

Customer Acquisition Financial Plan & Dashboard

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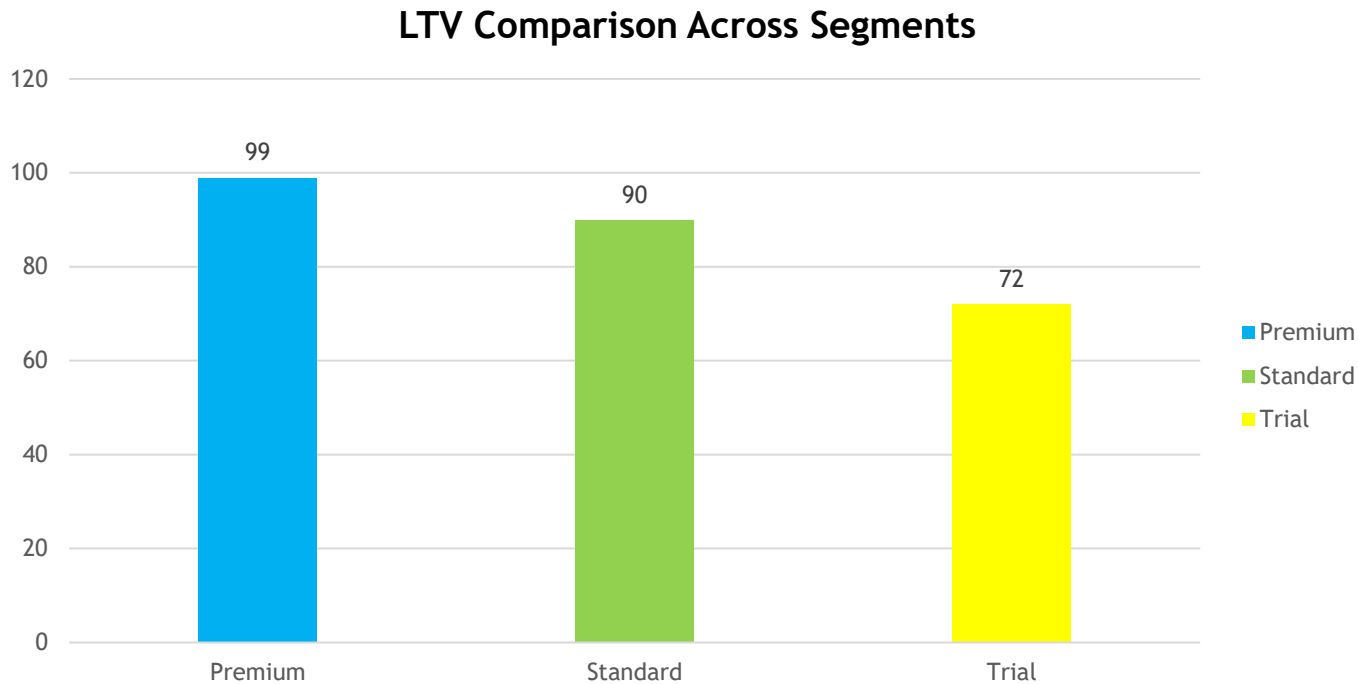
Project Objective

- ▶ Understand customer acquisition costs and revenue potential
- ▶ Identify key financial insights to optimize spending
- ▶ Develop a data-driven dashboard for strategic decision-making

Key Metrics Summary

- ▶ Average LTV (£): =AVERAGE(PivotTable[Adjusted LTV])
- ▶ Total CAC (£): =SUM(PivotTable[CAC])
- ▶ Ad Budget Used (£): =SUM(PivotTable[Cost])
- ▶ Total Profit (£): =SUM(PivotTable[Profit])

