

Cost per Student & CAC Analysis

Coaching, Tuition & Test-Prep

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyse the cost to deliver to and acquire a student — delivery cost per student (faculty, material, ops) and customer acquisition cost (marketing/admission spend per enrollment) — to understand unit economics and where to improve. Enter the inputs below.

Purpose of this tool & output

Know what a student costs to teach and acquire

How the output is used

Use it to know what a student costs to teach and acquire — the cost-per-student and CAC that guide pricing and marketing spend.

Who should vet it

Your accountant or a finance-savvy advisor, to confirm the teaching cost and acquisition-cost data behind the numbers.

Important cautions

AI-generated analysis; use your actual numbers - utilisation and CAC are the key levers.

Companion documents

- Coaching Fee Pricing Strategy
- Coaching / EdTech Business P&L
- Batch Economics Calculator
- Coaching Working Capital Plan
- Coaching Capex / Investment Plan
- Scholarship / Discount Model

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.