

A collection of ZARA ORGANICS skincare products, including a large jar of cream, a tall bottle of serum, a smaller bottle of oil, and a tube of cream, all with gold-colored caps, arranged on a white, draped fabric background.

Portfolio · 2024

Mozahidul Islam-E-Commerce Growth Analyst

The \$89K/Month Store That That Was Actually Bankrupt. Bankrupt.

They just didn't know it yet.

A 90-day data intervention that turned a \$7/month profit into \$48,400/month — and
\$48,400/month — and rebuilt a wellness brand from the foundation up.

December 31, 2023.

New Year's Eve.

Aisha Rahman was celebrating. \$89,000 in December revenue — the best month in best month in her store's history. She posted on Instagram: "2023 was our year." our year." 47 comments. 312 likes. Her family was proud. Her husband opened opened champagne.

What she didn't know — what nobody told her — what her Shopify dashboard couldn't show her —

She had ended 2023 with a business worth LESS than when than when the year started.

DAY 3 OF ANALYSIS

127

days until mathematical insolvency

1,847

customers lost every month

0 systems

to detect any of it

CLIENT PROFILE

ZARA Organics.

Organic wellness & supplement store · London, UK

PLATFORM

Shopify Plus

STORE AGE

4 years, 1 month

PRODUCTS

89 SKUs / 7 categories

MONTHLY REVENUE

\$72K – \$89K (Dec peak: \$89K)

SOCIAL REACH

458K combined

SUBSCRIPTION BOX

WellnessBox · 1,247 subs · \$79/mo

MONTHLY AD SPEND

\$18,400 (Meta \$9.2K · Google \$6.8K · TikTok \$2.4K)

TEAM

6 people (founder + 5)

MONTHLY TRAFFIC

~67,000 sessions

EMAIL LIST

34,892 subscribers

REVIEWS

4.7★ (4,892 reviews)

REPORTED NET PROFIT

\$8,400/mo (Aisha's number)

ACTUAL net profit: never calculated. Aisha thought repeat purchase rate was 38%. Actual: 21%.

Aisha R., founder & CEO.

4 years building a brand. 14-hour days. Missing dinners. Building what she thought was a successful business.

PHASE 01 OF 03

01

Starter Package.

The \$250 E-Commerce Health Check.

Four years of data. 67,847 orders. 23,847 customers. Every discount code, every refund, every variant.
every variant. Data quality: 98%. The truth was hiding in plain sight — and what it told us by Day 5
by Day 5 changed everything.



“
My husband — he's an accountant — looked at my books in January and said and said something I haven't been able to shake. He said: "Aisha, you made made £840,000 in revenue last year. You have £98,000 in the bank. Where did the Where did the other £742,000 go?"

I told him: ads, team, inventory, shipping... He said: "I know. But Aisha — that's 88% of your revenue. You kept 12 pence of every pound you made. Three years ago you kept 24 pence. Your revenue doubled. Your profit margin halved. Something is getting worse, not better."

Aisha R., ZARA Organics · Discovery call, Feb 12 2024
"I couldn't sleep for three days after that. So I hired you. Tell me the truth. What's happening to my business?"

THE QUESTION

If revenue is growing, why is the business business worth less?

WHAT THE BOOKS SHOWED

Revenue 2023	£840,000
In the bank	£98,000
Where it went	£742,000 (88%)
Margin · 3yr → now	24% · 12%

