Subscription Revenue Intelligence Dashboard

Monthly Recurring Revenue	Revenue per Customer	Annual Recurring Revenue	Total Revenue
1.42M	137.40	17.09M	1.42M

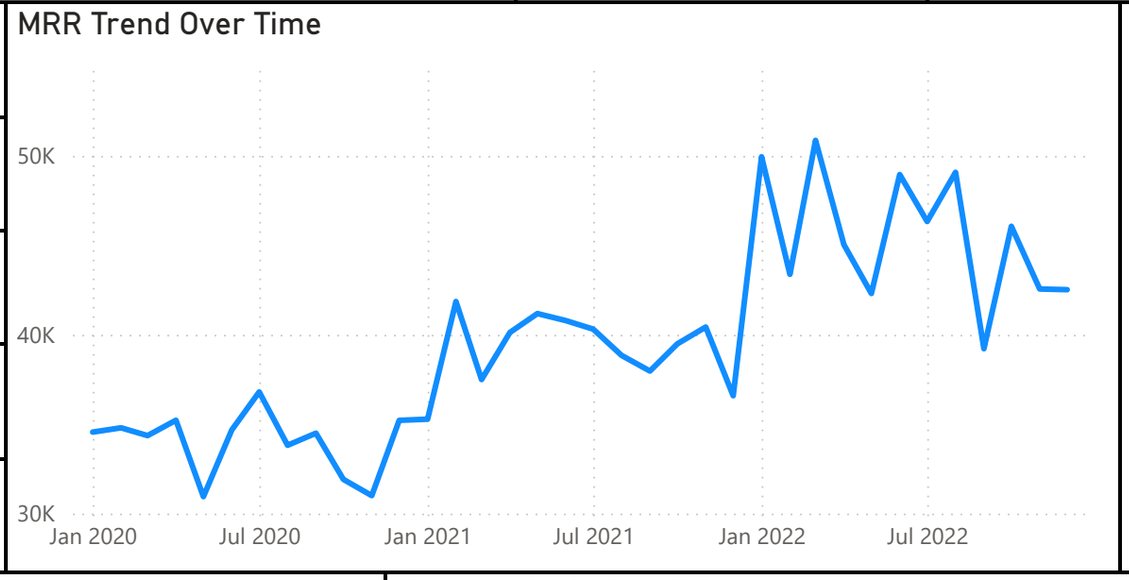
Plan
All

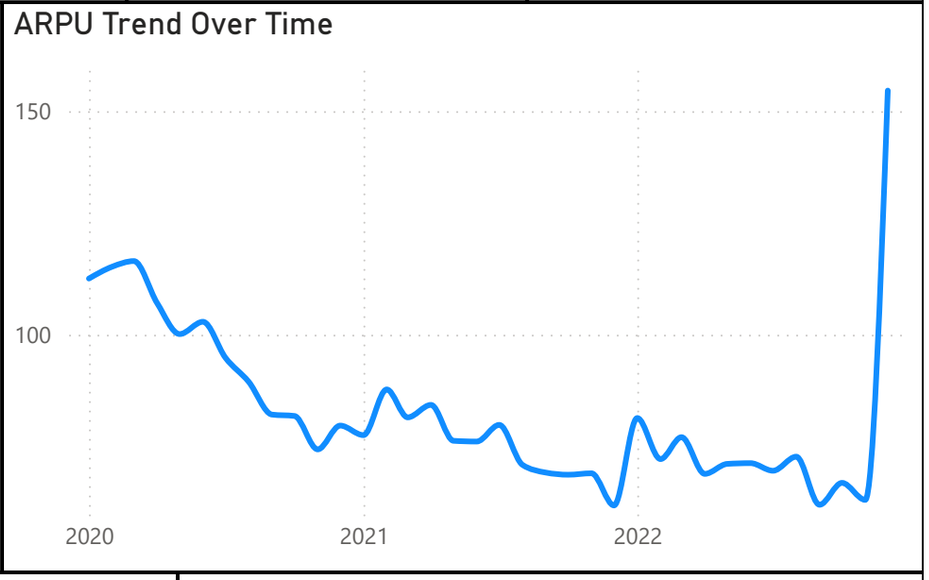
Country
All

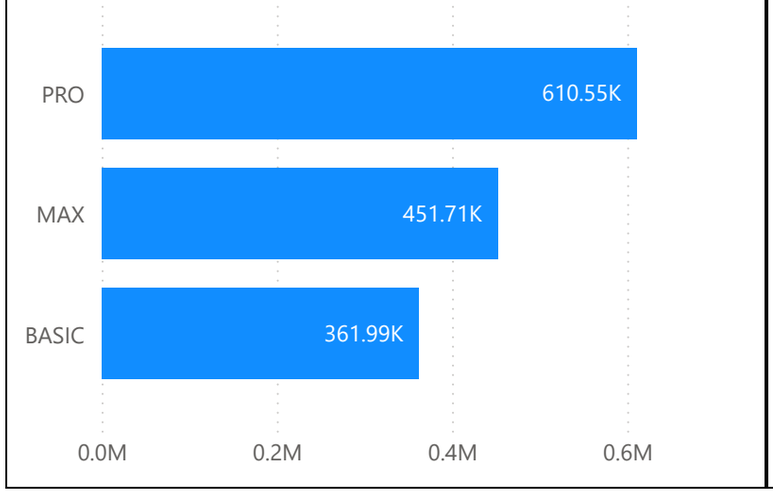
