**Business request**

Subject: **Request for Customer Acquisition Cost (CAC) Analysis**

Dear Pio Kerich,

I hope this message finds you well. I am reaching out to request an analysis of our Customer Acquisition Cost (CAC) to gain insights into the efficiency and effectiveness of our marketing efforts.

As you are aware, CAC is a pivotal metric that measures the average cost incurred by our company to acquire a single customer. Understanding and optimizing this cost metric are vital for us to streamline our marketing strategies, allocate resources efficiently, and enhance our Return on Investment (ROI).

The dataset at our disposal contains the following essential columns:

* Customer\_ID: Unique identifiers for our customers.
* Marketing\_Channel: The specific channel through which customers were acquired (e.g., Email Marketing, Online Ads, Social Media).
* Marketing\_Spend: The total expenditure on marketing for each distinct channel.
* New\_Customers: The quantity of new customers acquired through each marketing channel.

Your task will involve:

1. Deriving CAC values for each marketing channel within our dataset.
2. Creating data visualizations that illustrate CAC metrics per marketing channel.
3. Identifying the most cost-effective marketing channel(s) for customer acquisition purposes.
4. Providing comprehensive insights and actionable recommendations aimed at optimizing our marketing strategies based on the CAC analysis.

Your expertise in conducting this analysis and generating insights will greatly assist us in making informed decisions to refine our marketing approaches, allocate resources effectively, and enhance our customer acquisition processes.

We highly value your expertise in this field and eagerly await the valuable insights and recommendations that your analysis will uncover.