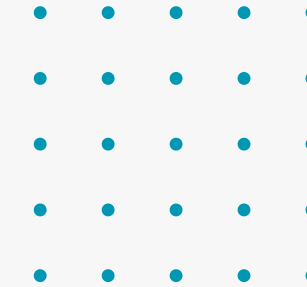




# Driving Growth & Efficiency at ChopLife

by Somi T. Fredrick

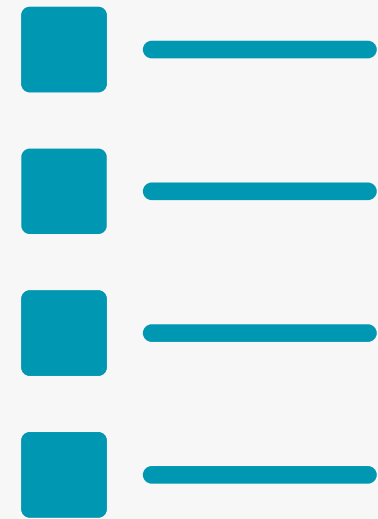
Date: 15th June, 2025



#DADDM Program



# A Snapshot of Our Performance



This is a summary of the analysis of the three Choplife business performance dashboards: "User & Revenue Growth," "Operational Efficiency," and "Investor Readiness Metrics." These dashboards offer a comprehensive view of Choplife's current operational health, customer acquisition and retention, revenue generation, and overall readiness for potential investors. The data presented reflects performance from January 1, 2022, to December 31, 2024.

