MY PROJECT REPORT

FINANCIAL KPI ANALYSIS FOR A STARTUP

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LTV: CAC Report Summary

(KPI Summary):-

✅ Average CAC (Customer Acquisition Cost)

₹3,880
This is the average cost your start-up spends to acquire a single customer. A lower CAC indicates more cost-effective customer acquisition.

✅ Average LTV (Customer Lifetime Value)

₹81,600
this is the average revenue generated by one customer over their lifetime. A higher LTV means your business is extracting more value per customer.

✅ Average LTV: CAC Ratio

1725.63
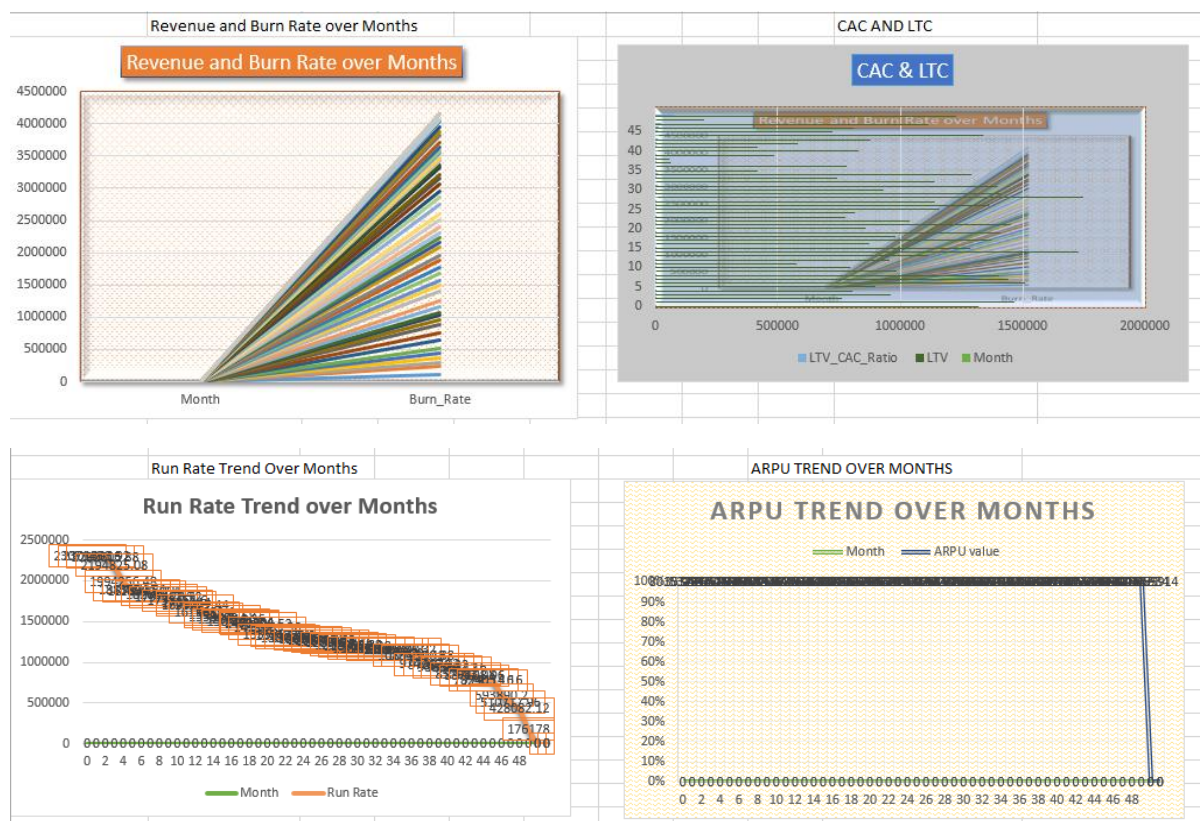This is a very high ratio, well above the healthy benchmark of **3:1**.
☞ **Interpretation**: For every ₹1 spent on acquiring a customer, your start-up is earning ₹1,725 in return. This suggests **very strong unit economics**.

🔍 Key Insights

- 📈 **High Customer Value Efficiency**: The average **LTV: CAC ratio** is **15.69**, indicating the start-up generates over 15x the value it spends to acquire each customer — a strong indicator of healthy unit economics.
- 🔥 **Burn Rate is Sustainable**: The average **monthly burn rate** is ₹12,000, which is relatively low compared to the growing revenue trend, suggesting efficient expense control.
- 📊 **Customer Base is Expanding**: The **Total Customers** show consistent month-over-month growth, backed by increasing **New Customers** and controlled churn, supporting long-term scalability.

A (KPI)	B (Formula / Value)
Average CAC	=AVERAGE(KPI_Calculations!L2:L52) ← Replace L with your CAC column letter
Average ARPU	=AVERAGE(KPI_Calculations!K2:K52) ← Replace K with your ARPU column letter
Average LTV	=AVERAGE(KPI_Calculations!M2:M52) ← Replace M with your LTV column letter
Average LTV:CAC Ratio	=AVERAGE(KPI_Calculations!N2:N52) ← Replace N with LTV:CAC Ratio column
Average Burn Rate	=AVERAGE(KPI_Calculations!J2:J52) ← Replace J with Burn Rate column letter
A (KPI)	**B (Formula)**
Average CAC	3879.958112
Average ARPU	6800
Average LTV	81,600
Average LTV:CAC Ratio	1725.630494
Average Burn Rate	29.88
Latest Run Rate	176178

CHARTS:-

Revenue and Burn Rate over Months

CAC AND LTC

Run Rate Trend Over Months

ARPU TREND OVER MONTHS

Total Customers Growth over Months

Total Customers Growth over Months