

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

Lesson 10: Simple Forecasting (Your Path to Profit)

1. Core Concept & Learning Objective

Core Concept (149 words): This lesson is how you *predict the future*. "Forecasting" is not a "magic" trick; it's just "math." You will use your *existing* "dashboard" data (L3, L4, L5) from the *past* to "project" the *future*. You will stop "hoping" for "\$10k months" and start "building" a *plan* to get there. (e.g., "My 'Sales Conversion Rate' (L3) is 2%. I get 1,000 'Visitors'/month (L3). *Therefore*, I will make 20 'Sales'/month. To get to 40 'Sales', I *must* 'double' my 'Visitors' to 2,000."). This is how you set *realistic* goals and "reverse-engineer" your "Path to Profit."

Learning Objective: By the end of this lesson, you will be able to *analyze* your "past" dashboard data (conversion rates, traffic, AOV) and *use* that data to build a simple, realistic "financial forecast" and set "data-driven" revenue/profit goals for the next 6-12 months.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Hustle' Goal vs. The 'Math' Goal"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the two scenarios (both founders want to make "\$10,000/month"):
 2. '**Founder A**' (**The 'Hustle' Goal**): "My goal is \$10k/month! I'm just going to 'work harder,' 'post more,' and 'hope' I get it." (No "plan").
 3. '**Founder B**' (**The 'Math' Goal**): "My goal is \$10k/month. My 'AOV' (L4) is \$100. *Therefore*, I need '100 Sales'/month. My 'Sales Conversion Rate' (L3)

is 2%. Therefore, I need '5,000 Visitors/month. My 'Data-Driven Plan' (L8) is to 'Double Down' on 'Ads' (L8) to get 5,000 visitors."

4. In the text box, answer: "Which founder will *actually* hit \$10k, and why?"

What 3 'KPIs' (L2) did Founder B use to 'reverse-engineer' her 'goal'?"

- **Expected Outcome:** An "a-ha" moment that "forecasting" is just "reverse-engineering" your *KPIs* (L2) to "build a *plan*" (not a "hope").

Activity 2: Strategic Exercise: "Your 'Path to Profit' (The 3 'Levers')"

- **Type:** Strategic Exercise

- **Time:** 20 minutes

- **Instructions:**

1. To "grow" your "Revenue," you only have 3 "Levers" (KPIs) you can pull.
2. Open the "3 Levers" Calculator (worksheet).
3. **Lever 1: Get More "Traffic."** (e.g., "Double 'Visitors'" (L3) from 1,000 to 2,000).
4. **Lever 2: Get Better "Conversions."** (e.g., "Double 'Conversion Rate'" (L3) from 2% to 4% (by 'Optimizing' (L9))).
5. **Lever 3: Get More "Value."** (e.g., "Double 'AOV'" (L4) from \$50 to \$100 (by 'Optimizing' (C5, L10))).
6. *Your Task:* "Pull" one lever. Which "lever" is easiest for you to "pull" *right now*?

- **Expected Outcome:** A "CEO-level" understanding of *how* your business "grows." You don't "need more traffic"; you can also "fix your conversion" or "raise your AOV."

Activity 3: Tool Exploration: "The 'Google Sheet' Forecast"

- **Type:** Tool Exploration

- **Time:** 15 minutes

- **Instructions:**

1. Open the "Simple Forecast" Google Sheet (template provided).
2. It has your *current* "KPIs" (L2) in "Month 0."

3. Your "Month 0" Data: "Traffic: 1,000." "Conversion Rate: 2%." "AOV: \$50."
 4. Your "Month 0" Revenue: (Auto-calculates: \$1,000).
 5. Your Task: In "Month 1," "pull" one "Lever" (Activity 2). Change one "blue" number (e.g., change "Traffic" to "1,100" (a 10% *realistic* increase)).
 6. Watch your "Revenue" for "Month 1" auto-calculate.
- Expected Outcome: You have just "built" your first "financial forecast." You "see" how *small, realistic changes* (10% more traffic) "compound" into *real revenue growth*.

Activity 4: "My 6-Month 'Math' Goal" (Peer Collaboration)

- Type: Peer Collaboration / Discussion
- Time: 10 minutes
- Instructions:
 1. Go to the community discussion board.
 2. Post: "I just built my 'Forecast' (Activity 3). My 6-Month 'Math' Goal is:"
 3. Example: "My goal is '\$5k/month' (Revenue). My 'Data' (L3) says I 'need' 10,000 'Visitors/month (at my current 1% conversion). My 'Plan' (L8) is to 'Double Down' on 'SEO' (L8) to get that 'Traffic'."
 4. Reply to one other student's "Math Goal."
- Expected Outcome: A *realistic*, "data-driven" goal, not a "gut-feel" "hustle" goal.

