



Events & Cohorts

A _backend_payment_success

Aa plan_amount

Sum

Aa User City

Is Bangalore or Bengaluru

B _backend_user_registration_co...

Count Total

Aa User verification_status

Is auto_verified or verified_by_admin

And all

Aa User City

Is Bangalore or Bengaluru

Formulas

Total payment (City) (A)

Total marketing spend (City - CAC external spen

Jan 1, 2022 -- Nov 30, 2022

Today

Yesterday

7D

30D

3M

6M

12M

Compare

Linear

Month

Line



Search

Formula	Average	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022
Total payment (City)	1.83M	1.78M	1.6M	1.55M	1.93M	2.2M	2.98M	2.84M
Total marketing spend (...)	1.05M	1.29M	1.03M	982,250	987,500	989,000	994,500	860,000
Net ROI	992,707.1	740,502	773,858	762,271	1.14M	1.41M	2.19M	2.16M