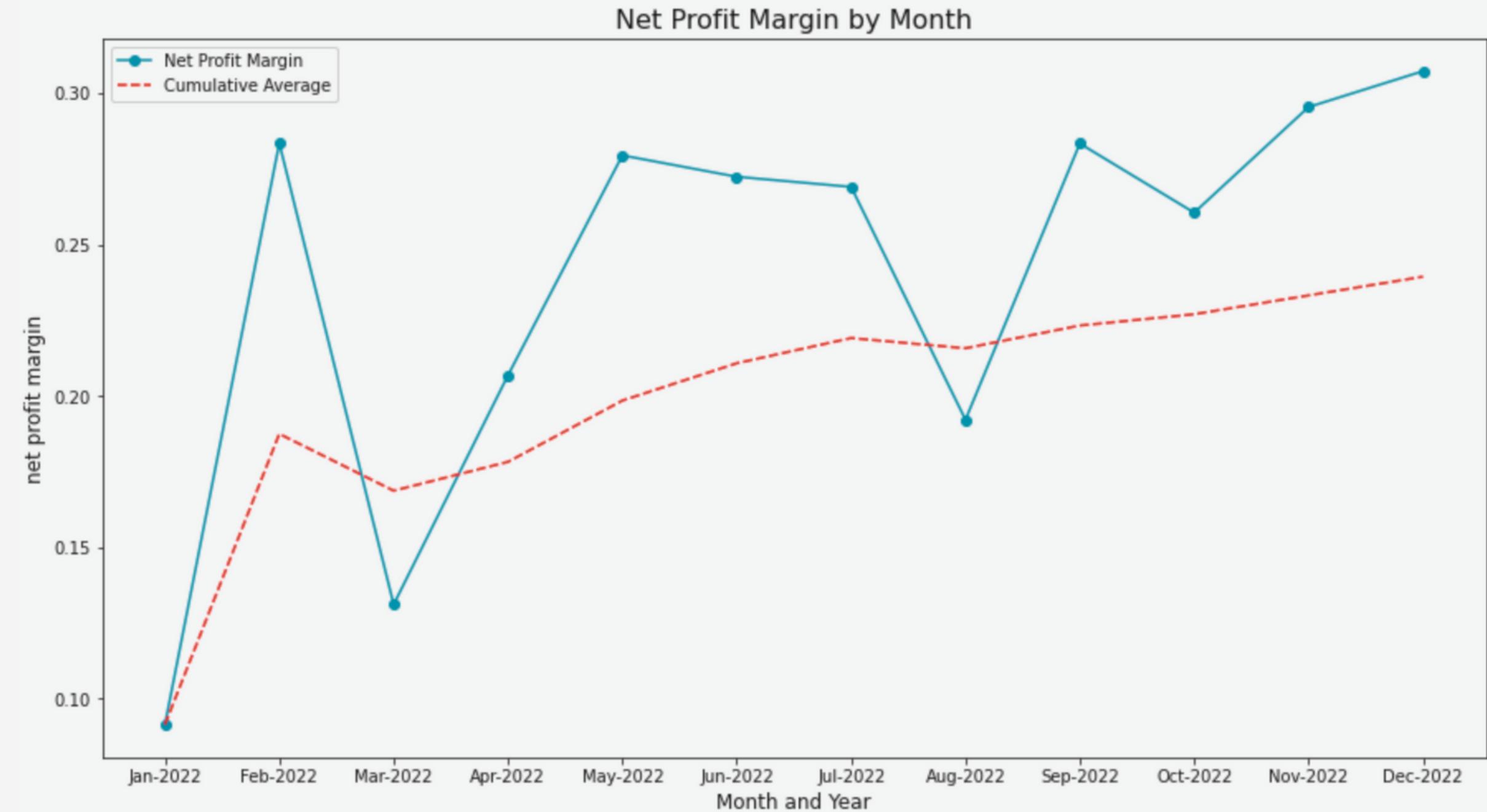


## Cost Per Install (CPI)

It can be observed that there is a downward trend in the cumulative average of cost per install over the course of the year. This downward trend suggests that the company has been able to reduce the cost of acquiring new users over time. This also indicates that the company's marketing campaigns may have become more effective in targeting potential users, or the cost of advertising has decreased.

# Trend Analysis

Per month



## Net Profit Margin

The Cumulative average net profit margin is a measure of profitability that indicates how much profit a company earns for every dollar of revenue it generates.

The chart shows a consistent upward trend and the cumulative average net profit margin is increasing month on month as well, this means that the company is becoming more profitable over time.

An increasing cumulative average net profit margin is a positive sign for a company, as it indicates that the company is becoming more efficient and profitable over time.

# Financial Standing



**\$418,845**

**Total Revenue**

(+1.47% Avg Monthly Growth)

The revenue growth rate of 1.47% per month suggests a relatively slow and steady increase in revenue over time. This may be considered relatively low for a startup looking for rapid growth.