3. Assignment & Project Milestone

Assignment: My "Simple Forecast" & "Path to Profit" (Component 10 of Final Project)

- Estimated Time: 60 minutes
- Deliverable: A "share" link to your "Simple Forecast" Google Sheet.
- Description: This is your "CEO's" "Path to Profit." You will use your "dashboard" (L3, L4, L5) data to "plug in" your "Month 0" (current) numbers and "forecast" your *realistic* revenue/profit for the *next 6-12 months*.

- Step-by-Step Instructions:

1. Open the "Simple Forecast" Google Sheet (template provided).
 2. Section 1: "The 'Drivers' (KPIs)."
 3. Row 1: "Traffic" (Visitors). *Manually* enter your "Month 0" (current) "Traffic" (from L3).
 4. Row 2: "Sales Conversion Rate (%)." *Manually* enter your "Month 0" "Rate" (from L3).
 5. Row 3: "AOV (\$)." *Manually* enter your "Month 0" "AOV" (from L4).
 6. Section 2: "The 'Forecast' (The 'Math')."
 7. Row 4: "Total Sales (#)." (Auto-calculates: Traffic * Rate).
 8. Row 5: "Total Revenue (\$)." (Auto-calculates: Sales * AOV).
 9. Row 6: "Total Expenses (\$)." *Manually* enter your "Month 0" "Expenses" (from L5).
 10. Row 7: "Total Profit (\$)." (Auto-calculates: Revenue - Expenses).
 11. Your "CEO" Task: Go to "Month 1," "Month 2,"... "Month 6." *Manually* "forecast" *realistic* "growth" (e.g., "10% 'Traffic' growth/month").
 12. Save this Google Sheet. This is Component 10 of your Final Project.
- Connection to Final Project: This "Forecast" is the "CEO's" "forward-looking" "output" of your *entire* "Mission Control" hub. You "built" the "past-looking" dashboards (L3, L4, L5) so that you could "build" this "future-looking" "plan."
 - Evaluation Criteria:
 - **Excellent:** The link opens a Google Sheet. The "Month 0" (Current) data is "plugged in." The "Forecast" (Months 1-6) shows *realistic, incremental* "growth" (not "1000%/month"). The "formulas" (Revenue/Profit) are "auto-calculating."
 - **Proficient:** The link opens a sheet, but the "Month 0" data is "blank," or the "Forecast" is "unrealistic" (e.g., "\$1M by Month 3").
 - **Needs Improvement:** The sheet is "blank," or all the "formulas" are "broken."

4. End-of-Lesson Assessment

(Multiple Choice 1) In the "Hustle' Goal vs. 'Math' Goal" (Activity 1) case study, "Forecasting" is:

- A. "Hoping" and "working harder."
- B. "Guessing" what your "Revenue" will be.
- C. "Reverse-engineering" your "Goal" (\$10k) into your "KPIs" (e.g., "I 'need' 5,000 visitors").
- D. "Optimizing" your "Offer" (L9). (Answer: C)

(Multiple Choice 2) What are the "3 Levers" (Activity 2) you can "pull" to "grow" your "Revenue"?

- A. 1. "Traffic," 2. "Conversion Rate," 3. "AOV."
- B. 1. "Traffic," 2. "Profit," 3. "Expenses."
- C. 1. "TikTok," 2. "Instagram," 3. "Email."
- D. 1. "Price," 2. "Offer," 3. "Community." (Answer: A)

(Multiple Choice 3) The "Simple Forecast" (Activity 3) (and your assignment) uses your "data" from the 'past' (L3, L4, L5) to...

- A. "Judge" your "past" (L7).
- B. "Project" your "future" (L10).
- C. "Cut Bait" on "channels" (L8).
- D. "Test" your "price" (L9). (Answer: B)

(Multiple Choice 4) A "realistic" 6-month "forecast" (your assignment) should show:

- A. "10x" (1000%) growth every month.
- B. "Incremental" (e.g., 10-20%) growth in one "Lever" (like 'Traffic') per month.
- C. "Zero" growth (it is "too hard" to grow).
- D. "10x" growth in *all three* "Levers" (L2) every month. (Answer: B)

(Short Answer 1) What is one of the "3 Levers" (Activity 2), and what is one "action" (from C5 or C6) you could take to "pull" it?

- (Example Answer: "Lever: 'AOV' (L4). Action: 'Add an 'Order Bump' (C5, L10)' to my 'checkout' page.")

(Short Answer 2) You want to "double" your "Revenue." Your "Conversion Rate" (L3) is "broken" (0.5%). What is the "Data-Driven Decision" (L7) you should make *first*?

- (Example Answer: *I should not try to 'Double Traffic' (Lever 1). I should 'Optimize' (L9) my 'Conversion Rate' (Lever 2) first. (Fixing the 'leak' (L7) is 'cheaper' than 'buying' new 'traffic').*)

(Scenario-Based 1) You look at your new "Forecast" (your assignment).

- Goal: \$10,000/month Revenue.
- Your 'Math' (The 'Plan'): "I need 100 'Sales'/month (at \$100 AOV)."
- 1. What is the "Data-Driven Question" you must now ask your "Marketing Dashboard" (L3)?