



### Dashboard Explanation/ Reporting.

This dashboard presents a financial performance overview of Blue Tokai for the year 2024, highlighting revenue, profitability, customer growth, and key unit-economics metrics.

#### Revenue & Profitability:

The business generated **₹46.46M in revenue** with a **weekly profit total of ₹30.13M**, indicating strong operational efficiency. Profit consistently increased each quarter, showing healthy business growth throughout the year.

#### Customer Metrics:

The company recorded **956K total customers** in 2024. Tracking customer growth alongside CAC helps understand acquisition efficiency and marketing ROI.

#### Cost Distribution:

The dashboard compares **marketing spend (₹9M)** and **operating expenses (₹16.33M)**. These figures are essential for calculating net profit, profit margin, and evaluating resource allocation.

#### Quarterly Profit Trend:

Profit increased every quarter, reflecting better customer engagement, stronger sales cycles, or optimized cost management.

#### Customer Acquisition Cost (CAC):

The *Average Weekly CAC* visualization shows a **declining trend**, which indicates improved marketing efficiency—acquiring customers at lower cost over time.

#### LTV vs CAC:

Weekly LTV remains consistently above CAC, which signals strong unit economics and profitable customer acquisition.

## **About the Author**

**Kanishka Rana**

Data Analyst (Excel | SQL | Python | Power BI)

**Portfolio:** [kanishkakumari.my.canva.site/dataanalyst2025](https://kanishkakumari.my.canva.site/dataanalyst2025)