# Course: Mission Control: Master Your Data, Metrics & Money

## Lesson 4: Building Your Sales & Revenue Dashboard

### 1. Core Concept & Learning Objective

**Core Concept (149 words):** Your "Marketing" dashboard (L3) tracks "leads." This "Sales" dashboard tracks "money." This is the "bottom-of-funnel" (BOFU) dashboard that answers: "How *much* money am I making, and *how* am I making it?" This dashboard moves *beyond* "Total Revenue" (a "vanity" metric) and tracks the *three* "profit" metrics that *drive* revenue: "Average Order Value (AOV)," "Customer Lifetime Value (LTV)," and "Sales by Source." This dashboard tells you *how* to make more money—not by "getting more traffic," but by "increasing your AOV" (from C5, L10) or "selling to 'existing' customers" (increasing LTV).

**Learning Objective:** By the end of this lesson, you will be able to **set up** a simple, "no-code" dashboard (using a simple spreadsheet or data tool) to **track** and **visualize** your "money-making" (Sales) metrics: Average Order Value (AOV), Customer Lifetime Value (LTV), and Sales by Source.

### 2. Interactive Content Activities

Activity 1: Case Study: "The 'AOV' vs. 'LTV' Business Models"

- **Type:** Case Study Analysis

- **Time:** 15 minutes

- **Instructions:**

  1. Read the two scenarios:

  2. **'Founder A' (The "AOV" Model):** Sells *one* $50 e-book. He uses "Order Bumps" (C5, L10) to get his "AOV" from $50 to $75. He focuses *all* his energy on "new" customers.

3. **'Founder B' (The "LTV" Model):** Sells the *same* $50 e-book. She *then* "ascends" (C5, L2) that *same* customer to her $500 "Flagship" course. Her "AOV" is $50, but her "LTV" (Customer Lifetime Value) is **$550**.

4. In the text box, answer: "Which founder has the 'smarter' (more profitable) business model, and *why*? What does 'LTV' tell you that 'AOV' doesn't?"

- **Expected Outcome:** An "a-ha" moment that "AOV" is about "the *first* sale," while "LTV" (the "Staircase" model) is about "the *entire* relationship."

## Activity 2: Strategic Exercise: "Calculating Your 'AOV'"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

  1. "AOV" (Average Order Value) is a "checkout" metric (C5, L10).

  2. *Formula:* "Total Revenue () / Total # of 'Orders' = AOV ()."

  3. Open the "AOV Calculator" (worksheet).

  4. *Your Task: Calculate the AOV.*

     - **Scenario 1:** You make **$1,000** from **100 orders** (of *one* e-book).

     - **Scenario 2:** You make **$1,000** from **100 orders**, but 50 of those orders *also* bought your "$10 'Order Bump'." (Total Revenue: $1,000 + (50 * $10) = $1,500).

  5. What is your "AOV" for "Scenario 1" and "Scenario 2"?

- **Expected Outcome:** You will understand "AOV." (Scenario 1 AOV: $10. Scenario 2 AOV: $15). You "grew" your business by 50% *without* finding "new" customers.

## Activity 3: Strategic Exercise: "Finding 'Sales by Source'"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

  1. This KPI answers: "Where are my *sales* coming from?" (Not just "traffic").

  2. *Formula:* "Total Sales from 'Source' $()/TotalSales()$ = % of Revenue."

3. *Your Task: Analyze the data.*

- **Total Sales:** $1,000

- Sales from "Instagram Traffic": $500 (50%)

- Sales from "Email List Traffic": $500 (50%)

4. *Now, look at your "Traffic" (L3):*

- "Instagram Traffic": 5,000 visitors

- "Email List Traffic": 500 visitors

5. Answer in the text box: "Which 'Source' ('Instagram' or 'Email') is 10x *more valuable* (i.e., has a 'higher conversion rate'), and where should you spend *all* your time?"

- **Expected Outcome:** The "a-ha" moment of "Sales by Source." "Instagram" (Traffic) is a "vanity" source, while the "Email List" (Sales) is the "profit" source.

### Activity 4: "My 'AOV' vs. 'LTV' Focus" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

  1. Go to the community discussion board.

  2. **Post:** "Right now, my business model (C5, L2) is 100% focused on [AOV or LTV]."

  3. *Example (Tripwire):* "I'm 100% focused on **AOV**. I need to master my 'Order Bumps' (C5, L10) on my *first* product before I build my 'Flagship' course."

  4. *Example (Staircase):* "I'm 100% focused on **LTV**. I have my 'Tripwire' and 'Flagship,' and my only goal is 'ascending' my 'Tripwire' buyers."

