Feasibility & ROI Analysis - Financial Calculator

Enter your data in the YELLOW cells across all worksheets. Calculations update automatically.

KEY FINANCIAL METRICS		
Total Implementation Cost	$60,000	
Total 5-Year Cost		
Total 5-Year Benefit		
Net 5-Year Benefit	$0	

ROI Percentage	#DIV/0!	
Payback Period (months)		
Benefit-Cost Ratio	#DIV/0!	
NPV (10% discount)		

RECOMMENDATION

✗ DO NOT PROCEED - Insufficient ROI

COST ESTIMATE

ONE-TIME IMPLEMENTATION COSTS	
Personnel Costs	
Data Scientists (FTE x months x rate)	$133,000
ML Engineers	$60,000
Business Analysts	$25,000
Project Manager	$13,000
Technology & Infrastructure	
Cloud setup	$5,000
Dev/test environment	$8,000
ML platform licenses	$15,000
Data tools	$10,000
Data & Services	
Data integration	$25,000
Consulting services	$30,000
Change Management	
Training development	$15,000
Training delivery	$10,000
Subtotal Implementation Costs	**$349,000**
Contingency (20%)	$0
TOTAL IMPLEMENTATION COST	**$349,000**

RECURRING ANNUAL COSTS	
Infrastructure	
Cloud hosting (annual)	$36,000
Training compute (annual)	$12,000
Licensing	
ML platform license	$60,000

Monitoring tools	$15,000
Personnel (annual FTE)	
ML Engineer (0.5 FTE)	$90,000
Data Scientist (0.25 FTE)	$50,000
TOTAL ANNUAL COST	**$263,000**

BENEFIT ESTIMATE

KEY ASSUMPTIONS

Customer base size	50,000
Current churn rate (%)	15.0%
Customer lifetime value ($)	$1,200
Model identifies at-risk (%)	1
Retention saves identified (%)	0
Customers saved (calculated)	32
Effective churn reduction (% pts)	21600.0%

ANNUAL BENEFITS (at 100% adoption)

Primary: Revenue retained from churn reducti	$19
Secondary: Marketing efficiency savings	$50,000
TOTAL ANNUAL BENEFIT (full adoption)	**$50,019**

ADOPTION CURVE

Year 1 adoption rate	50%
Year 2 adoption rate	75%
Year 3+ adoption rate	100%

5-YEAR CASH FLOW PROJECTION

Year	Costs	Benefits	Net Cash Flow	Cumulative
Year 0	$60,000	$0	-$60,000	-$60,000
Year 1		$37,515	$37,515	-$22,485
Year 2		$50,019	$50,019	$27,534
Year 3		$0	$0	$27,534
Year 4		$0	$0	$27,534
Year 5		$0	$0	$27,534
TOTALS	$60,000	$87,534	$27,534	

Payback Period (mor	17
Discount Rate	10%
NPV (discounted)	$27,534

SENSITIVITY ANALYSIS

Scenario	Adoption Rate	Total Benefit	ROI %	Payback (mo)
Best Case (+20%)	120%	$195,076	225.1%	8
Base Case	100%	$162,563	170.9%	8
Worst Case (-20%)	80%	$130,051	116.8%	9
Break-Even	25%	$40,641	-32.3%	11

Template 1.4 Sample Spreadsheet | © 2026 Warrick AI | Customize yellow cells with your project data