

Mozahidul Islam-E-Commerce Growth Analyst

How a \$67K/Month Beauty Brand Discovered a Hidden \$89K/Month Business.

And unlocked it in 45 days — no new products, no more ad spend.

Priya Sharma came to me with a question, not a problem. Her business was profitable, stable, plateaued at \$67K/month for 8 months. The data showed she was sitting on \$156K/month of hidden potential — locked inside the customers she already had.

“

My business is doing well. \$67,000/month revenue. Good profit. Happy customers. But something tells me I'm leaving money on the table. I just don't know how much.

I feel like I'm running a race with weights on my legs — and I don't even know the weights are there. What does my data actually say?

— Priya S., LUMIÈRE Beauty Co. · Discovery call, July 3 2025

The answer was \$89,000/month.

THE ANSWER

\$89K

hidden monthly revenue inside the business she already had

● Current revenue	\$67K/month
● True ceiling	\$156K/month
● Investment	\$650 (Growth Package)

No new products. No more ad spend. Just finally understanding understanding what her data had been trying to tell her for 2 for 2 years.

CLIENT PROFILE

LUMIÈRE Beauty Co.

"Clean Beauty. Real Results." · Premium skincare · Toronto, Canada

● PLATFORM	Shopify	● MONTHLY TRAFFIC	~31,000 sessions
● STORE AGE	2 years, 8 months	● EMAIL LIST	14,892 subscribers
● PRODUCTS	34 SKUs / 6 categories	● SOCIAL REACH	245K
● MONTHLY REVENUE	\$64K – \$71K (8mo plateau)	● REVIEWS	4.8★ (2,847 reviews)
● MONTHLY AD SPEND	\$7,200 (Meta \$4.8K + G \$2.4K)	● NET PROFIT / MONTH	\$18,400 (27% net margin)
● TEAM	3 people (founder + 2)	● REPEAT PURCHASE RATE	31% (Priya: "good")

PRIYA'S SITUATION:

Profitable. Stable. But plateaued. Revenue stuck \$64K–\$71K for 8 consecutive months. Cannot break \$70K break \$70K ceiling.

