

ABC LOAN COMPANY ANALYSIS



Total Amount
Budgeted (\$)



2.05M

Total Amount
Spent (\$)



2.16M

First Time Installs



892K

Total Signup



330K

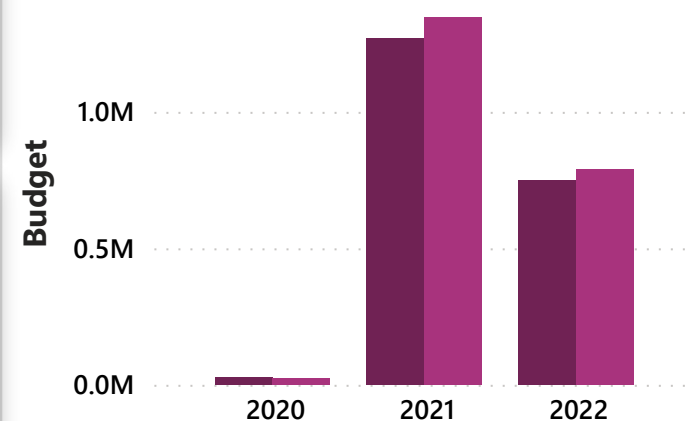
Total 1st Applied



209K

Budget Distribution by Year

● Total Amount Budgeted ... ● Total Amount ...



Total Granted Loans



64K

Budget by Installed (\$)

2.29

Average Lifetime Value

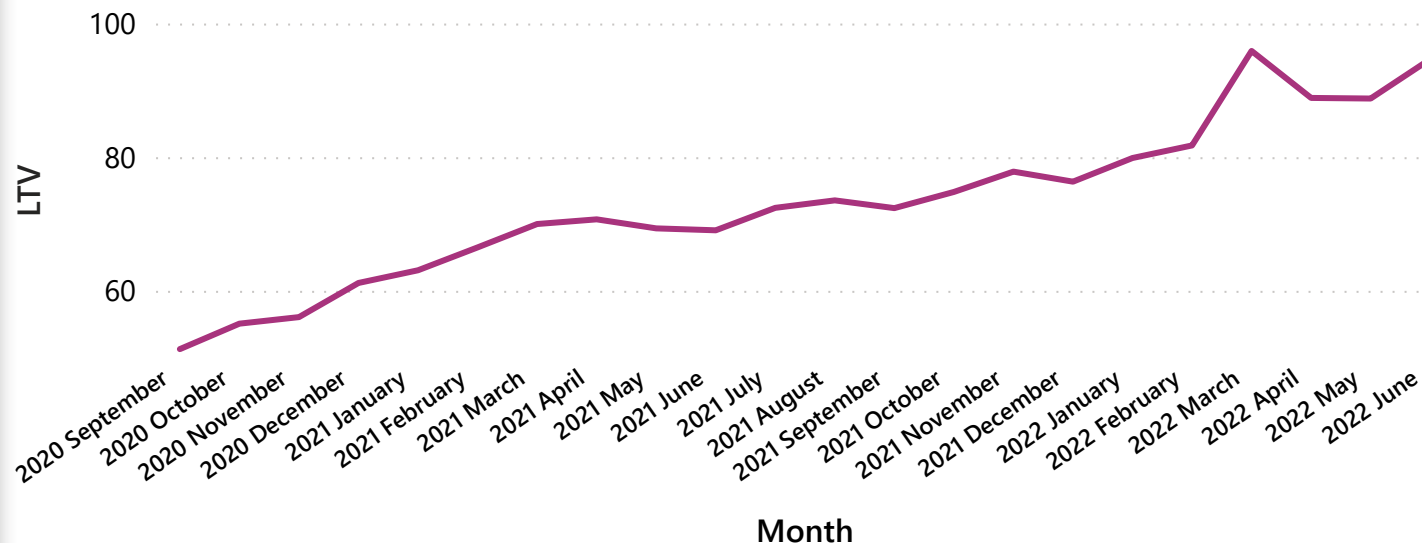


36.58

Installed by Granted

7.17

LTV by Month



Budget by Installed (%)	2.29
LTV by Budget (%)	0.08
Applied by Signup (%)	63.19
Signup by Installed (%)	37.01
Granted by Applied (%)	30.67
Granted by Installed (%)	7.17
LTV by Granted (%)	2.52
Balance (\$)	-114,680.00

