



## Executive Summary

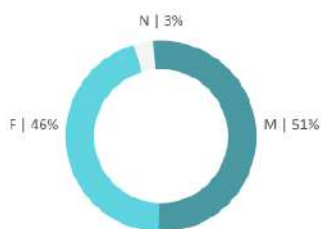
Total Revenue:

**\$100.00**

MRR:

**\$100.00**

MRR by Product Mix



Monthly MRR Retention / Expansion Rate



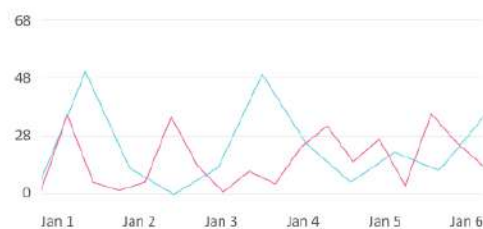
Retention Rate:

**90%**

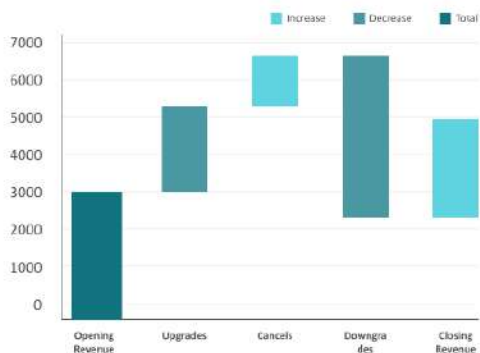
Churn Rate:

**10%**

YoY Churn Rate v/s Retention Rate



Change in MRR



Customer Acquisition Cost

This Year

**\$150.00**

Last Year

**\$300.00**

CAC by Region



Average Revenue Per User

This Year

**\$400.00**

Last Year

**\$250.00**