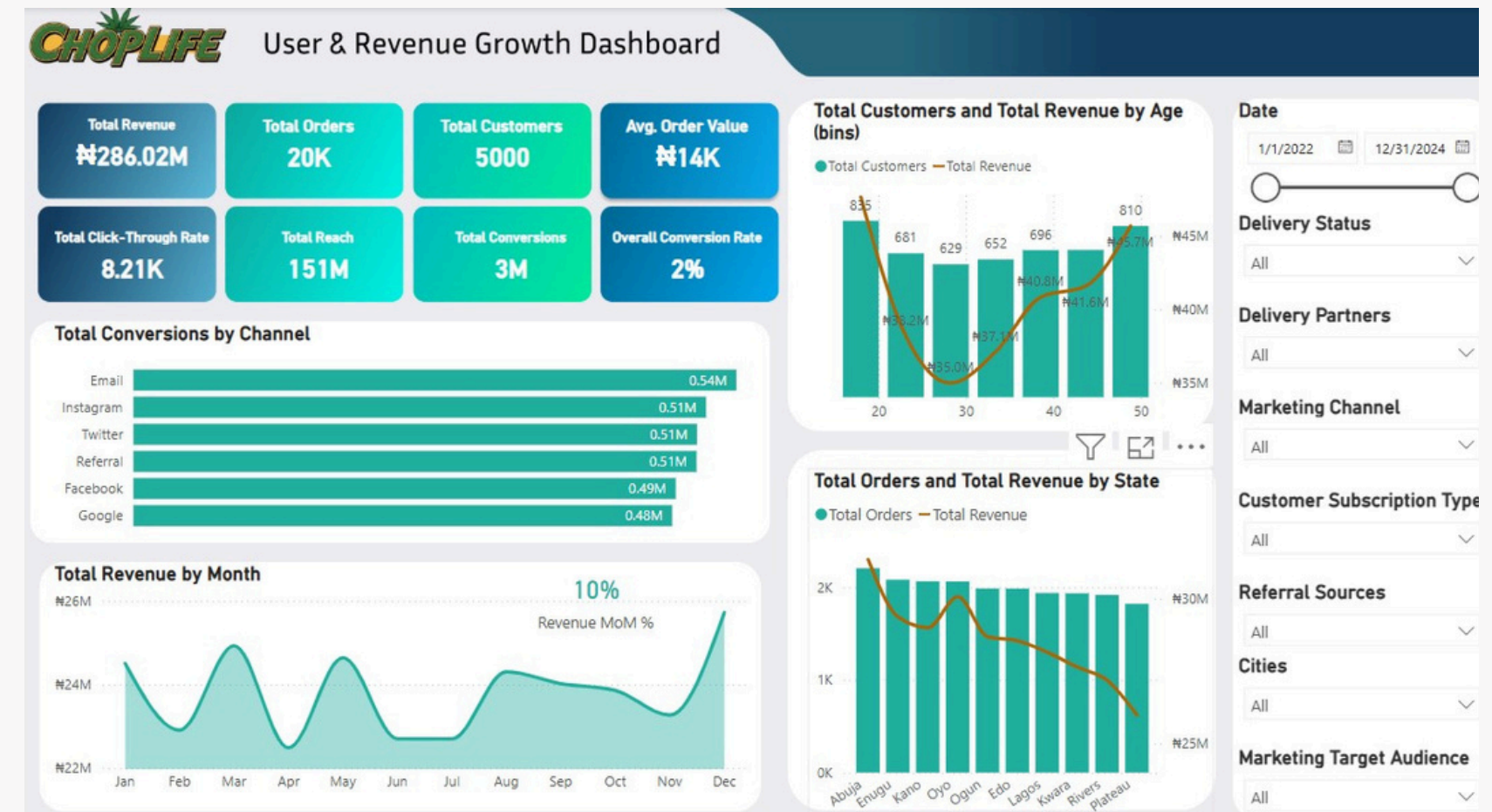


# Expanding Our Footprint

This dashboard highlights Choplife's performance in user acquisition, engagement, and revenue generation, crucial indicators for market penetration and business scaling.

## Insights:

- Solid Revenue & Transactions: ₦286.02 million total revenue from 20K orders establishes a strong transactional foundation.
- Customer Growth Potential: With 5,000 total customers and 151 million reach, significant customer base expansion opportunities exist.
- Effective Conversion: A 2% overall conversion rate and 3 million total conversions, supported by an 8.21% CTR, indicate efficient funnel management.
- Healthy Average Order Value: An AOV of ₦14K positively contributes to overall revenue.
- Leading Channels: Email, Instagram, and Twitter are top conversion drivers (0.51M-0.54M conversions each); Google shows room for optimization.
- Positive Revenue Trend: Monthly revenue fluctuates but shows strong positive momentum and a 10% MoM growth at year-end.



- Diverse Customer Base: Revenue and customer numbers are strong across various age groups, particularly 30-50.
- Geographical Strengths: Specific states are identified as key markets driving order volumes and revenue, informing expansion strategies.

