Course 6: Mission Control: Master Your Data, Metrics & Money

Final Project & Exam

PART 1: Final Project Overview

Clear Project Title: The "Mission Control" CEO Playbook: My Data-Driven Operations Manual

Project Description (329 words): This "Mission Control Playbook" is the comprehensive, portfolio-worthy culmination of Course 6. It is not a theoretical assignment; it is a *live, functional, data-driven dashboard* and the "Standard Operating Procedure" (SOP) manual for *how* to use it. This Playbook documents your shift from "hobbyist" (who 'guesses') to "CEO" (who 'knows').

This Playbook assembles all 12 lesson components into a single, cohesive "Business Intelligence" system. It begins with the foundational "why" (The "Data-First" Manifesto) and the "blueprint" (The KPI Brief). It then showcases the "core" of the project: the three *manual* dashboards (Marketing, Sales, Financial Health) that track your *entire* business.

Critically, it also includes the "how": the "30-Minute/Month" bookkeeping "SOP" that *feeds* the dashboards. It then details the "output"—the "Data-Driven Decisions" you've made (like 'Cut Bait / Double Down' and 'Price Optimization') *because* of the data.

Finally, the project is completed with the "CEO Cockpit" (the assembled "Mission Control" hub) and the "User Manual" (the "CEO Review" SOP) that builds the *habit* of using this data to forecast, plan, and win.

Portfolio Value Statement: This Playbook is a direct, tangible asset. It serves as a "living" case study of your ability to analyze, design, and build a complete, end-to-end "business intelligence" system for a solopreneur. It can be presented to:

- **Potential Business Partners/Investors:** To prove you have a stable, predictable business model that is *data-driven*, not "gut-driven."
- **High-Ticket Clients:** To justify your "Strategic" value, proving that you *track*, *analyze*, and *optimize* your work, not just "do" it.
- **Yourself:** It is your *actual* "CEO Cockpit" for running your business.

Target Completion Time: 3-4 hours (to refine, assemble, and present all 12 existing components).

PART 2: Required Project Components

(Note: You have already built all 12 of these components in your lesson assignments. This phase is about refining them and assembling them into one cohesive "Google Sheet" and "SOP" document.)

1. **Component 1 (from Lesson 1): The "Vanity Metric" Firing Plan**
    - *What it is:* Your 1-page "Data-First" manifesto.
    - *Integration:* This is your "Introduction" or "The 'Why'" of your Playbook.
2. **Component 2 (from Lesson 2): My "Mission-Critical KPI" Brief**
    - *What it is:* Your 1-page "blueprint" listing your 5-7 KPIs and their "Source of Truth."
    - *Integration:* This is "The 'Blueprint'" section of your Playbook.
3. **Component 3 (from Lesson 3): My "Marketing Funnel" Dashboard v1.0**
    - *What it is:* The "Google Sheet" tab for "Marketing" (Traffic, Leads, CPA).
    - *Integration:* This is "Tab 2" of your "Mission Control" Google Sheet.
4. **Component 4 (from Lesson 4): My "Sales & Revenue" Dashboard v1.0**
    - *What it is:* The "Google Sheet" tab for "Sales" (AOV, LTV, Sales by Source).
    - *Integration:* This is "Tab 3" of your "Mission Control" Google Sheet.
5. **Component 5 (from Lesson 5): My "Financial Health" Dashboard v1.0**
    - *What it is:* The "Google Sheet" tab for "Finance" (Revenue, Expenses, Profit, Margin).
    - *Integration:* This is "Tab 4" of your "Mission Control" Google Sheet.

6. **Component 6 (from Lesson 6): My "30-Minute/Month" Bookkeeping SOP**
   - *What it is:* The 1-page "SOP" (checklist) for your "bookkeeping" 'habit.'
   - *Integration:* This is the "How-To: 'Input'" section of your Playbook.
7. **Component 7 (from Lesson 7): My "Data-Driven Decisions" Report**
   - *What it is:* Your 1-page "Report" identifying your #1 "Leak" and #1 "Win."
   - *Integration:* This is the "How-To: 'Read'" section of your Playbook.
8. **Component 8 (from Lesson 8): The "Double Down / Cut Bait" Decision**
   - *What it is:* Your 1-page "SOP" for "Marketing" (e.g., "Cut TikTok, Double Down on Email").
   - *Integration:* This is the "Data 'Outputs'" (Decisions) section.
9. **Component 9 (from Lesson 9): The "Offer Optimization & Price Test" Plan**
   - *What it is:* Your 1-page "SOP" for "testing" your 'Price' and 'Offer.'
   - *Integration:* This is the "Data 'Outputs'" (Decisions) section.
10. **Component 10 (from Lesson 10): My "Simple Forecast" & "Path to Profit"**
    - *What it is:* The "Google Sheet" tab for "Forecasting."
    - *Integration:* This is "Tab 5" of your "Mission Control" Google Sheet.
11. **Component 11 (from Lesson 11): My "Mission Control" Hub**
    - *What it is:* The "Master" 'HUB' (Google Sheet Tab) that "pulls" all KPIs and charts.
    - *Integration:* This is **"Tab 1"** (the 'Cover Page') of your "Mission Control" Google Sheet.
12. **Component 12 (from Lesson 12): The "CEO Review" SOP**
    - *What it is:* Your 1-page "SOP" (checklist) for your "Weekly" and "Quarterly" 'habit.'
    - *Integration:* This is the "How-To: 'Review'" section of your Playbook.