**\$254,075**

**Advert spending**

(+4.9% Avg Monthly Growth)

The company has been consistently increasing its monthly spending on advertising by an average of 4.9%. This suggests that the company is allocating more resources towards advertising efforts and the result has been impressive.

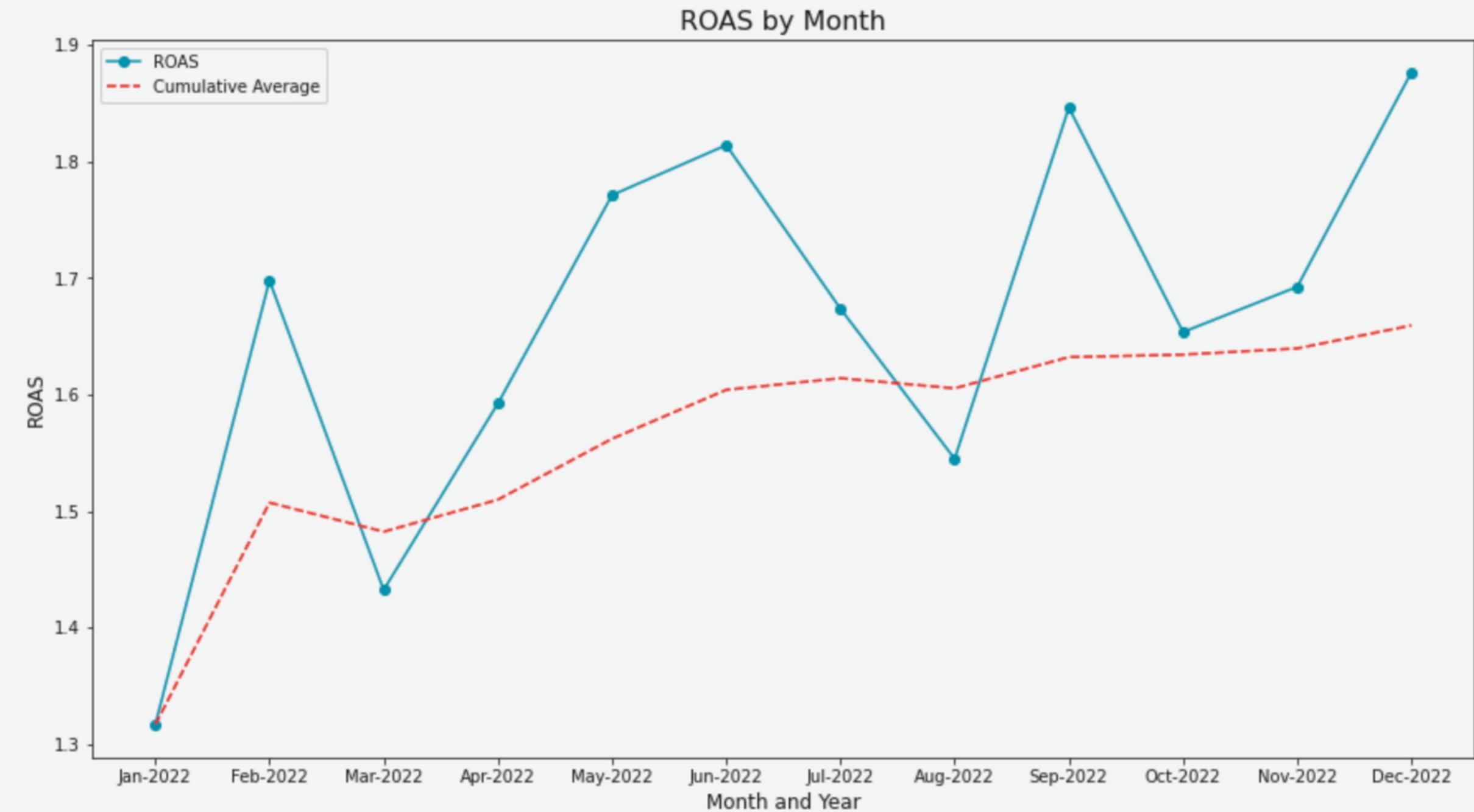
**\$62,320**

**Payouts**

(+1.71% Avg Monthly Growth)

This suggests that the company is experiencing steady and consistent growth in payouts but there's nothing to worry about because the cost per install is decreasing.