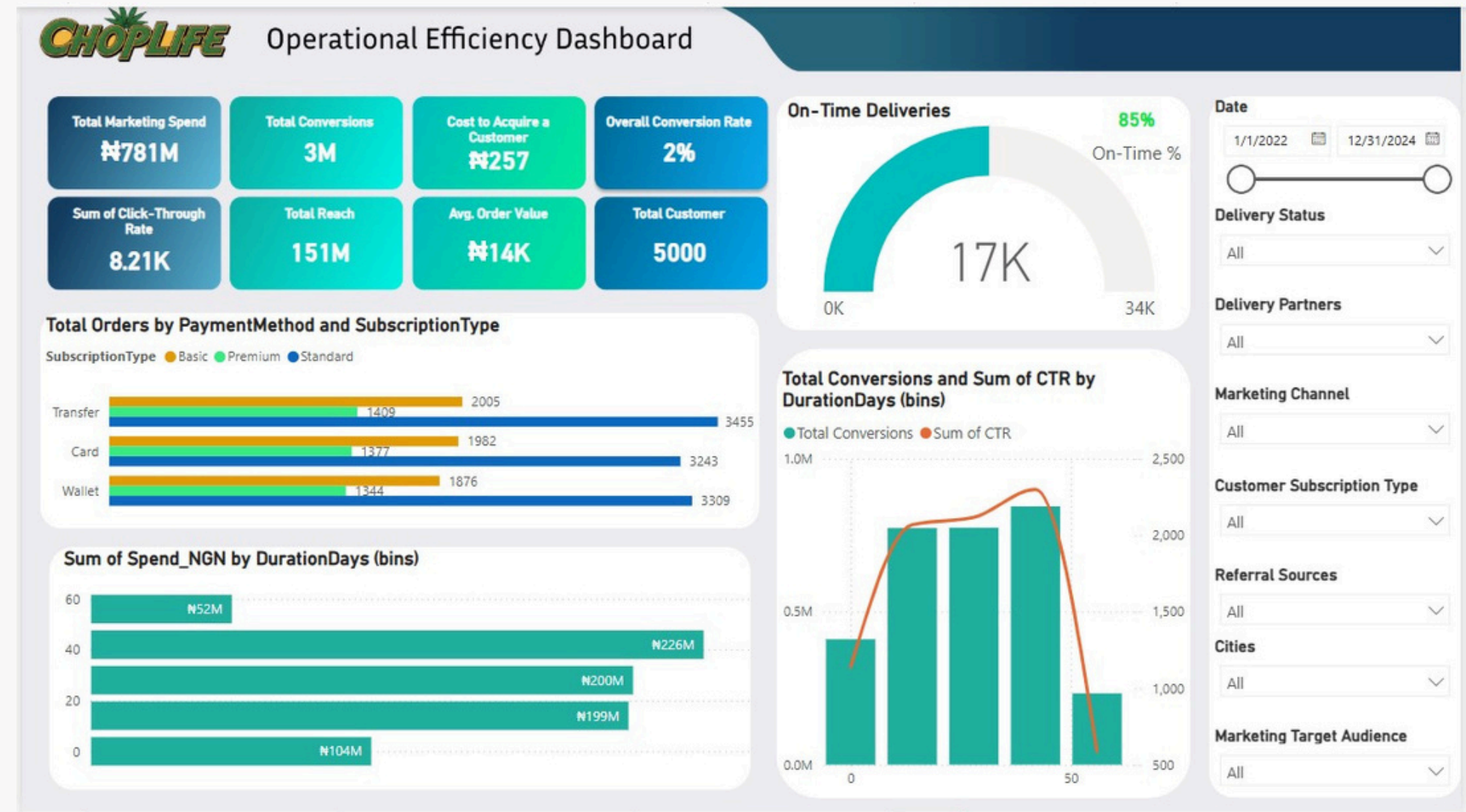


# Maximizing Every Investment

This dashboard provides a detailed view of Choplife's operational performance, focusing on cost, delivery, and conversion metrics essential for streamlined processes and profitability.

