

## Document 2: Q4 Performance Report & KPI Scorecard

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Department: Operations & Finance

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### 1. Executive Financial Summary

The fourth quarter of 2025 showed mixed results. While gross margins remained stable at 62%, net profit was impacted by unplanned infrastructure scaling costs.

### 2. Key Performance Indicators (KPIs)

The following table outlines our performance against the benchmarks set in Q1.

KPI Metric	Q4 Target	Q4 Actual	Variance (%)	Status
User Growth (MoM)	8.5%	7.2%	-1.3%	Yellow
System Uptime	99.99%	99.91%	-0.08%	Red
Customer LTV	\$1,200	\$1,450	+20.8%	Green
Operating Expenses	\$450k	\$510k	+13.3%	Red
Net Promoter Score	65	68	+4.6%	Green

### 3. Operational Analysis

- The Uptime Gap: The "Red" status in System Uptime was caused by a 45-minute outage on November 12th during the database migration.
- Expense Overrun: The 13.3% variance in operating expenses is primarily due to a surge in cloud compute costs (\$45k over budget) linked to the new AI training sets.
- LTV Success: The significant "Green" variance in Lifetime Value (LTV) suggests that the new premium features are being adopted faster than anticipated.

### 4. Corrective Action Plan (CAP)

1. Cloud Optimization: Renegotiate AWS/Azure contracts by Feb 20th to move to reserved instances.
2. Redundancy Check: Implement multi-region failover to prevent a repeat of the Nov 12th outage.
3. Budget Reallocation: Shift \$20k from the "Unallocated Marketing" fund to the "Infrastructure" fund to cover Q1 surges.