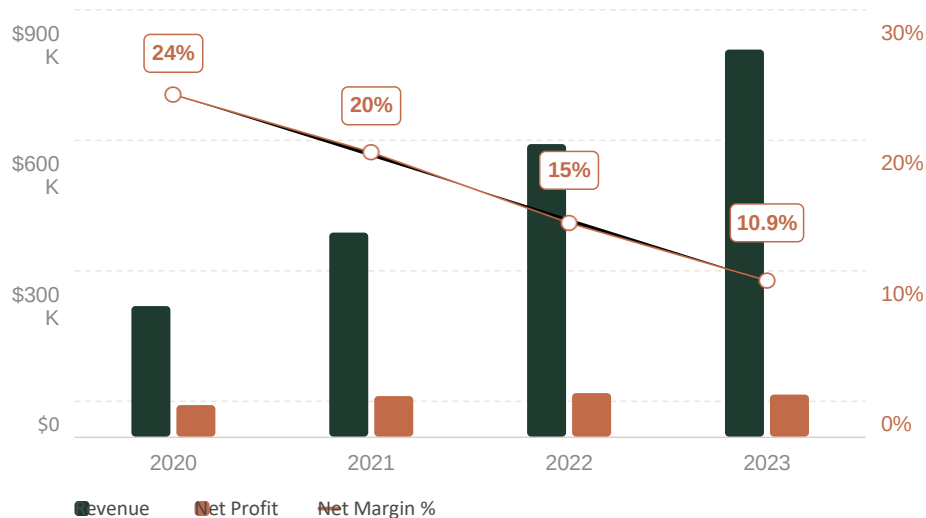
MY ROLE

Read 4 years of data. Find what the dashboard couldn't. Tell the truth — fast.

ANALYSIS 1 · 4-YEAR REVENUE, PROFIT & MARGIN TREND

Revenue tripled. Profit barely moved. Margin collapsed.

ZARA Organics · 2020 – 2023 · annual · combo column + line



WHAT THE DATA SCREAMS

Aisha's husband was right.

Revenue grew +196% over four years. Ad spend grew +666%. Net profit grew just +35% — and net margin collapsed from 24% to 10.9%. Every year she worked harder. Every year she kept less kept less per pound earned.

+196%

Revenue growth

+666%

Ad spend growth

24% → 10.9%

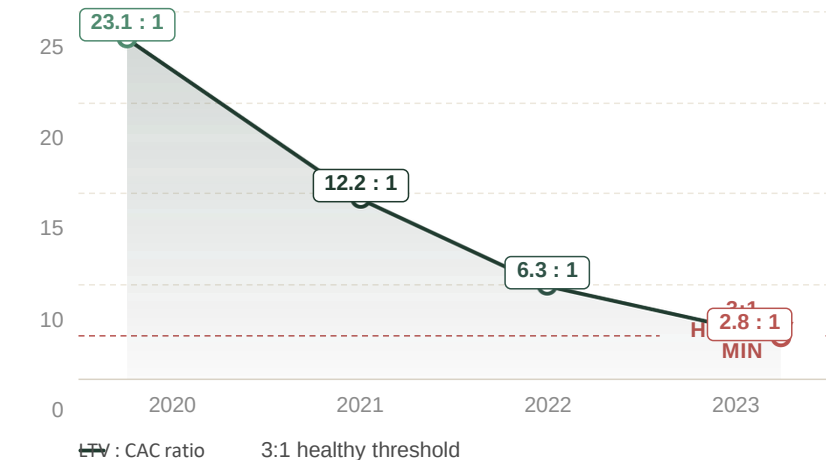
Margin collapse

At this trajectory, by 2026: revenue \$1.4M. Profit \$0.

ANALYSIS · UNIT ECONOMICS TRAJECTORY

The ratio that predicted collapse.

LTV : CAC ratio · 4-year trend · line + area chart



CAC TREND / CUSTOMER

2020 · \$12.40
2021 · \$19.80
2022 · \$31.40
2023 · \$47.20 (+281%)

COHORT LTV / CUSTOMER

2020 · \$287
2021 · \$241
2022 · \$198
2023 · \$134

DAY 3 FINDING

127 days.

At current trajectory, LTV:CAC crosses 1.0 in Month 4 (June 2024). Every new customer becomes a net loss. The business becomes mathematically unsustainable.

Aisha was paying to acquire customers who would never generate enough value to cover the cost of acquiring them. One customer customer at a time. At a rate that accelerated every month.