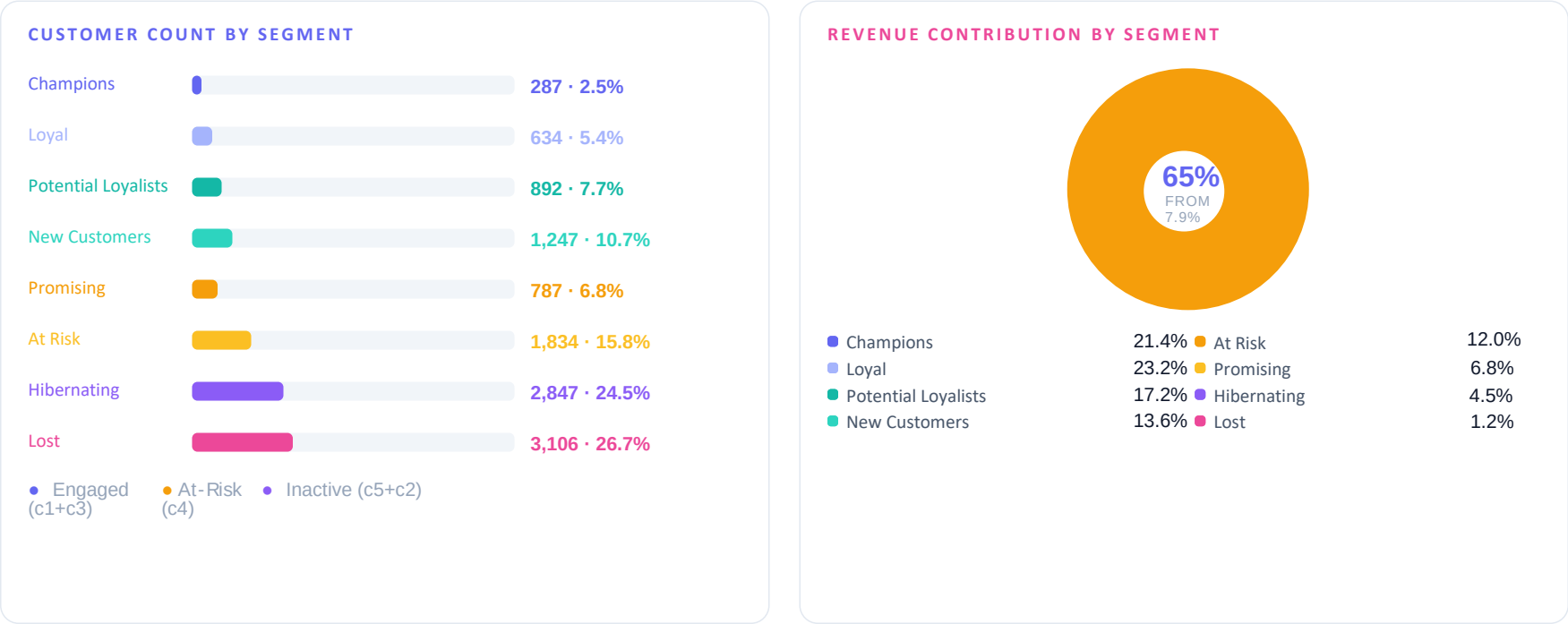


LUMIÈRE's clean beauty product line.

A brand customers genuinely love. 4.8 stars. 2,847 reviews. The plateau isn't plateau isn't a brand problem — it's a data problem.

921 engaged customers generate 65% of revenue. The other 75% are essentially gone.

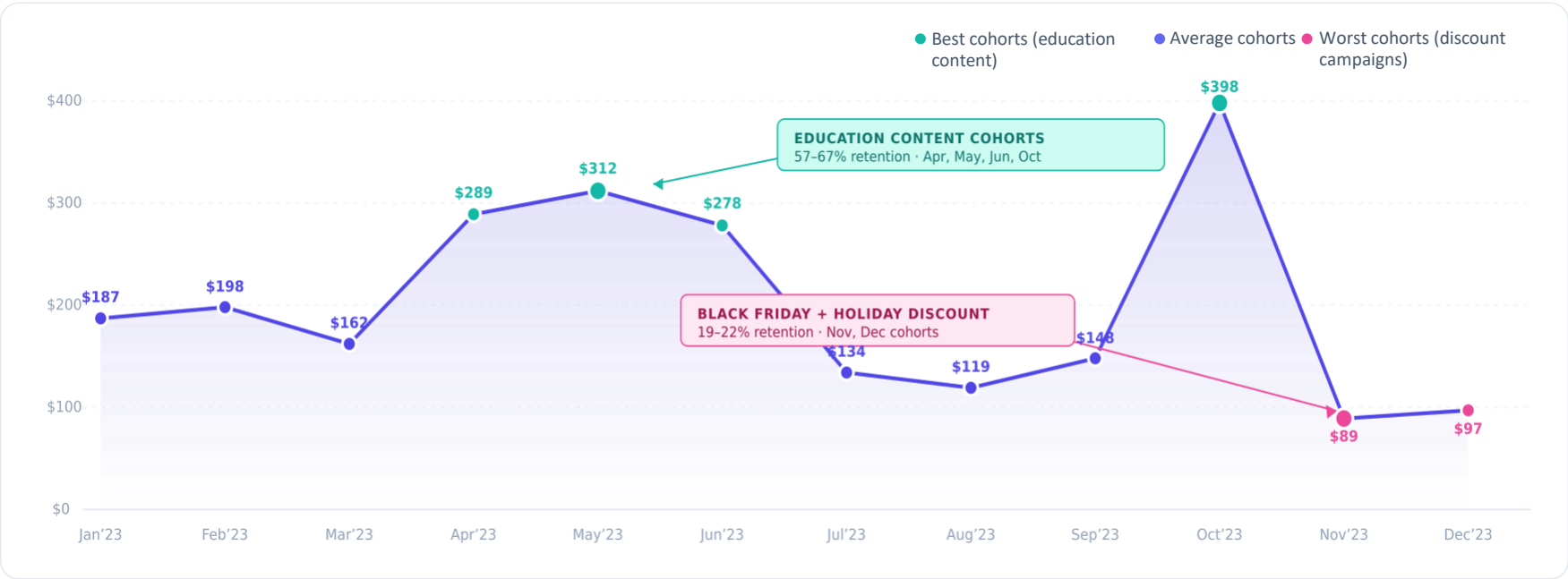
11,634 customers ever · 28-month window · donut + horizontal bar dual view



⚡ THE INSIGHT: 8,800 customers (75.7%) are essentially gone — but Priya has been sending them the SAME emails as her 921 best customers. Champions buy 8.4x/year vs industry benchmark 12–14x. The gap = benchmark 12–14x. The gap = \$6,785/month untouched.