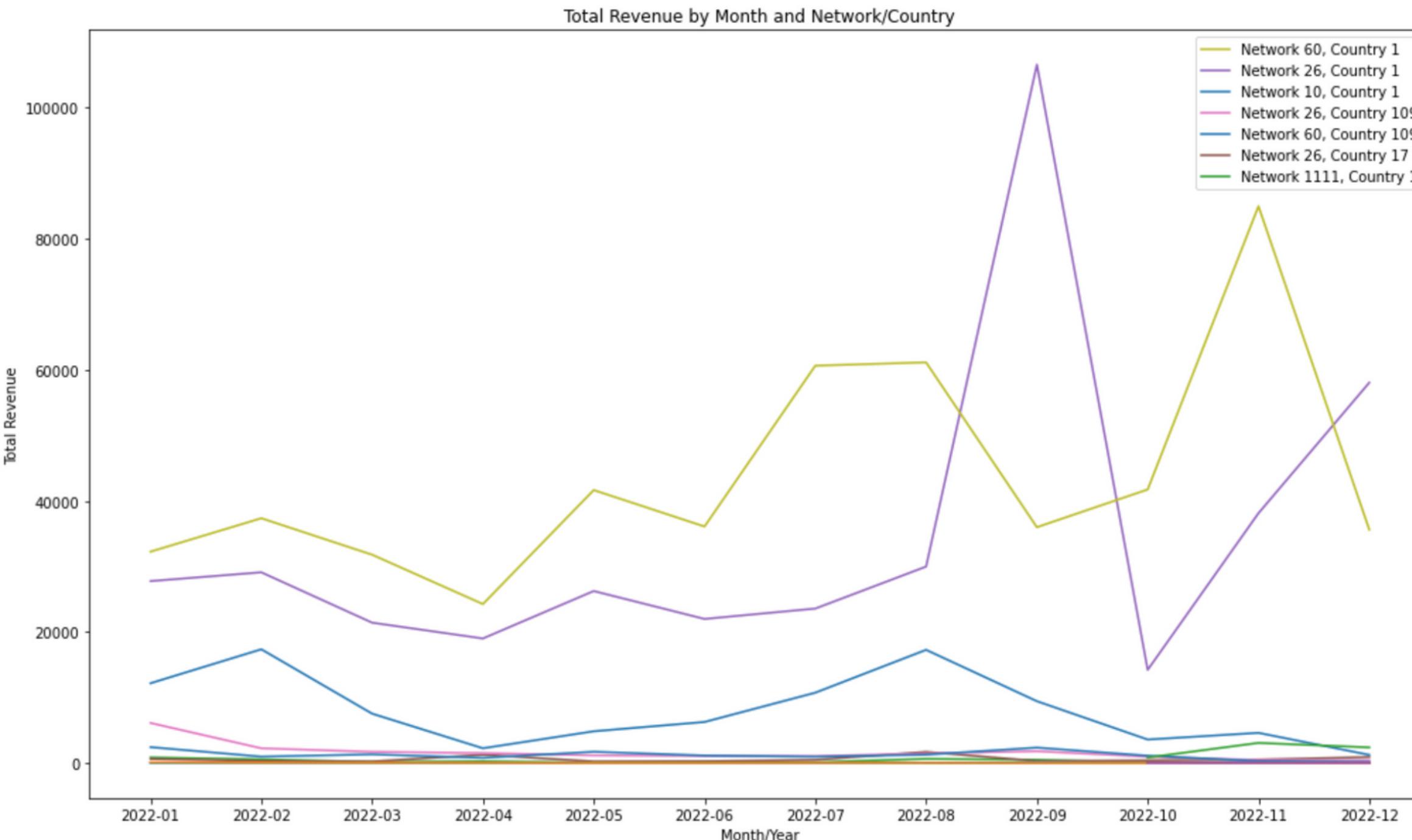
# Marketing Efficiency



## Return on Advertising Spend (ROAS)

ROAS (Return on Advertising Spend) is a metric that measures the revenue generated for every dollar spent on advertising. An increase in the cumulative average of ROAS month on month basis means that the revenue generated per dollar spent on advertising has been increasing over time. An increase in the cumulative average of ROAS is a positive sign for the effectiveness of advertising efforts, as it indicates that more revenue is being generated for every dollar spent on advertising, this shows the current advertising effort is yielding positive results

# Recommendations



## Focus on top revenue-generating network and countries

By analyzing the chart that shows the top channels and countries where most of the revenue is coming from, the company can identify opportunities to further capitalize on these areas. This can include allocating more resources towards marketing and sales efforts in these networks and countries, and developing targeted promotional campaigns to attract more customers from these areas.

## Data-Driven approach to determining advert spend

I have developed and deployed a machine-learning model to estimate the revenue that will be generated based on the ad spend, country, network on month of the year, this will provide insights into potential revenue before money is spent on ads



# Conclusion



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## Good financial position but there is room for improvement

In conclusion, the company is currently in a good financial position, as evident from the data presented. However, to sustain and further accelerate our growth, we need to explore new opportunities and markets. By investing in data-driven marketing approaches, expanding our customer base, and continuously optimizing our operations, we can capitalize on potential growth areas and drive our company toward even greater success.