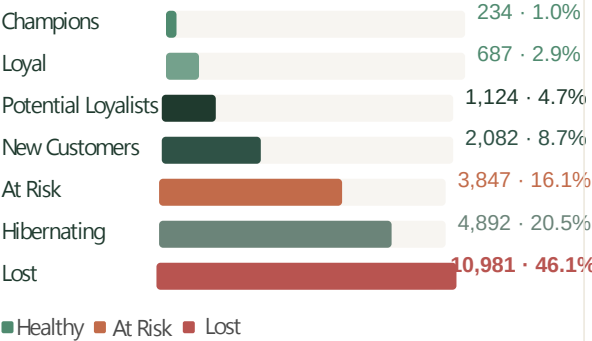
TRUE PROFIT PER ACQUIRED CUSTOMER (2023)

NEGATIVE

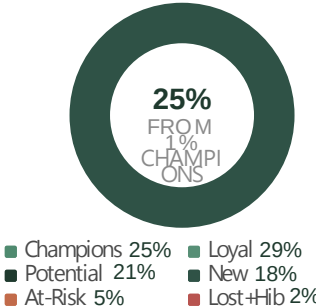
ANALYSIS 3 · RFM CUSTOMER SEGMENTATION

Who is actually in your database?
23,847 customers ever · 4-year window · bar + donut

CUSTOMER COUNT BY SEGMENT



REVENUE CONTRIBUTION



THE DISCOVERY THAT MADE AISHA CRY

\$3,074,680.

in destroyed customer lifetime value.

Lost customers	10,981 (46.1%)
Their first purchase	\$67.40 avg
Potential LTV	\$287 (bench)
ACTUAL LTV	\$7

Three million dollars. From customers Aisha already paid to acquire. Who acquire. Who already trusted her enough to buy once. Who she then lost — then lost — forever.

⚠ 3,847 At-Risk customers are leaving right now. Unless something something changes in the next 30 days, they join the 10,981 permanently lost.

DAY 5 · 10:47 PM GMT · I CALLED HER IMMEDIATELY

“

Aisha. I need to tell you something important. I've been doing this for 6 years. I've never called a client before the report was done. I'm calling you now.

Your 2023 net profit was \$84.

[10 seconds of silence]

Aisha: Say that again."

Me: \$84. Eight Four."

REVENUE 2023

\$924,000

gross revenue, her best year ever

WHAT AISHA THOUGHT SHE MADE

\$100,944

her monthly P&L calculation

ACTUAL NET PROFIT

\$84

for the entire year · 0.009% margin

*Aisha: "Fix it. Please. Just fix it." —Dec 2023 was her worst month: **-\$4,247 net**. Her best revenue month was her only loss month.*

PHASE 02 OF 03

02

Growth Package.

The \$650 Revenue Growth

Accelerator.

The Health Check showed WHAT was broken. The Growth Package showed WHY — and where \$359,571 in monthly hidden revenue was sitting. Champion DNA. Cohort truth. Channel ROI. Churn forensics. The data knew.



ANALYSIS · ACQUISITION CHANNEL TRUTH

Free channels generated 4.2× more LTV — at zero cost.

Avg customer LTV by acquisition channel · 24-month measurement

FREE CHANNELS

YouTube Organic (1,247)		\$687 LTV · ∞ ROI
Word of Mouth (892)		\$612 LTV · ∞ ROI
Instagram Organic (2,847)		\$524 LTV · ∞ ROI
TikTok Viral (312)		\$487 LTV · ∞ ROI

FREE ↑

Meta Education Content (234)		\$387 LTV · 12.3:1
Google Brand (687)		\$312 LTV · 12.6:1
Meta Product Ads (4,127)		\$89 LTV · 1.9:1
Meta Discount Campaigns (6,892)		\$52 LTV · 1.4:1
Google Generic (1,847)		\$98 LTV · 2.4:1
TikTok Paid (892)		\$67 LTV · 2.1:1

PAID ↓

THE MOST IMPORTANT TABLE AISHA EVER SAW

Aisha was running a content business that works —
— dressed up as an ad-spend business that doesn't.
doesn't.

