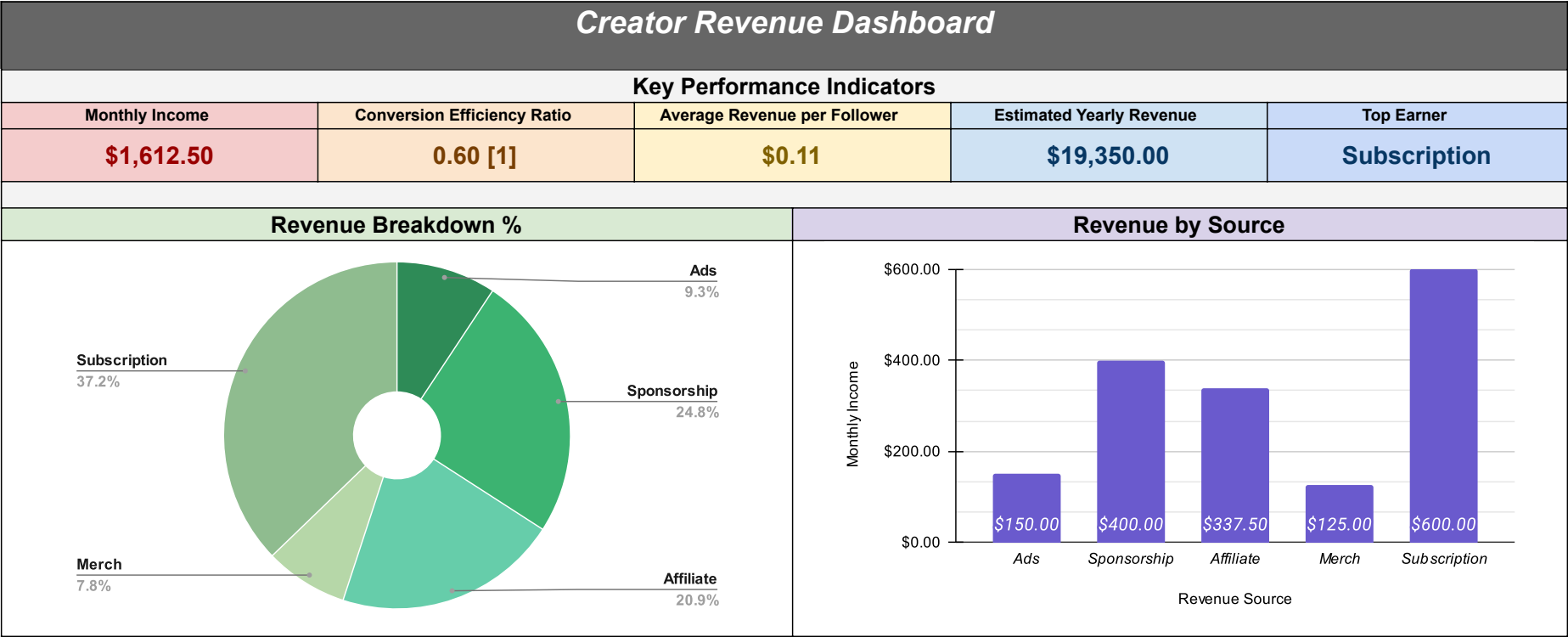




Input Field	Value
Follower Count	15,000
Engagement Rate	0.05
Ads revenue per Month	\$150.00
Sponsorship Rate per Post	\$200.00
Number of Sponsored Posts per Month	2
Affiliate Conversion Rate	0.03
Average Commission per Sale	\$15.00
Merch Sales Volume per Month	5
Average Price per Merch Item	\$25.00
Number 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	<b>\$1,612.50</b>
Conversion Efficiency Ratio	<b>0.60</b>
Average Revenue per Follower	<b>\$0.11</b>
Estimated Yearly Revenue	<b>\$19,350.00</b>



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.