PART 3: Project Assembly Instructions

Your goal is to assemble these 12 components into **two** "Master" deliverables:

1. **The "Mission Control" Sheet:** A *single* Google Sheet with 5 "Tabs."
2. **The "CEO Playbook" SOP:** A *single* Notion/PDF doc with 6 "Sections."

Part A: Assemble "The 'Mission Control' Sheet" (Google Sheet)

1. Create a *new, blank* Google Sheet.
2. **Tab 1 (The 'Hub'):** Rename "Sheet1" to "**MISSION CONTROL (HUB)**." Build "Component 11" here. (This is your "Master" tab).
3. **Tab 2 (Marketing):** Add a tab. Name it "L3_Marketing". Build "Component 3" here.
4. **Tab 3 (Sales):** Add a tab. Name it "L4_Sales". Build "Component 4" here.
5. **Tab 4 (Finance):** Add a tab. Name it "L5_Finance". Build "Component 5" here.
6. **Tab 5 (Forecast):** Add a tab. Name it "L10_Forecast". Build "Component 10" here.
7. *Ensure* that "Tab 1 (HUB)" is *pulling* (syncing) its data from the other 4 tabs.
8. This *one* Google Sheet is your *first* deliverable.

Part B: Assemble "The 'CEO Playbook' SOP" (Notion/PDF)

1. Create a *new, blank* Notion/PDF document. Title it "My 'Mission Control' CEO Playbook."
2. **Section 1: The 'Why' (My Manifesto):** Paste in "Component 1."
3. **Section 2: The 'Blueprint' (My KPIs):** Paste in "Component 2."
4. **Section 3: The 'Input' (My Bookkeeping SOP):** Paste in "Component 6."
5. **Section 4: The 'Analysis' (My Data Reports):**
   - Paste in "Component 7" (The 'Leak/Win' Report).
   - Paste in "Component 8" (The 'Cut Bait' SOP).
   - Paste in "Component 9" (The 'Price Test' SOP).
6. **Section 5: The 'Habit' (My CEO Review):** Paste in "Component 12."
7. This *one* 'SOP' document is your *second* deliverable.

Submission: Submit *two* public "share" links:

1. The link to your "Mission Control" Google Sheet.

2. The link to your "CEO Playbook" SOP (Notion/PDF).

PART 4: Evaluation Rubric

- **Completeness (40%):** Are *all 12* components present and assembled into the *two* deliverables (the 'Sheet' and the 'SOP')?
- **Functionality (30%):** Does the "Mission Control" 'HUB' tab (in the 'Sheet') *correctly* 'pull' (sync) 'KPIs' and 'Charts' from the other 4 tabs?
- **Strategic Thinking (30%):** Is the "CEO Playbook" 'SOP' logical? Does it tell a clear "story" (Why -> What -> How to Input -> How to Read -> How to Review)?

Performance Levels:

- **Excellent:** Submits two "links." The 'HUB' tab is 100% "functional" (synced, not manual). The 'SOP' doc is 100% "complete" and logical.
- **Proficient:** Submits two "links." The 'HUB' tab is "manual" (not 'synced'), *or* the 'SOP' doc is "missing" 1-2 sections.
- **Needs Improvement:** Only "one" link is submitted, or *both* deliverables are "incomplete."

PART 5: Final Exam

(Time Limit: 90 Minutes)

Section 1: Multiple Choice (12 Questions)

1. A "Vanity Metric" (L1) is a metric that: a) "Predicts" profit (e.g., "Conversion Rate"). b) "Feels" good but does *not* "predict" profit (e.g., "Likes"). c) "Is" your "KPI" (L2). d) "Is" your "AOV" (L4).
2. A "Key Performance Indicator" (KPI) (L2) must be: a) "Model-specific" (e.g., 'Service' KPIs are 'different' from 'Product' KPIs). b) "One-size-fits-all" (all businesses use 'Traffic'). c) "A 'Vanity' metric" (L1). d) "A 'dashboard'" (L11).
3. The "Marketing Funnel" dashboard (L3) is a "diagnostic" tool designed to *find*: a) "Profit" (L5). b) "Expenses" (L5). c) "Leaks" (e.g., a 'low conversion rate') in your "funnel." d) "Your 'AOV'" (L4).