FREE CHANNELS COMBINED

5,298 customers · \$578 avg LTV · \$0 cost
\$3,062,244 total LTV generated

PAID CHANNELS COMBINED

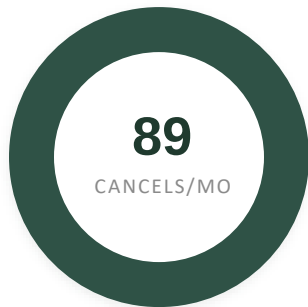
13,758 customers · \$74 avg LTV · \$287,200 cost
Net profit after all costs: **NEGATIVE**

Her content is the business. Her ads are the liability.

ANALYSIS 9 · WELLNESSBOX CHURN FORENSICS

Why 89 subscribers leave every month.

Recharge exit survey · last 90 days



■ Too expensive	34% · 30 subs \$1,067/mo
■ Not using products	28% · 25 subs \$1,185/mo
■ Didn't see results	19% · 17 subs \$948/mo
■ Quality issue	11% · 10 subs —
■ Other	8% · 7 subs —

THE WELLNESSBOX PARADOX

Her 54%-margin product was hiding in the website footer footer — while \$220,800/year marketed a 6.3%-margin margin hero product.

CURRENT SUBSCRIBERS

1,247

INDUSTRY BENCHMARK

7,000–12,000

CURRENT MARGIN

54% **TRUE**

MONTHLY PROFIT

\$53,197

SUBSCRIBER LTV

\$1,106 (14 mo avg)

NET GROWTH RATE

+ 3 subs/mo (stagnant)

THE FIX (EACH CANCELLATION REASON → SYSTEM)

- Pause + downsize offer before cancel → saves 45% of "too expensive"
- Day-14 usage check-in email → saves 60% of "not using"
- Day 7/30/60 results timeline → saves 70% of "didn't see results" results"

TOTAL MONTHLY CHURN PREVENTION

41 subscribers saved · \$3,239/mo revenue · **\$45,346 LTV retained**

PHASE 03 OF 03

03

Advanced Package.

The \$2,000 Data-Driven Growth System.

Built once. Runs forever. Never blind again. Five connected systems that watch Aisha's business 24/7 — alerting her the moment LTV:CAC dips, a Champion goes quiet, churn spikes, or a product margin slips.

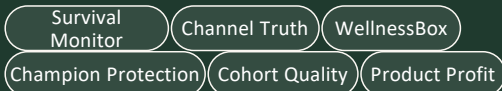
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"I will never again post champagne photos while my business is in crisis." — Aisha, March 18 2024
March 18 2024

Five systems. One source of truth. Zero blind spots.

Connected to Shopify, GA4, Klaviyo, Meta, Google, and Recharge. Auto-refreshing every 4 hours. Alerting Aisha before problems become crises.

01 Live Looker Studio Dashboard



Auto-alerts Aisha when:

- LTV:CAC drops below 4.0
- Any Champion 35+ days without purchase
- WellnessBox churn exceeds 7.5%
- Any product margin drops below 15%
- Monthly net profit below \$40,000

02 Klaviyo Email Automation

8 automated flows · 7-email post-purchase · WellnessBox onboarding · churn prevention · Champion protection · referral invite · cohort health check.

03 90-Day Forecast Model

3-scenario revenue projection · subscriber subscriber growth · LTV:CAC trend · profitability timeline. Updated monthly. monthly.

04 Weekly Business Health Report

Every Monday: 1-page PDF · 10 numbers · 3 actions. No No dashboard login. 10 minutes to read and act.