  5. Reply to one other student's post.

- **Expected Outcome:** Clarity on *which* "Sales" KPI (AOV or LTV) is your *current* "Mission-Critical" focus.

## 3. Assignment & Project Milestone

Assignment: My "Sales & Revenue" Dashboard v1.0 (Component 4 of Final Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A "share" link to your "Sales & Revenue" Dashboard (e.g., your Google Sheet, or a "read-only" link to your "no-code" dashboard).

- **Description:** This is the second "page" of your "Mission Control" hub. You will build a simple, clean, *manual* dashboard (using the Google Sheet from Activity 2) that tracks your 4 "Sales" KPIs (Total Revenue, AOV, LTV, Sales by Source) month-over-month.

- **Step-by-Step Instructions:**

  1. Open the "Sales & Revenue Dashboard" Google Sheet (template provided).

  2. **Row 1: "Total Revenue ($)."** Go to your "Source" (e.g., Stripe/Kajabi) and *manually* enter your "Total Revenue" for the last 3 months (Jan, Feb, Mar).

  3. **Row 2: "Total Orders (#)."** Go to your "Source" and *manually* enter your "Total # of Orders" for the last 3 months.

  4. **Row 3: "AOV ($)."** (This cell has a formula: `(Total Revenue / Total Orders)`. It will auto-calculate.)

  5. **Row 4: "LTV ($)."** (This is "Total Revenue / Total *Customers*"). *Manually* find and enter this (it will be *higher* than AOV if you have "repeat" buyers).

  6. **Row 5: "Sales from 'Source A' (e.g., Email) ($)."** *Manually* find and enter this.

  7. **Row 6: "Sales from 'Source B' (e.g., Social) ($)."** *Manually* find and enter this.

  8. Save this Google Sheet and generate a "share" link. This is Component 4.

- **Connection to Final Project:** This is the "Sales" dashboard of your "Mission Control" hub. You have now built the "Top-of-Funnel" (Marketing) and "Bottom-of-Funnel" (Sales) dashboards.

- **Evaluation Criteria:**

- **Excellent:** The link opens a Google Sheet (or similar) with all "Sales" KPIs. The "manual" data (Revenue, Orders, LTV, Sources) is "filled in," and the "formula" data (AOV) is "auto-calculating."

- **Proficient:** The link opens a sheet, but the "formulas" (AOV) are "broken," or "LTV" and "AOV" are "confused" (they are the same number).

- **Needs Improvement:** The sheet is "blank" (the "template" is not "filled in" with data).

## 4. End-of-Lesson Assessment

**(Multiple Choice 1)** What is "AOV" (Average Order Value)?

- A. The *total* value of *all* sales in a month.

- B. The *average dollar amount* spent *every time* a customer places an *order*.

- C. The "Customer Lifetime Value" (LTV).

- D. The "Cost Per Acquisition" (CPA). *(Answer: B)*

**(Multiple Choice 2)** What is "LTV" (Customer Lifetime Value)?

- A. The "Average Order Value" (AOV).

- B. The *total average value* of a "customer" (who may place *multiple* orders) over their *entire lifetime* with your brand.

- C. A "Sales by Source" metric.

- D. A "Marketing" KPI (L3). *(Answer: B)*

**(Multiple Choice 3)** In the "AOV vs. LTV" case study, Founder B's "LTV" model ($550) is based on:

- A. Her "Order Bump" (C5, L10).

- B. Her "Digital Product Staircase" (C5, L2) (e.g., "ascending" a $50 buyer to a $500 course).

- C. Her "CPA" (L3).

- D. Her "Traffic" (L3). *(Answer: B)*

**(Multiple Choice 4)** In the "Sales by Source" (Activity 3) exercise, why was the "Email List" (500 visitors, $500 sales) *better* than "Instagram" (5,000 visitors, $500

sales)?

- A. It wasn't; "Instagram" had 10x more "traffic" (a "vanity" metric).

- B. Because the "Email List" "Conversion Rate" was 10x higher, making it the "profit" source (you only needed 500 visitors to make the *same* money).

- C. Because "Instagram" "Sales" ($) were too low.

- D. Because the "AOV" was higher on "Email." *(Answer: B)*

**(Short Answer 1)** What is the "formula" for "AOV" (Average Order Value)?

- *(Example Answer: "Total Revenue () / Total # of Orders = AOV ()")*

**(Short Answer 2)** You make **$10,000** in "Total Revenue" from **100** "Total Orders." What is your "AOV"?

- *(Answer: $10,000 / 100 = $100 AOV.)*

**(Scenario-Based 1)** You look at your *new* "Sales Dashboard" (your assignment).

- **AOV:** $50

- **LTV:** $55

- What does this "data" (LTV is *almost the same* as AOV) "tell" you *about* your