4. What is "AOV" (Average Order Value) (L4)? a) "Customer Lifetime Value" (LTV). b. The "average dollar amount" spent *every time* a customer places an *order*. c) "Total Revenue" ($). d) "Cost per Acquisition" (CPA).
5. "Revenue" (L4) is a "vanity" metric. The *only* "reality" metric (L5) is: a) "Traffic" (L3). b) "Net Profit" (L5). c) "Expenses" (L5). d) "Likes" (L1).
6. The "30-Minute/Month" bookkeeping 'SOP' (L6) is a "habit" designed to: a) "Make 'Tax Day' a 'nightmare'." b) "Replace 'QuickBooks'" (it is "too simple" for that). c) "Feed" your "Financial Health Dashboard" (L5) with 'accurate' 'Expense' data. d) "Find" your 'KPIs' (L2).
7. "Data-Judging" (L7) is "personal" ("I'm a failure"). "Data-Diagnosing" (L7) is: a) "Systemic" ("The 'headline' is broken"). b) "Personal" ("I am a 'diagnostician'"). c) "A 'Quarterly' review" (L12). d) "A 'Weekly' review" (L12).
8. In the "'80/20' Marketing" case study (L8), the "80% Effort / 20% Result" channel is the one you must: a) "Double Down" on. b) "Cut Bait" on. c) "Optimize" (L9). d) "Forecast" (L10).
9. In the "'$97 vs. $147' Price Test" (L9), the "$147" price *won* because: a) It had a *higher* "Conversion Rate." b) It generated *more* "Total Revenue" (the *only* metric that matters). c) It had *more* "Sales" (it had *fewer* sales). d) It was "cheaper."
10. "Forecasting" (L10) is *not* "hoping." It is: a) "Reverse-engineering" your "Goal" ($10k) into your "KPIs" (e.g., "I 'need' 5,000 visitors"). b) "Hoping" you "work harder." c) "Optimizing" your "Offer" (L9). d) "Reviewing" your "Data" (L7).
11. The "Cell Reference" hack (L11) (typing " = ") is used to: a) "Manually" type in data. b) "Sync" or "pull" data from *another* "tab" *automatically*. c) "Create" a "chart." d) "Find" your "Expenses."
12. The "Weekly 60-Minute Review" (L12) is "Tactical," meaning it is focused on: a) "Long-term" 'strategy' (that is "Quarterly"). b. "This Week's" 'data' (L7) and "Next Week's" 'fix' (L8/L9). c) "Bookkeeping" (L6) *only*. d) "Setting" your "KPIs" (L2).

Section 2: True/False (6 Questions)

1. "Instagram Likes" is a "Profit Metric." (T/F)
2. Your "KPIs" (L2) must be "model-specific" (e.g., 'Service' vs. 'Product'). (T/F)

3. The formula for "CPA" (L3) is "Total Ad Spend ($) / Total Sales (#)." (T/F)
4. "AOV" (L4) and "LTV" (L4) are the *same* metric. (T/F)
5. "Revenue" (L5) and "Profit" (L5) are the *same* metric. (T/F)
6. A "Quarterly Review" (L12) is "strategic" (e.g., "Is my 'Offer' (L9) 'working'?"). (T/F)

Section 3: Short Answer (4 Questions)

1. **L1/L2:** What is the *difference* between a "Vanity Metric" (L1) and a "Profit Metric" (KPI, L2)?
2. **L3/L4:** What is the *difference* between your "Marketing Funnel" (L3) dashboard and your "Sales & Revenue" (L4) dashboard? (What do they *track*?)
3. **L5/L6:** What is the "formula" for "Net Profit Margin" (L5)? (And what "SOP" (L6) 'feeds' this formula?)
4. **L7/L8:** You "read" your "data" (L7). "Channel A" (Ads) has a "CPA" (L3) of $100. Your "Product Price" is $50. What is the "Data-Driven Decision" (L8)?

Section 4: Scenario-Based Questions (3 Scenarios)

1. **Scenario 1 (L4/L9):** You "read" your "Sales Dashboard" (L4).
   - **Data:** "AOV" is $50. "LTV" is $55.
   - 1. What is the "Diagnosis" (L7) of this "data"?
   - 2. What "Offer Optimization" (L9) does this "data" "tell" you to "fix"?
2. **Scenario 2 (L10):** You are "Forecasting" (L10). You want to "double" your "Revenue."
   - **Data:** "Traffic" (L3) is "high." "Conversion Rate" (L3) is "broken" (0.5%).
   - What is the *first* "Lever" (L10) you should "pull"? (Lever 1: Traffic, Lever 2: Conversion, or Lever 3: AOV).
3. **Scenario 3 (L11/L12):** You are *in* your "Weekly 'CEO Review'" (L12). You look at your "Mission Control 'HUB'" (L11).
   - **Data:** "Revenue" (L4) is 'Green' (up 20%). "Net Profit" (L5) is 'Red' (down 30%).
   - 1. What is the "Diagnosis" (L7)?

- 2. What "Tab" (L3, L4, or L5) do you "click" on to "dig deeper"?