Year

All



Platform

All



Month

All

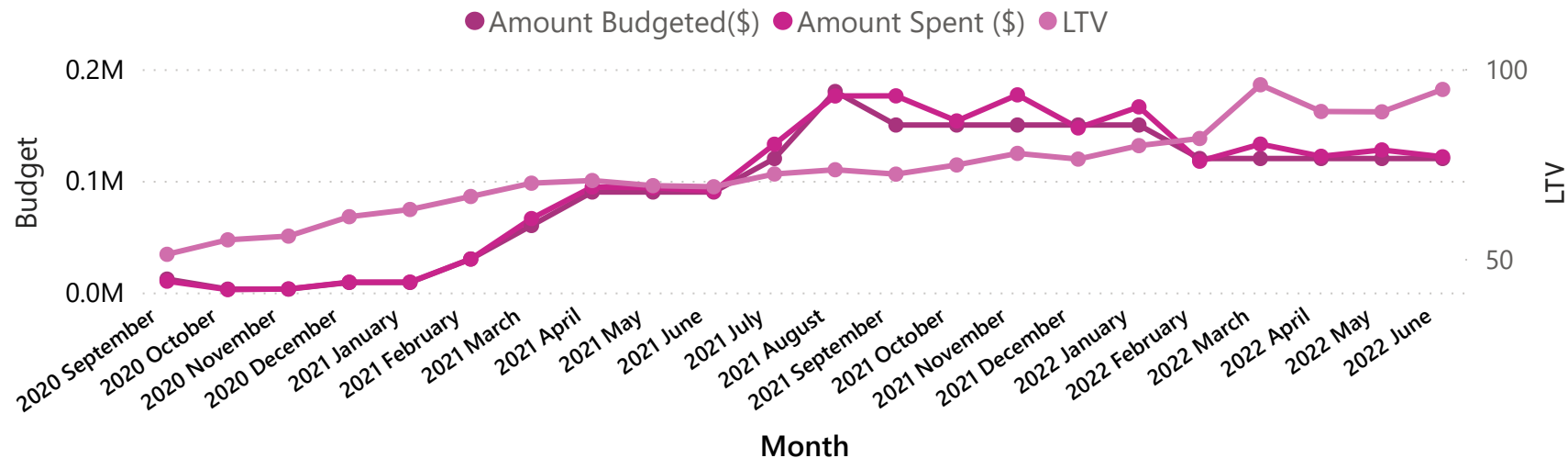




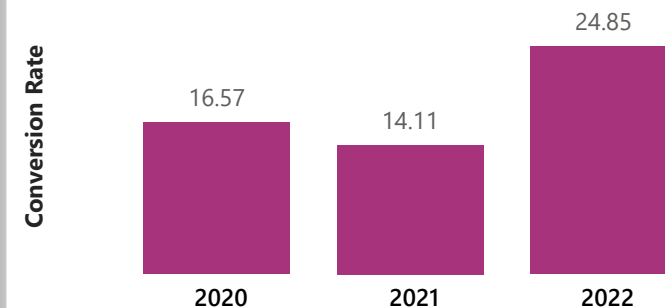
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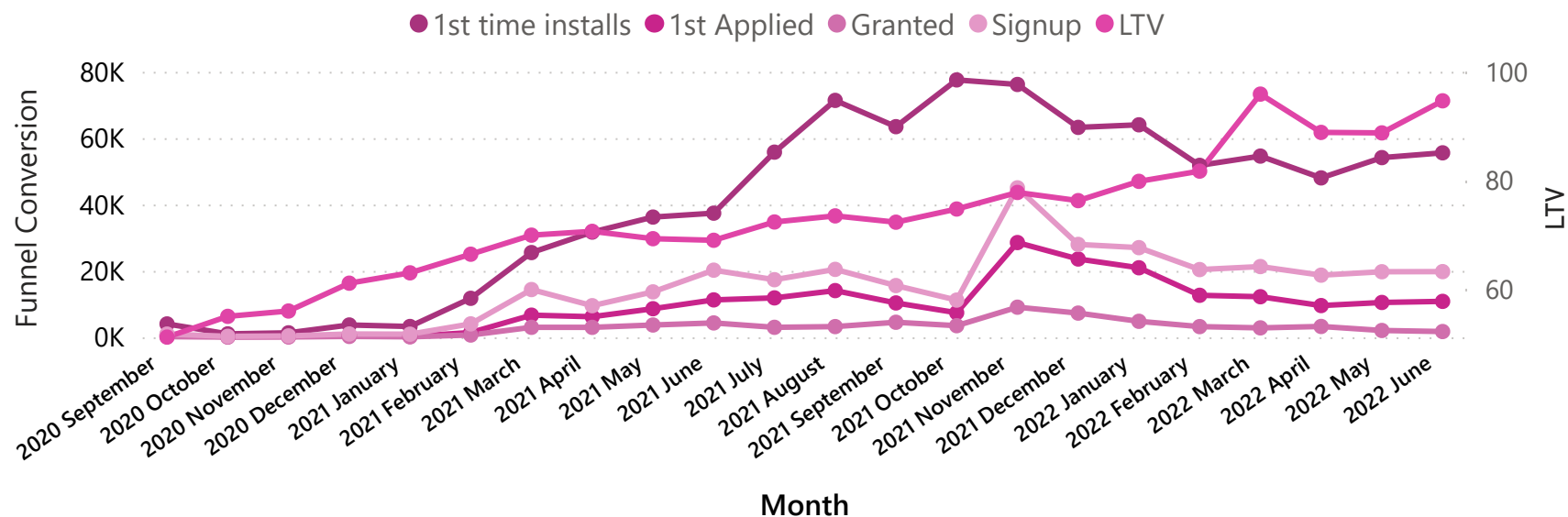
Budget and Budget Spent by Month