05 Product Profitability Tracker

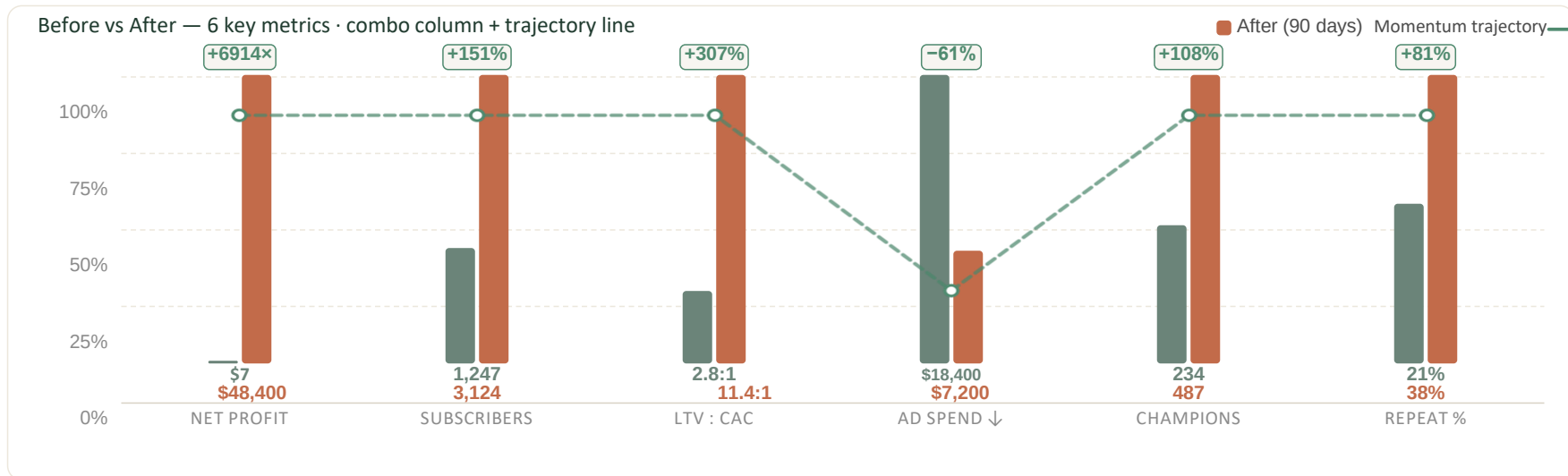
Live TRUE margin per product · auto-flag flag below 15% · auto ad-pause when margin < 20%.



THE RESULTS · 90 DAYS LATER

\$7 → \$48,400. Per month.

Same brand. Same team. Same products. Different data, different decisions, different systems. Total client investment: \$2,900. Annualized impact: \$580,800. ROI: 200,276x.



TOTAL INVESTMENT

\$2,900

across 3 packages

ANNUALIZED IMPACT

\$580,800

profit run-rate

DAY 1 IMPACT

+\$4,247

December-style loss stopped

★★★★★ VERIFIED TESTIMONIAL

“
On December 31st, 2023, I posted champagne photos and told my my followers "2023 was our year." My 2023 net profit was \$84. For the For the entire year. I didn't know.

The phone call on Day 5 of the analysis — when I was told my net profit was \$84 — is the most is the most important phone call of my business life. I cried. I called my husband. He held me. He held me. Then he said: "Now you know. Now you can fix it."

If you are reading this and you feel like something is off in your business — if your revenue is revenue is growing but something doesn't add up — you are probably right. The data knows. data knows. You just need someone to read it for you.

— Aisha R. · ZARA Organics · London, UK

Revenue \$78K → \$124K · Profit \$7 → \$48,400/mo · Investment \$2,900 · ROI 200,276×

CASE VERIFIED

ZARA Organics · 4 years in business · 458K social followers

Profit before	→ \$7 / month
Profit after	→ \$48,400 / month
WellnessBox	→ 1,247 → 3,124 subs
LTV:CAC	→ 2.8:1 → 11.4:1

"I now check my dashboard every Monday morning. It takes me 12 12 minutes. I will never again be blind in my own business."

WHAT'S HIDING IN YOUR DATA?

The next \$89K/month store that's actually bankrupt bankrupt is reading this slide.

If your revenue is growing but something doesn't add up — you're you're probably right. The data knows. Let's read it together.

- Starter Health Check — 7-day diagnostic **\$250**
- Growth Accelerator — 4-week deep analysis **\$650**
- Advanced Growth System — permanent data system **\$2,000**

Book the \$250 Health Check. The data will tell us within 7 days whether whether you're building a business — or running on a treadmill. treadmill.