

Financial KPI Analysis for a Startup

Introduction:

This project focuses on analyzing key financial performance indicators (KPIs) for a startup. The goal is to monitor profitability, spending efficiency, and customer acquisition performance over time.

Abstract:

The dataset includes monthly revenue, expenses, marketing spend, and customer data. Key metrics such as Burn Rate, Customer Acquisition Cost (CAC), and Lifetime Value (LTV) were calculated to evaluate business sustainability. Visualizations highlight revenue trends and efficiency improvements.

Tools Used:

Microsoft Excel – for data preparation and KPI calculations

Tableau – for creating interactive dashboards and charts

Python (Pandas) – for data analysis and computation

Steps Involved in Building the Project:

1. Created an Excel dataset containing Revenue, Expenses, Marketing Spend, and Customers per month.
2. Computed Burn Rate, CAC, and LTV using basic formulas in Excel.
3. Imported data into Tableau to visualize financial trends.
4. Built KPI dashboard showing Revenue vs. Expenses and LTV:CAC ratio.
5. Interpreted key insights and summarized them in the final report.

Conclusion:

The analysis shows consistent revenue growth with controlled expenses. An LTV:CAC ratio greater than 3 indicates efficient marketing spend and a sustainable business model. The startup demonstrates positive financial health with potential for continued scalability.