Priya’s biggest revenue months brought in her worst customers.

12-Month LTV by month of first purchase · Jan 2024 – Jan 2025 cohorts



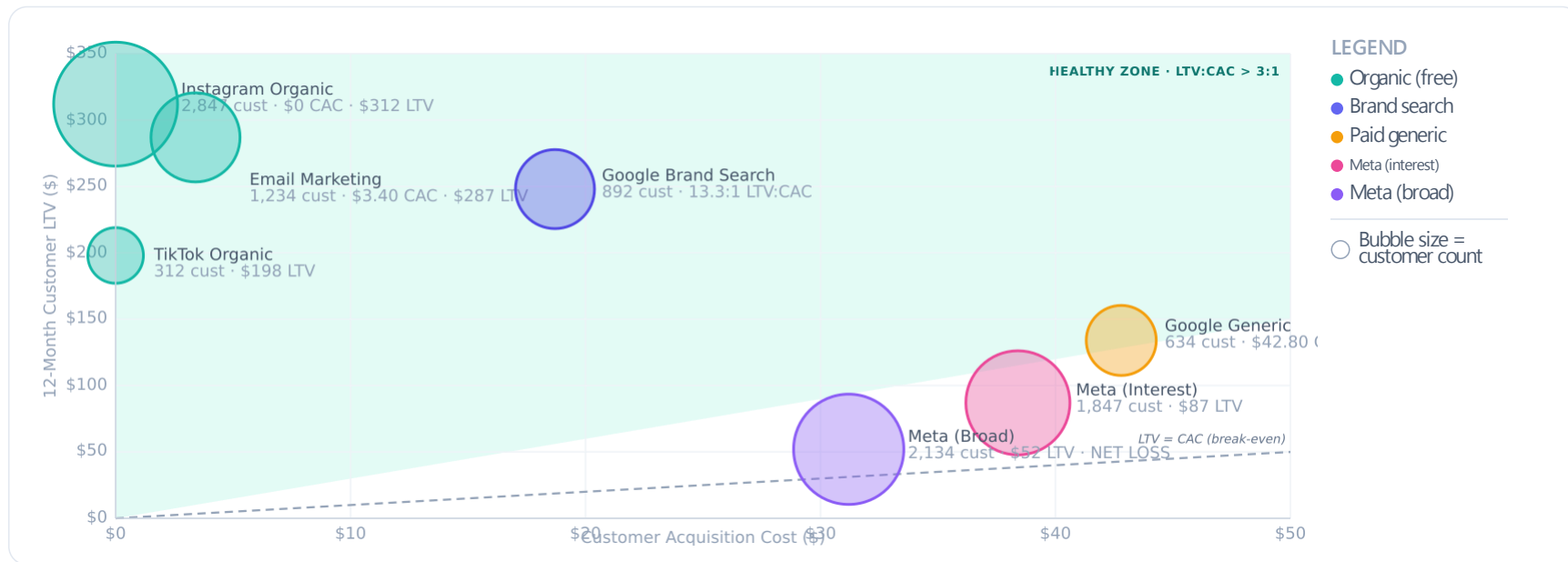
THE BOMBHELL:

4.1× LTV difference between best and worst cohorts. Priya’s two biggest revenue months in history (Nov \$71K, Dec \$68K) brought in customers with 81% churn. Her quiet educational content months built her empire of loyal customers — she just didn’t know it.

ANALYSIS 3 · ACQUISITION CHANNEL INTELLIGENCE

Her best channel is free. Her most-funded channel loses money.