Age Group
All

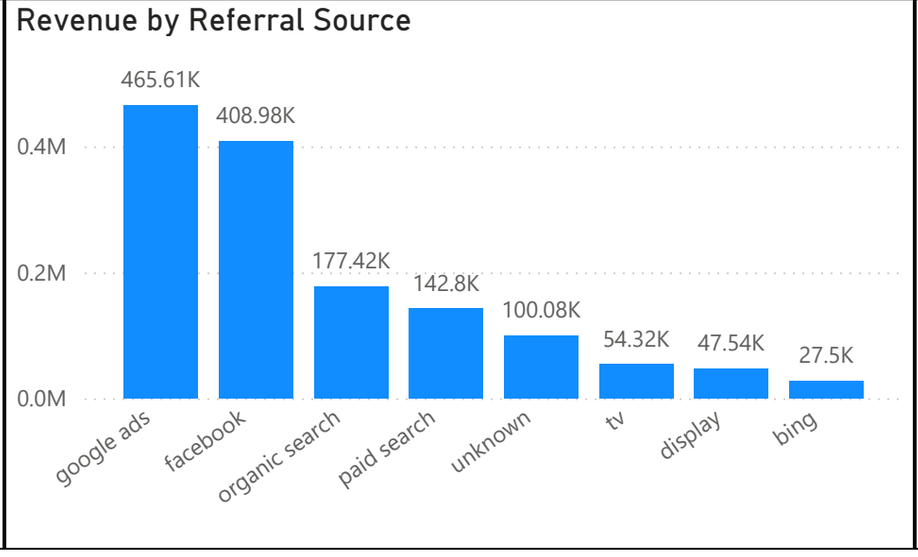
Gender
All

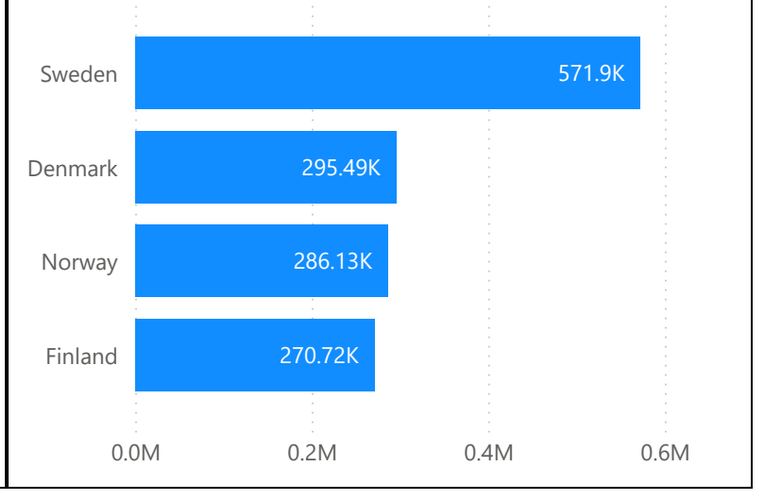
Month
All











Growth & Plan Performance Dashboard

Month: All | Plan: All | Age Group: All | Gender: All | Country: All

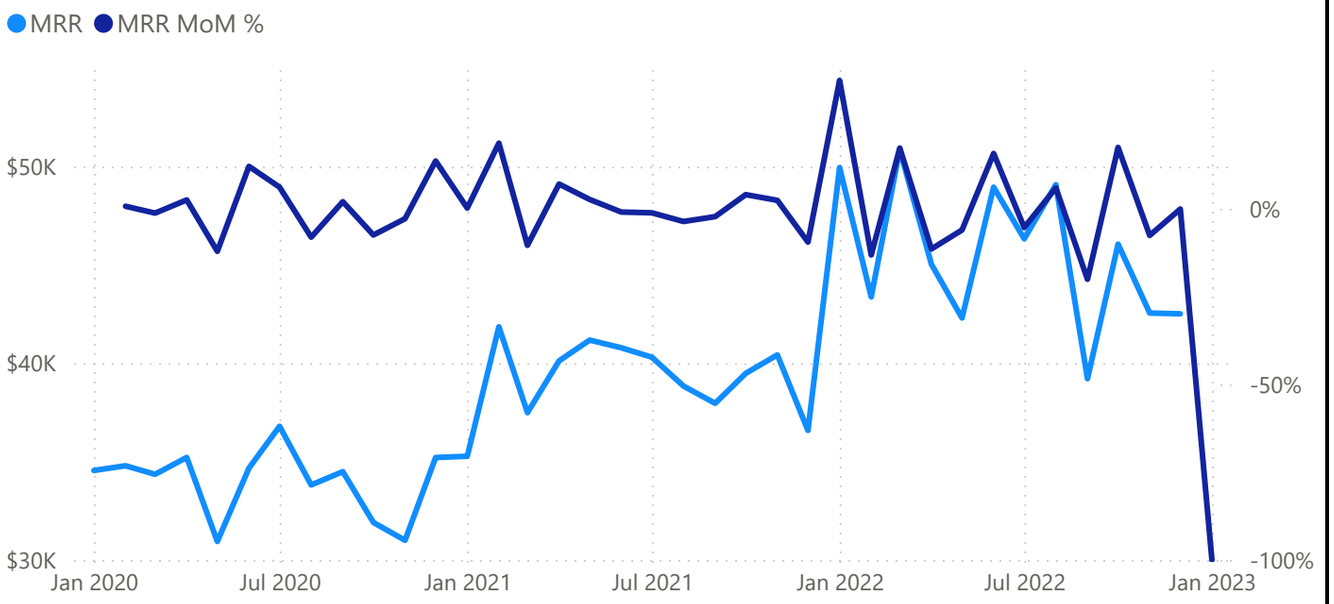
MRR
1.42M

MRR MoM Growth %
0.00%