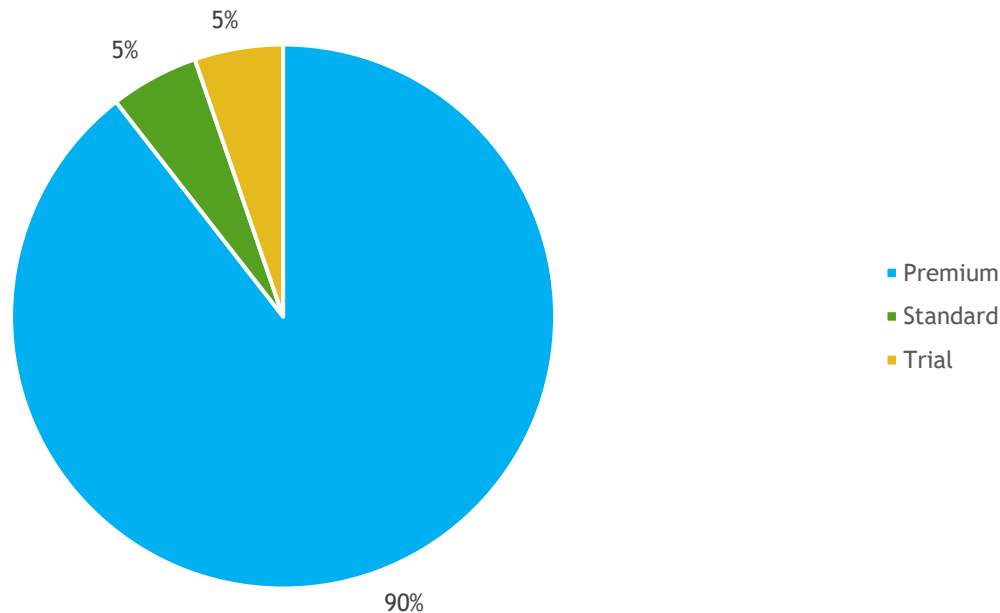
Customer Segment & Adjusted LTV



- Identifying high-value customer segments to optimize acquisition and retention strategies.

Cost Distribution by Category

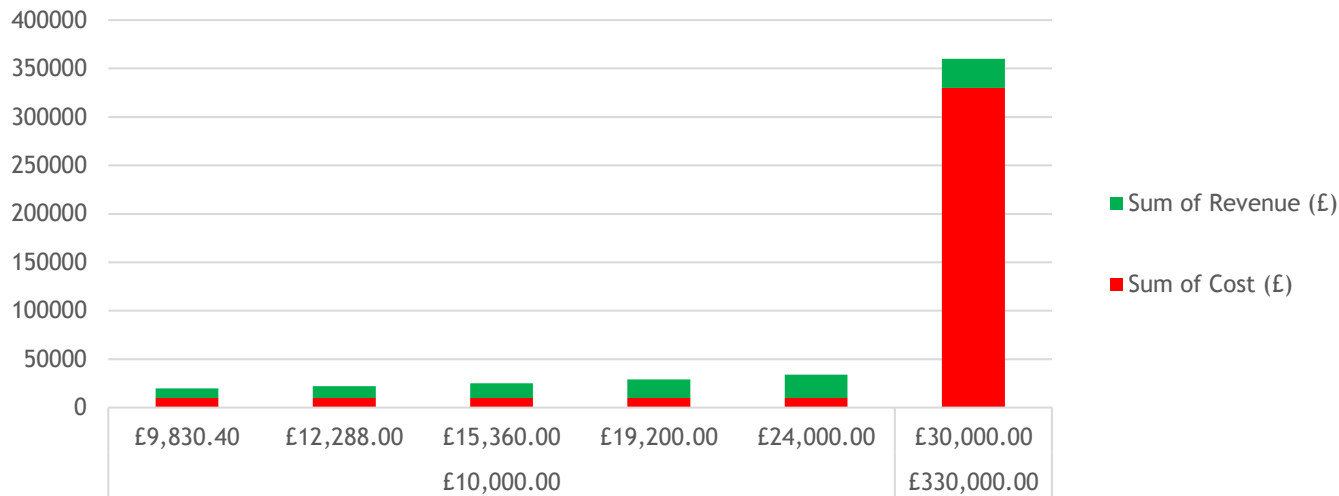
Cost Allocation by Customer Segment



- Understanding cost distribution across customer segments to optimize budget allocation.

Total Budget vs. Expected Returns

Budget vs Revenue Comparison



- Evaluating the profitability by comparing total investment with generated revenue to ensure sustainable growth.

Profit/Loss Forecast

Profit Trends Over Time



- ▶ Tracking profit trends over time to anticipate financial performance and guide strategic decision-making.

Interactive Dashboard Features

- ▶ Pivot Table for dynamic analysis
- ▶ Slicers for filtering by customer segment, cost category, etc.
- ▶ Automatically updating visualizations

Business Recommendations

- ▶ **Optimize CAC** by focusing on high-LTV segments
- ▶ **Reallocate budget** to the most profitable channels
- ▶ **Monitor trends** regularly to adapt marketing strategies
- ▶ **Maximize ROI** by refining cost distribution and targeting high-value customer segments for sustainable growth.

Conclusion & Next Steps

- ▶ Recap of key insights and findings
- ▶ Suggested actions to improve customer acquisition strategy
- ▶ Open for discussion and questions