LTV vs CAC by acquisition channel · bubble size = customer count · 28-month window



● FREE WINS

Instagram Organic + Email = 4,081 customers · \$0
\$300+ LTV

● HIDDEN GOLD

Google Brand Search: **13.3:1** LTV:CAC · only
\$890/mo funded vs \$4,800 on Meta

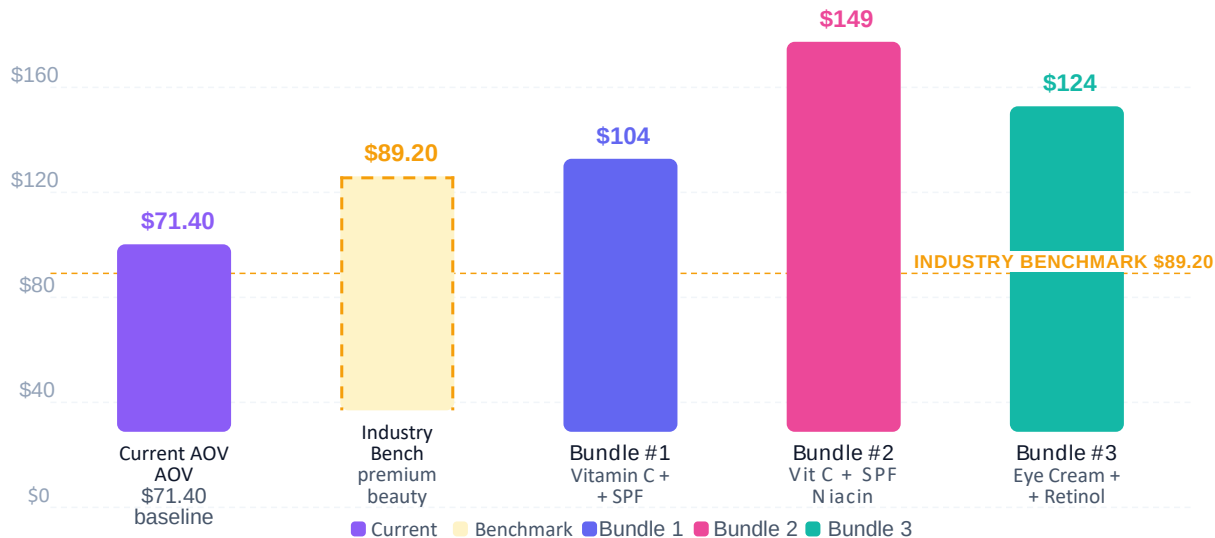
● BIGGEST WASTE

Meta Broad **-\$8,963** in destroyed value · 2,134
customers acquired at net loss

ANALYSIS 4 · CROSS-SELL & BUNDLE OPPORTUNITY

Multi-product order rate is 42% below industry standard. Bundles fix it.

Average Order Value: individual products vs proposed bundles · premium beauty benchmark



PROJECTED BUNDLE IMPACT

Multi-product rate 28% → 40%

AOV \$71.40 → \$89.20 +25%

Bundle true margin 58–61% vs 47%

ON 1,283 MONTHLY ORDERS

+ \$22,817/mo revenue · +\$13,234/mo profit

Three bundles. Zero new product development. One-line Shopify setup. setup.

ANALYSIS 5 · CHURN BY JOURNEY STAGE

Get them to Purchase #3 and they're yours for life.

Customer drop-off at each purchase milestone · LUMIÈRE vs industry benchmark

INDUSTRY BENCHMARK

Purchase #1 → #2
Industry 35–40% drop
LUMIÈRE **54%** drop

WORSE

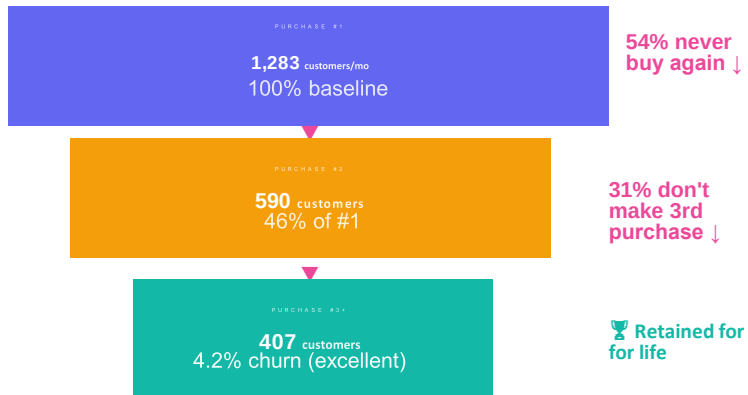
Purchase #2 → #3
Industry 20–25% drop
LUMIÈRE **31%** drop

