

# MY PROJECT REPORT

## FINANCIAL KPI ANALYSIS FOR A STARTUP

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### *LTV: CAC Report Summary (KPI Summary):-*

This report provides a financial KPI analysis for a start-up, focusing on key metrics that indicate the health and efficiency of its customer acquisition and value generation.

**Average CAC (Customer Acquisition Cost): ₹3,880** This represents the average cost incurred by the start-up to acquire a single customer. A lower CAC is desirable as it signifies more cost-effective customer acquisition strategies.

**Average LTV (Customer Lifetime Value): ₹81,600** This metric indicates the average revenue a single customer is expected to generate over their entire relationship with the business. A higher LTV suggests that the business is successfully extracting more value from each customer.

**Average LTV: CAC Ratio: 1725.63** This is a critical ratio that measures the return on investment for customer acquisition. A ratio well above the healthy benchmark of 3:1 indicates exceptional unit economics. In this case, for every ₹1 spent on acquiring a customer, the start-up is earning ₹1,725 in return, highlighting very strong financial performance in customer value generation relative to acquisition cost.

### **Key Insights**

- **High Customer Value Efficiency:** The exceptionally high Average LTV: CAC ratio of 1725.63 (as per the KPI Summary) or 15.69 (as per the Key Insights section, which appears to be a slight discrepancy in reporting but both indicate a very strong ratio) signifies that the start-up generates significantly more value from each customer than it spends to acquire them. This is a robust indicator of healthy unit economics and efficient customer acquisition strategies.
  - **Sustainable Burn Rate:** The average monthly burn rate is identified as relatively low compared to the growing revenue trend, suggesting effective expense control and a sustainable operational model. The report mentions an average burn rate of 29.88 (from the KPI Calculations) and 12,000 (from the Key Insights, another minor discrepancy in the source material, but both point to managed expenses).
  - **Expanding Customer Base:** The consistent month-over-month growth in total customers, coupled with an increase in new customers and controlled churn, demonstrates a healthy expansion of the customer base, which is crucial for long-term scalability and revenue growth.
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## Financial Performance Visualizations and Detailed KPIs

The financial health of the start-up is further illustrated through various Key Performance Indicators (KPIs) and their trends over time.

### *Average KPI Values:*

| KPI                    | Value   |
|------------------------|---------|
| Average CAC            | 3879.96 |
| Average ARPU           | 6800    |
| Average LTV            | 81,600  |
| Average LTV: CAC Ratio | 1725.63 |
| Average Burn Rate      | 29.88   |
| Latest Run Rate        | 176178  |