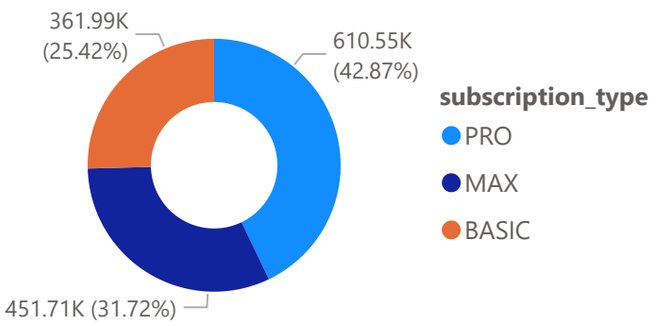
Active Subscribers
10,366

Total Revenue
1.42M

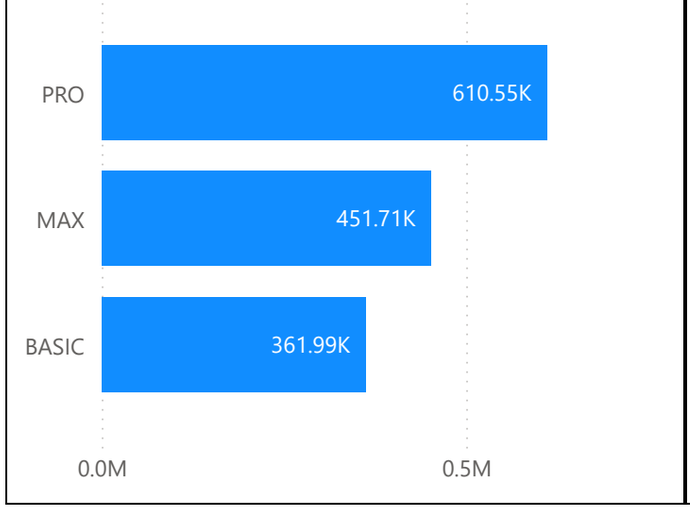
MRR Trend & Monthly Growth



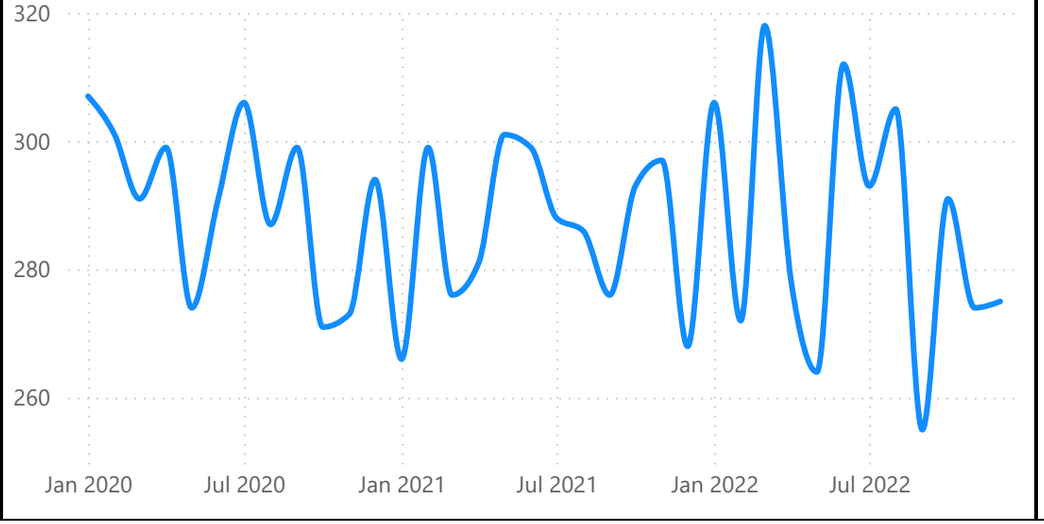
Revenue Share by Plan (%)



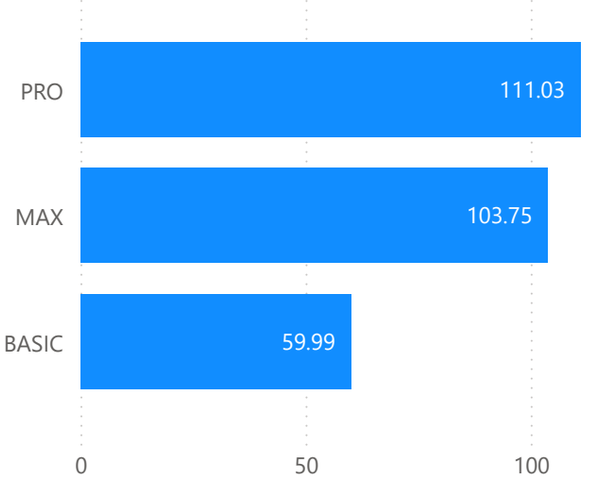
Revenue Contribution by Subscription Plan