WORSE

Purchase #3+ churn
Industry 5–8%
LUMIÈRE **4.2%**

BETTER

*LUMIÈRE is 35–54% worse at first-to-first conversion but excellent at long-term retention.
Mission: get more customers to Purchase #3 faster.*



REVENUE LOST TO CHURN

\$86,910

per month

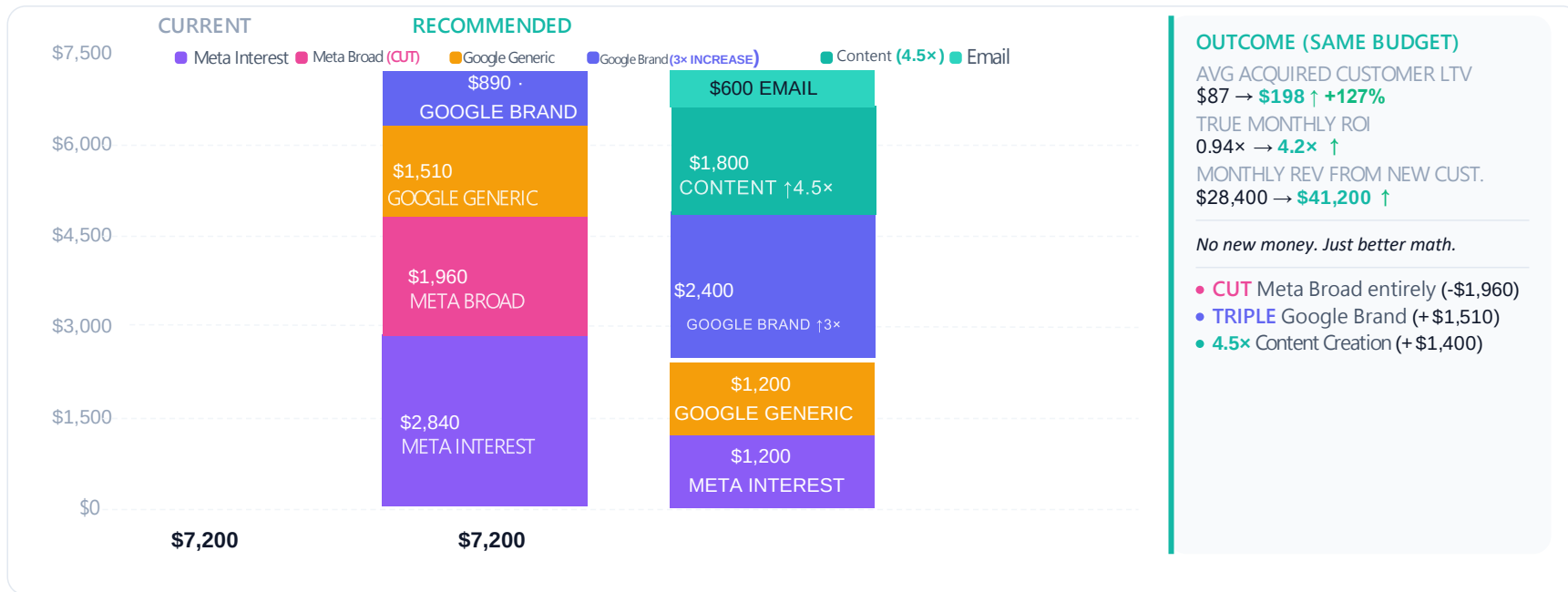
#1 → #2 drop	\$60,3
lost / month	78
#2 → #3 drop	\$26,5
lost / month	32

*Preventing just 30% =
+\$26,073/month.*

ANALYSIS 6 · BUDGET REALLOCATION

Same \$7,200. Different allocation. 4.46× better return.

