

Acquisition Analytics

Dashboard

Full Insights 2023 - 2024

Acquisition Channels

Mail

Online

Partner

Year

2023

2024

Total Accounts

600

Total Revenue

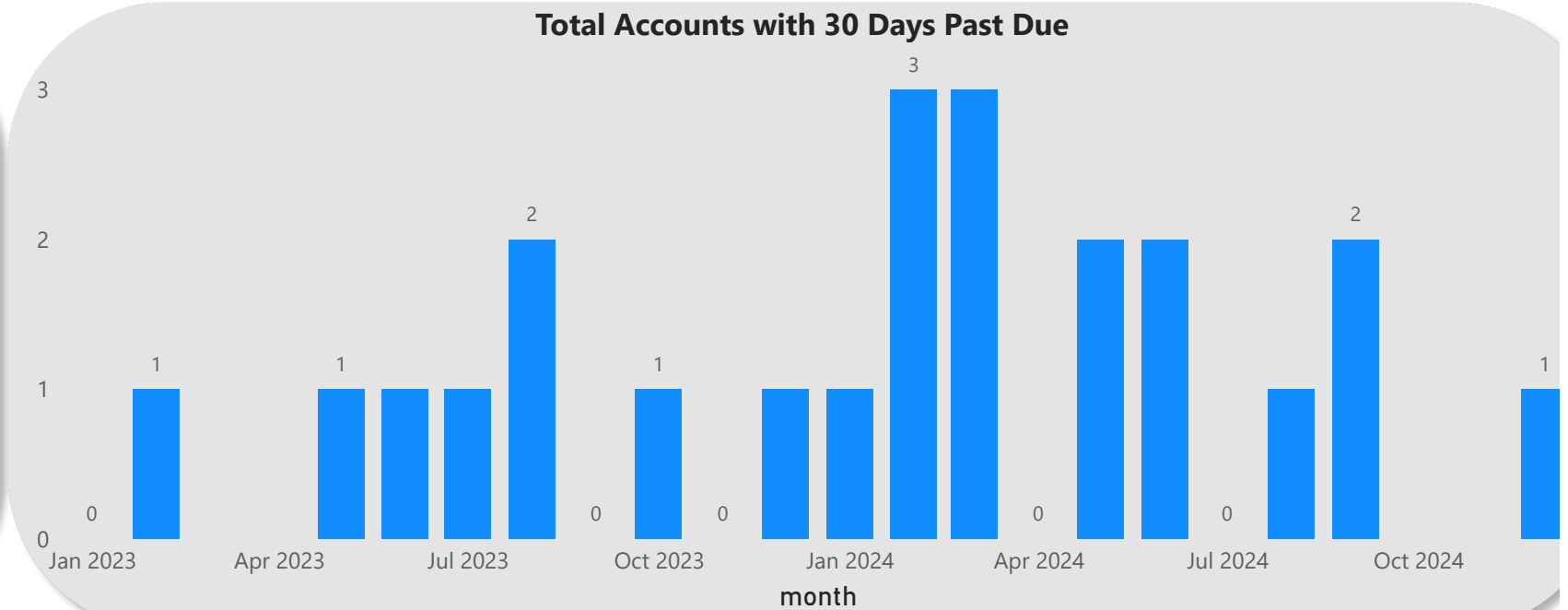
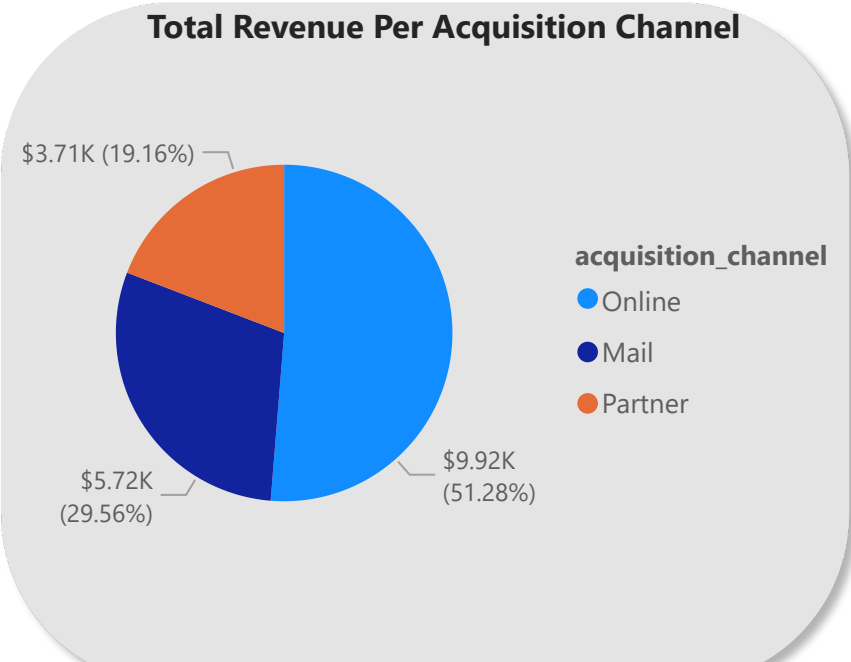
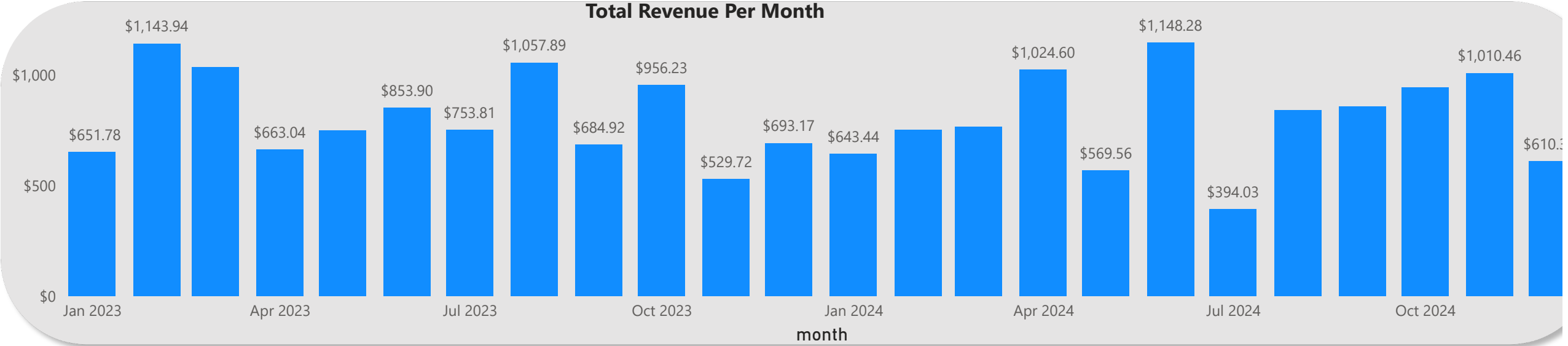
\$19,343.32