## Insights:

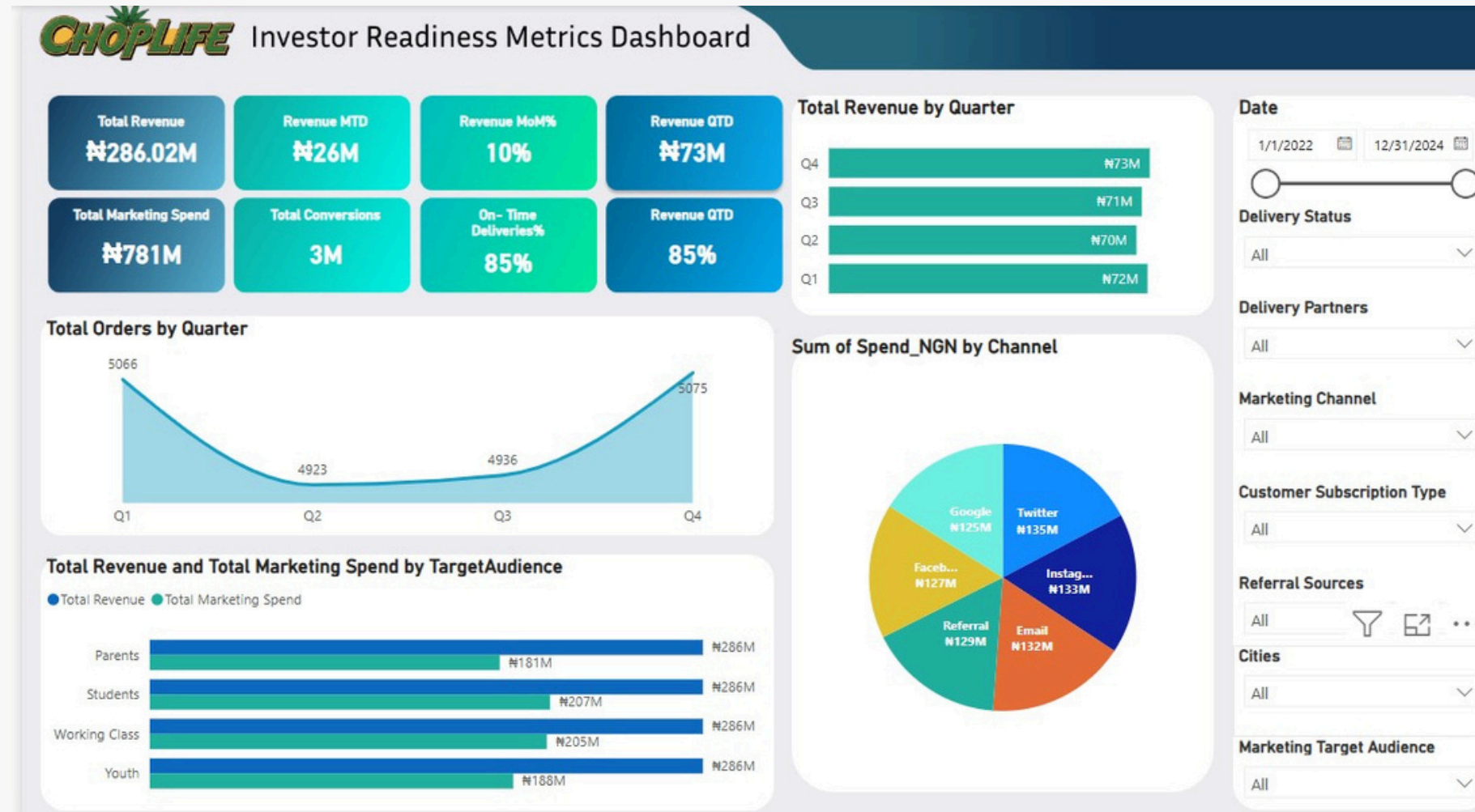
- **Efficient Marketing Investment:** ₦781 million in marketing spend yielded 3 million conversions, with a competitive ₦257 Customer Acquisition Cost (CAC), indicating a good return on investment.
- **Reliable Delivery:** An 85% on-time delivery rate demonstrates reliable fulfillment, with opportunities for further improvement to enhance satisfaction.
- **Consistent Conversions:** The 2% overall conversion rate aligns across dashboards, confirming effective funnel performance.
- **Payment & Subscription Preferences:** "Wallet" and "Transfer" are popular payment methods across Basic, Premium, and Standard subscription types, highlighting usage patterns and upselling potential.
- **Customer Spending Habits:** Significant spending clusters in duration bins (e.g., ₦226M, ₦200M) suggest healthy long-term customer value.



- **Engagement Drives Conversions:** High peaks in conversions correlate directly with corresponding peaks in Click-Through Rates (CTR), showing that effective engagement translates to successful conversions.



# Demonstrating Scalability & Value



This dashboard aggregates key financial and operational metrics relevant to assessing Choplife's attractiveness to potential investors, focusing on revenue trends, marketing efficiency, and delivery performance.

