

Case study – Performance

Marketing Analyst

An important part of Recharge.com's strategy concerns Customer Lifetime Value. The key goal here is to have a healthy return of investment. Now that you know what Recharge.com wants to achieve, you can use the supplied data set to generate insights and convert them into recommendations.

We would like you to work on the following 3 topics:

1. With June 2022 behind us, the Management team asks you for an analysis of the business performance>
 - a. How well did we do in the first half of 2022?
 - b. Did we encounter any issues?
 - c. Having only a limited dataset available, what other elements would you normally look into evaluating the performance?
2. The BI team is working to transition the way we look at our business from a profit per order to a CLV over CAC based approach:
 - a. Which approach/components should we use to determine CLV?
 - b. Which approach/components should we use to determine CAC?
 - c. How can we use these metrics to monitor the overall progression of CLV/CAC on a monthly basis?
 - d. Based on your definition and the provided dataset, please provide us with insights on CLV/CAC per product and market combination.
3. How would you use insights on CLV/CAC to steer on performance across our paid marketing activities?

We understand that you lack a lot of information and that this business is new to you. We are particularly interested in your way of thinking and the way you interpret things and make them "your own". Whenever there are any unclarities or questions, please don't hesitate to get in touch with us.

DEFINITIONS

CLV	Gross Profit over a specified lifetime of a customer
CAC	Cost of acquiring a new customer