Total Net Income

(\$55,424.69)

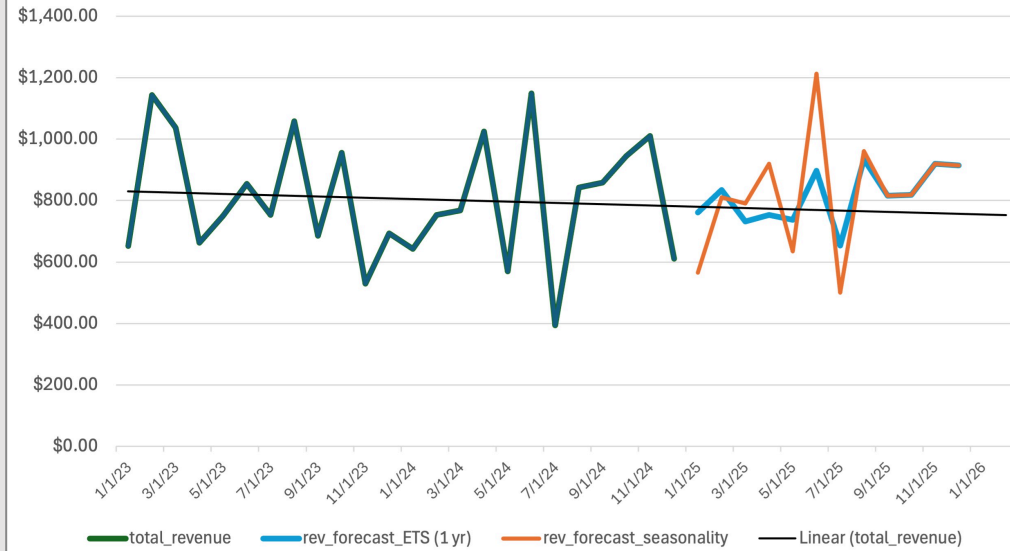
Total Acquisition Cost

\$72,290

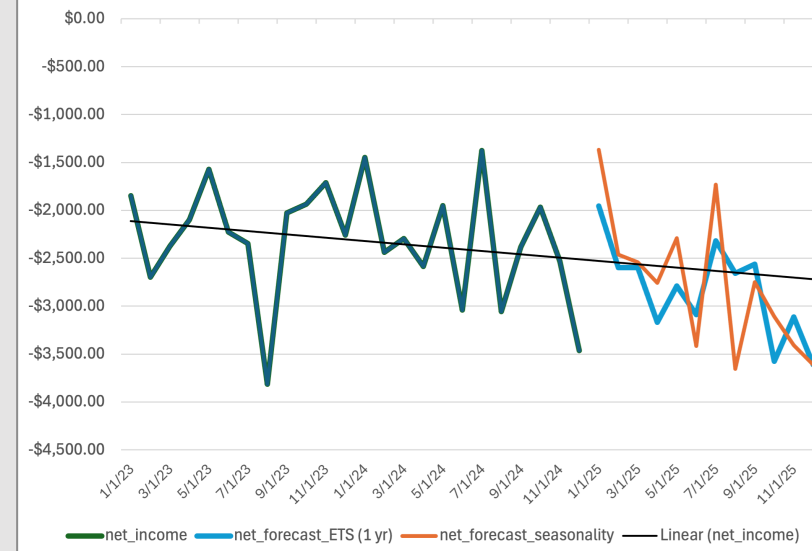


Acquisition Data ETS Model Forecast Analytics

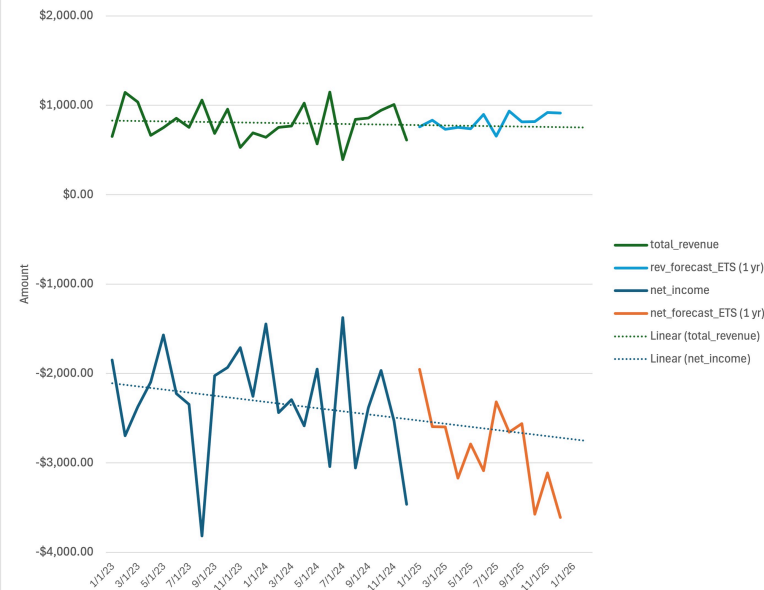
Revenue (Historical + ETS Forecast vs ETS Seasonality Forecast)