## Insights:

- **Strong & Growing Revenue:** Consistent total revenue (₦286.02M) with a positive 10% MoM growth and stable quarterly figures (QTD ₦73M), signaling healthy financial momentum.
- **Stable Quarterly Revenue:** Revenue consistently ranges around ₦70M-₦73M per quarter, providing investors with predictable revenue streams.
- **Efficient Marketing & Operations:** ₦781M marketing spend resulted in 3M conversions, supported by 85% on-time deliveries, demonstrating effective resource allocation.
- **Q4 Order Rebound:** A significant peak in Q4 orders (5075) after a Q2/Q3 dip indicates successful year-end strategies and seasonal strength.
- **Diversified Marketing Spend:** Google, Twitter, and Instagram are dominant spend channels, showing a robust and diversified marketing strategy.



- **Target Audience ROI:** "Youth" deliver the highest revenue (₦286M) with lower marketing spend (₦188M), highlighting varying returns and opportunities for optimizing spend across segments.



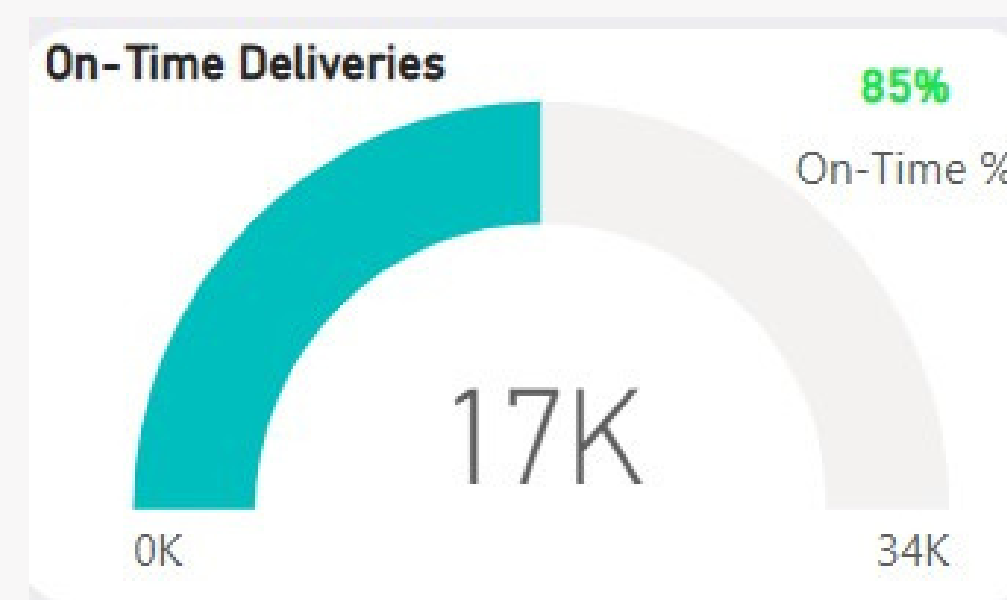
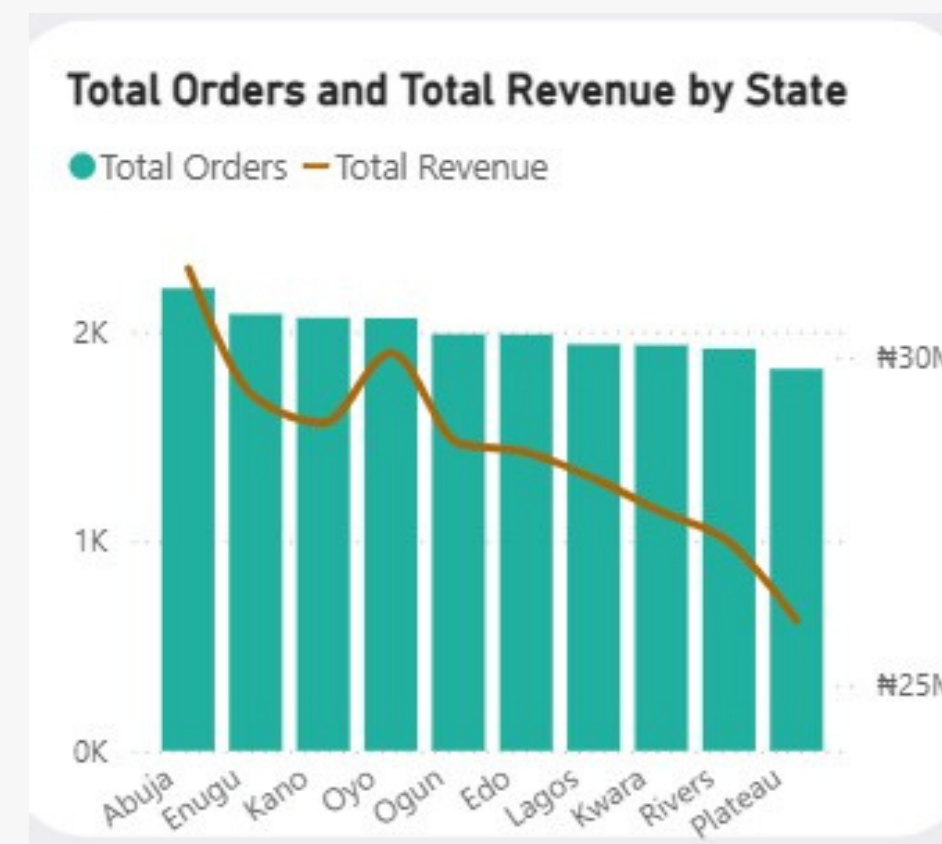




