



Prompt & Output

Prompt

Please use the Excel data set to answer the questions on the next slide.

Output

Please prepare a few slides to communicate answers however you prefer. Please also send the Excel file in which you did your work.

Questions

1. What is the lifetime value (in revenue) of the average PocketDerm patient?
2. Which group(s) of PocketDerm patients are the most valuable to us? Does acquisition channel matter? Does age matter? Does patient gender matter?
3. Is the free month program economically rational?
4. Assuming a 50% contribution margin per patient, how much should we be willing to pay to acquire different types of patients? E.G. How much should we be willing to pay for a 18-25 year old patient who finds us through YouTube? How much should we be willing to pay for a 13-18 year old patient who finds us organically on Reddit?