Net Income (Historical + ETS Forecast vs ETS Seasonality Forecast)



Revenue & Net Income (Historical + Forecasted)



Acquisition Data Summary

Dashboard

Full Report

acquisition_channel

▼

All

Year

▼

All

Month

▼

All

Total Revenue

\$19,343.32

Total Net Income

(\$55,424.69)

Total Acquisition Cost

\$72,290

Month	Year	acquisition_channel	Sum of Total_Revenue	Sum of total_chargeoffs	Sum of acquisition_costs	Sum of accounts	Sum of dpd_30	Sum of net_income	Sum of delinquency_rate
April	2023	Mail	\$166.48	0.00	\$520	4	0	(\$353.52)	0.00
April	2024	Mail	\$207.56	0.00	\$670	6	0	(\$462.44)	0.00
August	2023	Mail	\$385.58	974.04	\$1,320	11	1	(\$1,908.46)	0.09
August	2024	Mail	\$167.56	0.00	\$780	7	0	(\$612.4399999999999)	0.00
December	2023	Mail	\$256.82	0.00	\$750	6	0	(\$493.18)	0.00
December	2024	Mail	\$256.49	0.00	\$1,000	8	0	(\$743.51)	0.00
February	2023	Mail	\$283.37	0.00	\$1,310	10	0	(\$1,026.63)	0.00
February	2024	Mail	\$202.63	0.00	\$960	7	1	(\$757.37)	0.14
January	2023	Mail	\$134.60	0.00	\$520	4	0	(\$385.4)	0.00
January	2024	Mail	\$195.67	0.00	\$620	6	1	(\$424.33)	0.17
July	2023	Mail	\$269.87	0.00	\$1,070	8	1	(\$800.1300000000001)	0.13
July	2024	Mail	\$120.91	0.00	\$630	5	0	(\$509.09)	0.00
June	2023	Mail	\$401.51	0.00	\$1,570	12	0	(\$1,168.49)	0.00
June	2024	Mail	\$107.92	0.00	\$400	4	0	(\$292.08)	0.00
March	2023	Mail	\$292.07	0.00	\$1,010	8	0	(\$717.9300000000001)	0.00
March	2024	Mail	\$18.87	0.00	\$120	1	0	(\$101.13)	0.00
May	2023	Mail	\$300.13	0.00	\$960	7	0	(\$659.8700000000001)	0.00
May	2024	Mail	\$70.39	0.00	\$360	4	0	(\$289.61)	0.00
November	2023	Mail	\$266.07	0.00	\$890	8	0	(\$623.9300000000001)	0.00
November	2024	Mail	\$349.67	0.00	\$970	8	0	(\$620.33)	0.00
October	2023	Mail	\$215.48	0.00	\$370	3	0	(\$154.52)	0.00
October	2024	Mail	\$235.79	0.00	\$830	8	0	(\$594.21)	0.00
September	2023	Mail	\$316.95	0.00	\$1,320	10	0	(\$1,003.05)	0.00
September	2024	Mail	\$495.01	0.00	\$1,590	14	1	(\$1,094.99)	0.07
April	2023	Online	\$330.29	0.00	\$1,620	11	0	(\$1,289.71)	0.00
April	2024	Online	\$625.60	0.00	\$2,230	20	0	(\$1,604.4)	0.00
August	2023	Online	\$440.82	0.00	\$1,890	15	1	(\$1,449.18)	0.07
August	2024	Online	\$562.35	0.00	\$2,480	19	1	(\$1,917.65)	0.05
Total			\$19,343.32	2,478.01	\$72,290	600	23	(\$55,424.69)	2.74