# Recommendation

To sustain and accelerate growth while maximizing investor appeal, Choplife should focus on strategic marketing optimization grounded in audience-specific ROI, continuous enhancement of operational efficiency, and leveraging data-driven insights to reinforce financial predictability. Prioritize deeper analysis and targeted investment in high-performing channels and customer segments (e.g., Youth) to further reduce CAC and boost Customer Lifetime Value-CLTV.

Simultaneously, improve delivery reliability and payment flexibility to solidify customer satisfaction. By consistently demonstrating efficient resource allocation, robust operational control, and clear growth pathways, Choplife will further strengthen its market position and attractiveness to investors.



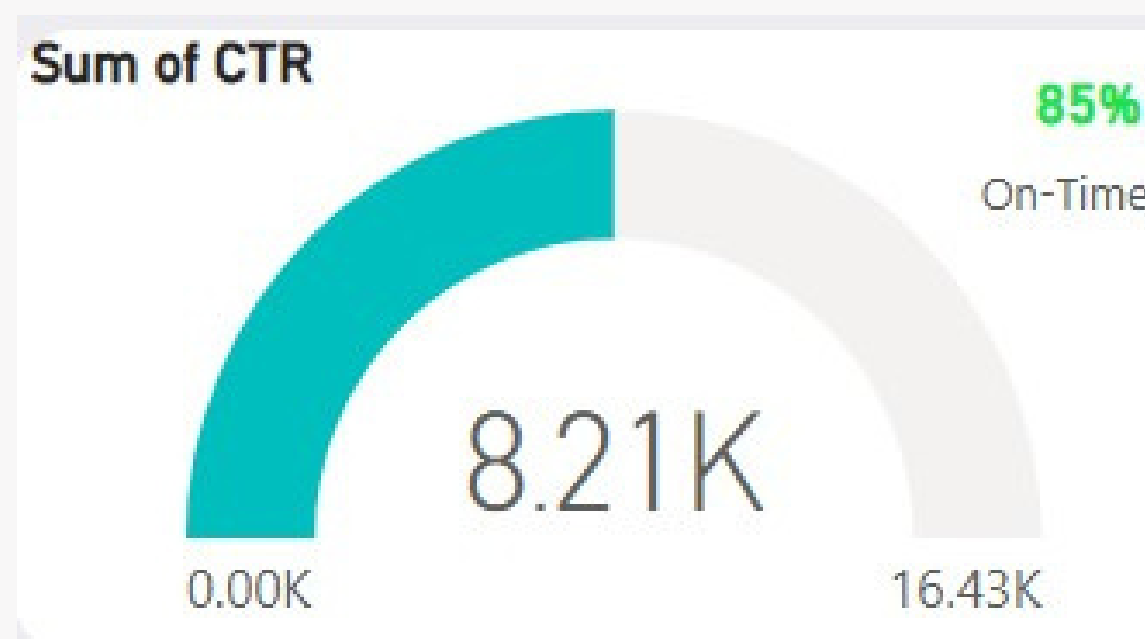