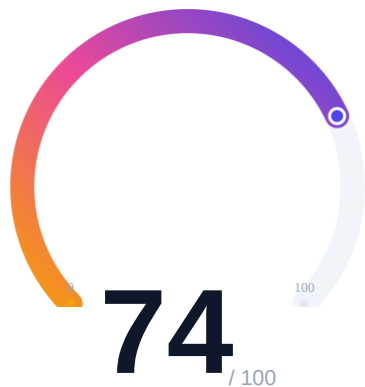
Monthly marketing budget: current allocation vs recommended · stacked by channel



ANALYSIS 7 · GROWTH SCORE DIAGNOSTIC

Strong brand. Significant untapped potential.

LUMIÈRE Beauty Growth Score · 6 dimensions · Q2–Q3 2025 analysis



MASSIVE UNTAPPED POTENTIAL



SUB-SCORE BREAKDOWN



*The plateau isn't a product problem. It's a retention and monetization problem. The ceiling isn't ceiling isn't \$70K/month —based on current customer quality, it's closer to **\$156K/month**.*

THE COMPLETE OPPORTUNITY MAP

Where the next \$89,797/month is hiding.

7 identified opportunities · conservative / aggressive implementation scenarios

TOTAL MONTHLY OPPORTUNITY

+\$89,797

per month · identified across 7 opportunities

Conservative (50%)

+\$44,898/mo

Aggressive (80%)

+\$71,838/mo

\$18,400/mo net → projected

\$38K–\$89K/mo

"The ceiling isn't \$70K/month. Based on her customer quality, it's it's \$156K/month."

01 Champions Frequency

8.4x → 12x annual purchases (industry benchmark)

+\$12,640/mo

02 Bundle Launch

Multi-product rate 28% → 40% (industry (industry standard)

+\$22,817/mo

03 Post-Purchase Sequence

First-to-second rate 46% → 65% · 7-email automation

+\$7,600/mo LTV

04 At-Risk Win-Back

312 high-value + 689 medium-value outreach

+\$34,108 one-time

05 Channel Reallocation

Same \$7,200 → \$198 LTV customers vs \$87

+\$11,400/mo

06 Cohort Replication

Stop holiday discounts → educational content strategy

+\$14,200/mo

07 "Product Running Low" Email

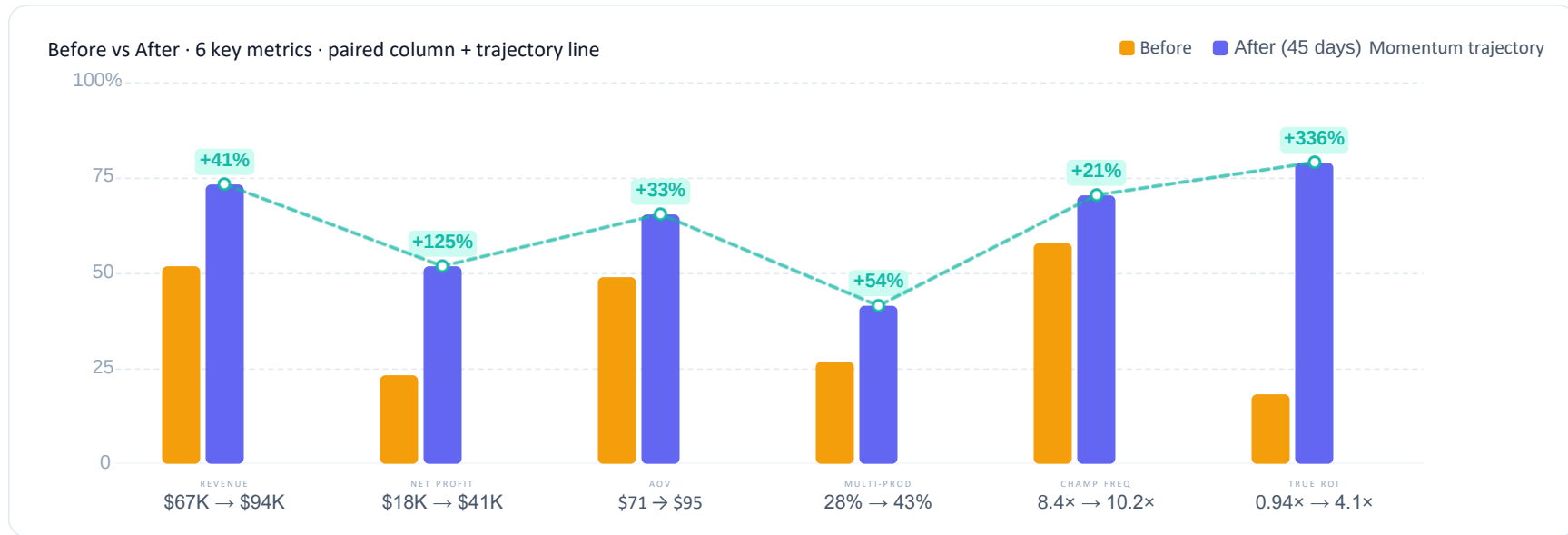
One automated email at Day 38 · 34% reorder rate improvement