Conversion Rate by Year



Funnel Conversion by Month



INSIGHTS

The total amount spent is averagely greater than the total budget across the year. However, comparing the amount spent with the number of installations, sign-ups, loan applications and granted loans, the increase in the amount spent corresponds to increase in the variables.

There was a skyrocketing in the loan granted between year 2020 and year 2021. This can be attributed to about 5000% increase in the budget spent by ABC company between these years.

Though there is increase in the number of installs year 2021, the ratio of the loan granted to number of installations increased in 2022.



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Analysis Questions 2

1. Which channel are we overspending and underspending?
2. When did we overspend?
3. Which channel is performing better?
4. What is the funnel conversion for a given month on a platform? For example, step-by-step funnel conversion for December 2021, by channel.



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Analysis Answers 2

1. We overspent on Google Ads channel and underspent on Facebook.
2. We overspent on many occasions on the Google Ads channel starting from November 2020 to June 2022. For example in December 2020, we budgeted \$6,000 for Google Ads, but we spent \$6,630.
3. Google Ads performed better than Facebook in terms of funnel conversion rate from prospect who first installed the app to customers who were granted loans.



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Analysis Questions 3 & 4

1. Why do you think one channel performs better than the other one?
2. What could be the reason for CTR in an acquisition channel to drop?
3. What could be the reason for LTV in an acquisition channel to drop?
4. There are 2 product lines within ABC loan company: microloan & savings. App retention rate has dropped a lot recently. How would you investigate? Be sure to include all metrics and charts you will look at; and the questions you'd ask during your investigation.



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Analysis Answers 3 & 4

1. Even though we spent more on Google Ads, it was cheaper to acquire a single customer on Google Ads than Facebook. In terms of conversion rate from First Time Install to customers that were Granted Loans Facebook outperformed Google Ads.
2. There are many possible reasons why the CTR (click-through rate) in an acquisition channel might drop. This can happen:
 - if you have made changes to the ad copy or design.
 - if you have made changes to the targeting for your ads, it could be that you are now reaching a different audience who is less likely to click on your ads.
 - if you have made changes to the landing page that the ad leads to.
 - if there has been an increase in competition in the channel.
 - because CTR may be affected by seasonality, with some times of the year seeing higher or lower rates of engagement.
 - because of external factors, such as changes to the overall advertising environment or changes to the platform on which the ads are being served.
3. There are many possible reasons why the LTV (lifetime value) in an acquisition channel might drop. This can happen:
 - If changes were made to the product or service that you are offering.
 - If changes were made to the pricing of your product or service.
 - If changes were made to the customer journey, such as the checkout process or the onboarding experience.
 - If you have started to acquire customers who have different characteristics or needs than your previous customers.
 - If there has been a change in the competitive landscape.
 - There could be external factors, such as changes in the economy or changes in consumer behavior.
4. I would investigate an app retention rate that has dropped a lot recently by:
 1. Reviewing the retention data: I will look at the retention data over time to see if the drop is part of a trend or if it is a sudden, isolated event. I will also review other data, such as user behavior data and customer feedback, to see if there are any patterns or trends that might be contributing to the drop in retention.
 2. Checking the app analytics data: I will look at the analytics data for the app to see if there have been any recent changes in usage or retention. I will also compare the data to previous periods to see if the drop is significant.
 3. Reviewing app updates: There may be issues with the update that is causing users to stop using the app.
 4. Checking for changes in the competition: If the retention rate dropped around the same time as a new app was released in the same space, it could be that users are churning to the new app.
 5. Analyzing user behavior: Tools like heatmaps or user session recordings can be used to understand how users are interacting with the app. This can help identify any problems or areas of frustration that may be causing users to stop using the app.
 6. Reviewing metrics such as: customer retention rate, monthly recurring revenue, customer lifetime value, DAU to MAU rate, repeat purchase rate, expansion MRR, customer satisfaction score, net promoter score, customer health score, and the revenue churn rate.

