Creator Monetisation Simulator —	MVP				
Welcome!					
This sheet helps growing creators estimate and analyze their potent	tial revenue from multiple	streams like ads, sponsors	ships, affiliate sales, me	rch, and subscription	ns.
How to Use					
Input your data in the "Input" tab — follower count, engagement rate	e, revenue rates, and more	Э.			
See calculated KPIs and revenue breakdowns in the "Calculations" to	tab.				
Explore visual summaries with charts on the "Dashboard" tab.					
Check personalized insights and suggestions on the "Insights" tab.					
Who Is This For?					
Social media creators growing their audience.					
Creators curious about how engagement and conversions impact re	evenue.				
Anyone wanting to simulate monetisation scenarios with easy inputs	3.				
Important Notes					
This is a basic MVP version focused on core revenue streams.					
Benchmarks used are industry averages and for guidance only.					
Data inputs should be accurate for best results.					
Currently supports one-time input (no historical tracking).					

Input Field	Value
Follower Count	15,000
Engagement Rate	0.05
Ads revenue per Month	\$150.00
Sponsorship Rate per Post	\$200.00
Number of Sponsored Posts per Month	2
Affiliate Conversion Rate	0.03
Average Commission per Sale	\$15.00
Merch Sales Volume per Month	5
Average Price per Merch Item	\$25.00
Number of Subscribers	200
Subscription Price	\$3.00

Revenue Source	Monthly Income	% Revenue
Ads	\$150.00	9.30%
Sponsorship	\$400.00	24.81%
Affiliate	\$337.50	20.93%
Merch	\$125.00	7.75%
Subscription	\$600.00	37.21%

Key Performance Indicators (KPIs)				
Monthly Income	\$1,612.50			
Conversion Efficiency Ratio	0.60			
Average Revenue per Follower	\$0.11			
Estimated Yearly Revenue	\$19,350.00			

Creator Revenue Dashboard					
		Key Performan			
Monthly Income	Conversion Efficiency Ratio	Average Revenue	e per Follower	Estimated Yearly Revenue	Top Earner
\$1,612.50	0.60 [1]	\$0	.11	\$19,350.00	Subscription
Rev	enue Breakdown %			Revenue by So	urce
Subscription 37.2%		Ads 9.3% Sponsorship 24.8%	\$600.00 - \$400.00 - \$200.00 -	\$150.00 \$400.00 \$337	7.50 \$125.00 \$600.00
Merch 7.8%		Affiliate	\$0.00 -	Ads Sponsorship Affili Revenue	•

Metric	Your Value	Benchmark(s)	Verdict	Suggestion/Explanation
Monthly Revenue per Follower	\$0.11	\$0.14	Below Industry Average	Consider increasing engagement or exploring additional revenue streams.
Engagement Rate %	0.05	2.00%	Above Industry Average	Higher engagement often means better revenue potential.
Conversion Efficiency Ratio	0.60	~ 1.00 [2]	Moderate	Decent conversion efficiency. You're getting some traction from engaged users.
Highest Revenue Contribution	37.21%	50.00%	Well diversified	Your revenue is reasonably diversified.

- [1] Ratio of Affiliate conversion to Engagement rate. Measures how effectively your engaged audience converts into affiliate sales.
- [2] CER of ~1.0 means your conversion rate is aligned with your engagement rate. Lower values suggest weak conversion. Higher values suggest high conversion from limited engagement possibly a niche but small reach.