**Task: Customer Acquisition Financial Plan & Dashboard**

**Task Type:** Financial Planning, Excel/XLOOKUP, and Dashboard Creation

**Background:** Company is preparing a digital marketing campaign to scale customer acquisition in the next quarter. As part of the Growth team, your task is to prepare a financial plan for acquiring 1,000 new paid customers.

The management has provided you with several data points. Your role is to perform the calculations, build a mini dashboard, and make a recommendation on the campaign's financial viability.

**Data Provided:**

|  |  |
| --- | --- |
| **Metric** | **Value** |
| Monthly Subscription Fee | £30 |
| Monthly Churn Rate | 20% |
| Gross Margin | 60% |
| Target Customers to Acquire | 1,000 |
| Expected Cost per Acquisition (CAC) | £330 |
| Projected Click-Through Rate (CTR) | 2% |
| Projected Conversion Rate (Click to Paid) | 5% |
| Estimated Cost per 1,000 Impressions (CPM) | £10 |

Additionally, you are provided with a **customer segment table** (to be used for XLOOKUP):

|  |  |  |
| --- | --- | --- |
| Segment | Bonus % on LTV | Description |
| Premium | 10% | High-value customers |
| Standard | 0% | Regular customers |
| Trial | -20% | Free trial conversions |

Each customer in the data sheet will have a "Segment" assigned. You will use **XLOOKUP** to adjust their LTV based on the segment bonus/malus.

**Task Instructions:**

**Calculate the following fields**

**1 - Average Customer Lifetime Value (LTV)**

**2 -** **Estimated Ad Budget (Based on CAC)**

**3 - Calculate Required Impressions and Ad Budget (Based on CPM)**

**Build a Mini Dashboard (Excel or Google Sheets)**

Your dashboard should include:

* Summary metrics: Base LTV, Adjusted LTV, CAC, Ad Budget (both methods)
* Visual elements (tables, charts, or graphs) to display:
  + LTV comparison across segments
  + Total budget required vs expected returns
  + Profit/Loss forecast
* XLOOKUP usage must be visible and functional

**Submission Requirements:**

* Submit your response in PDF and Excel/Google Sheets format.
* Show all calculations, formulas, and XLOOKUP usage.
* Include the dashboard as a separate tab or section.
* Clearly state your final recommendation with reasoning.