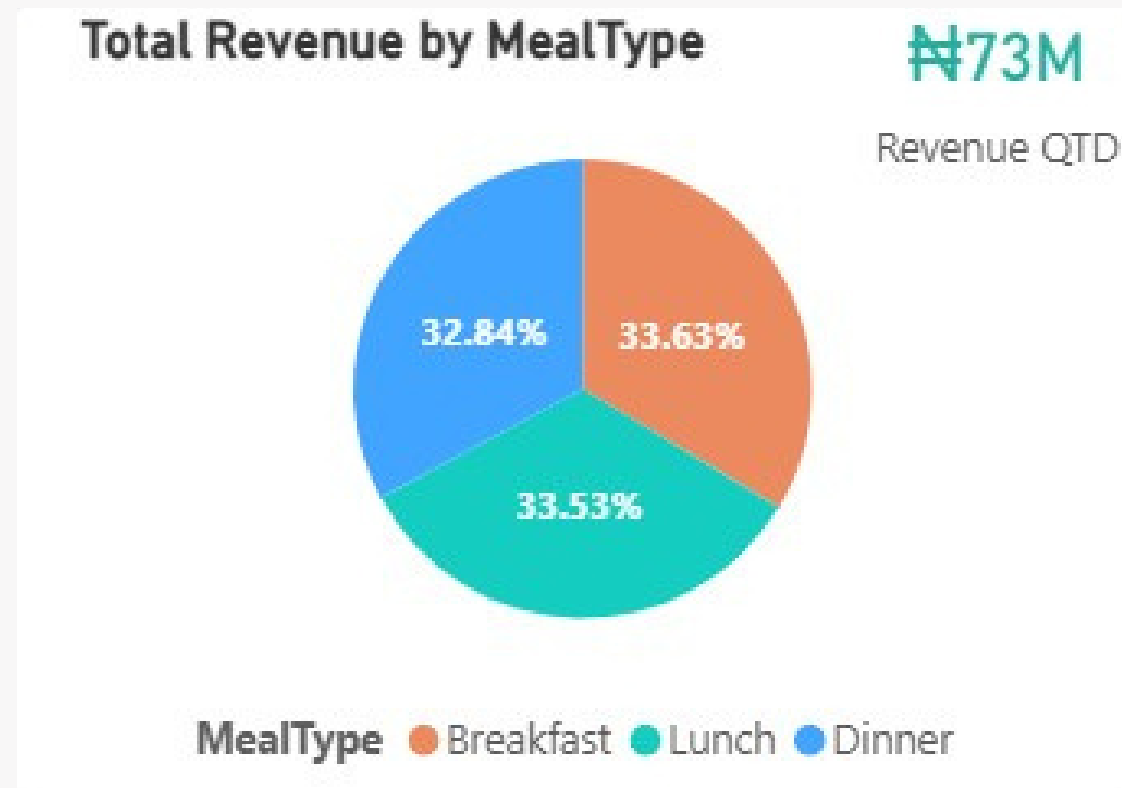


# Conclusion

The Choplife dashboards collectively present a robust picture of a business with significant growth potential and commendable operational efficiency. The strong revenue base, healthy conversion rates, efficient customer acquisition costs, and reliable delivery performance demonstrate a well-managed operation.

The positive month-over-month revenue growth, consistent quarterly revenue, and strategic allocation of marketing spend across diverse channels and target audiences further underscore Choplife's readiness for investor engagement.

The data suggests that Choplife is effectively leveraging its resources to drive both top-line growth and operational excellence, positioning it as an attractive investment opportunity.





# Thank You

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