+\$12,840/mo · 2.8 years of lost revenue: \$432K

THE RESULTS · 45 DAYS LATER

Profit +125%. Revenue +41%. In 45 days.

Same brand. Same products. Same ad budget. Different data, different decisions. Investment: \$650. Annualized impact: \$275,760. ROI: 42,430x.



INVESTMENT

\$650

Growth Package

MONTHLY PROFIT INCREASE

+\$22,980

every single month

ANNUALIZED IMPACT

\$275,760

42,430x ROI

★★★★★ VERIFIED TESTIMONIAL

//

I want to be careful with how I say this, because I don't want it to sound like an exaggeration. But this is exactly what happened. I paid \$650 for a Growth Package. In 45 Package. In 45 days my monthly net profit went from \$18,400 to \$41,380. That's \$22,980 \$22,980 more. Every single month.

I didn't launch new products. I didn't increase my ad spend. I didn't hire more people. I just finally just finally understood what my data was telling me.

The moment that changed everything: the cohort analysis showing my Black Friday customers had customers had 4.1× LOWER lifetime value than my educational content customers. I had been had been working harder and getting worse customers. For two years.

And the "product running low" email. One email. Set up in 2 hours. Generating \$11,240 every month on autopilot. month on autopilot. I've been leaving this money behind for 2.8 years.

— Priya S. · LUMIÈRE Beauty Co. · Toronto, Canada

Revenue \$67K → \$94K · Profit \$18K → \$41K in 45 days · Investment \$650 · ROI 42,430×

CASE VERIFIED

LUMIÈRE Beauty Co. · 2 years 8 months in business · 245K social followers

● Profit before	\$18,400 / mo
● Profit after	\$41,380 / mo
● Revenue	\$67K → \$94K
● AOV	\$71 → \$95
● Champion freq	8.4× → 10.2×

"My business was never the problem. My customers LOVE LOVE LUMIÈRE. I just wasn't giving them enough structure to structure to stay."

→ Priya signed the Advanced Package agreement 3 days later. days later. She asked for it herself.

WHAT'S HIDING IN YOUR DATA?

The next \$67K/month beauty brand with a hidden \$89K/month inside is reading this slide.

If your revenue is profitable but plateaued — if your customers love you but aren't buying enough — if you suspect you're leaving money on the table but can't see where: the data knows. Let's read it together.

STARTER

\$250

E-Commerce Health Check

7-day diagnostic

Top 5 findings + action priorities

Emergency stop-the-bleeding fixes

Best for: founders who suspect something's off but don't but don't know what.

GROWTH • RECOMMENDED

★ CASE STUDY

\$650

Revenue Growth Accelerator

Full 90-day + cohort + channel analysis

7 opportunity hidden revenue map

4-week implementation roadmap

6 customer segment CSO experts

60-min strategy call

Best for: profitable but plateaued brands ready to break through.

ADVANCED

\$2,000

Data-Driven Growth System

User Looker Studio dashboard (30 views)

Email automation + forecast model

Weekly automated health report

Best for: brands that demand permanent vigilance. Priya signed this 3 days after her Growth Package.

Book the \$650 Growth Package. The data will tell us within 10 days where your hidden revenue is hiding.

Most clients see ROI within the first 30 days. Many sign the Advanced Package themselves.