Active Subscribers Trend



ARPU by Subscription Plan



Customer & Referral Segmentation Dashboard

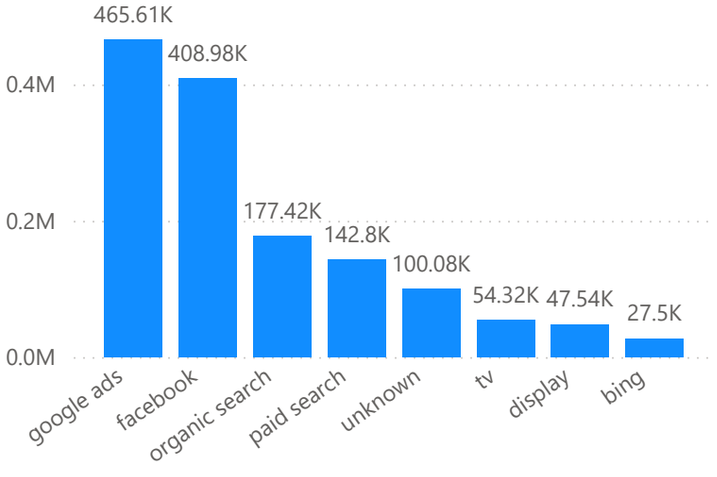
Month: All | Plan: All | Country: All | Referral Source: All

Total Customers
10K

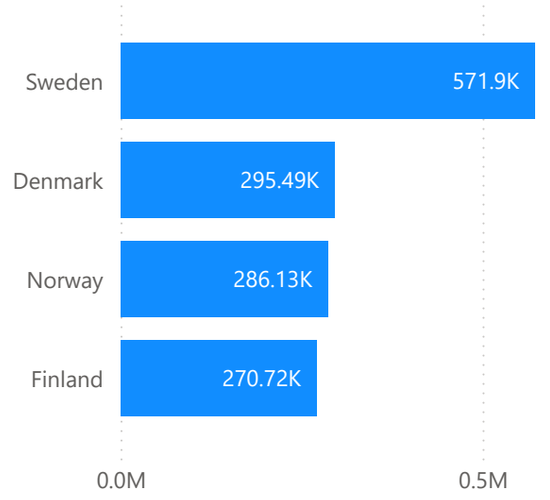
Total Revenue
1.42M

ARPU
137.40

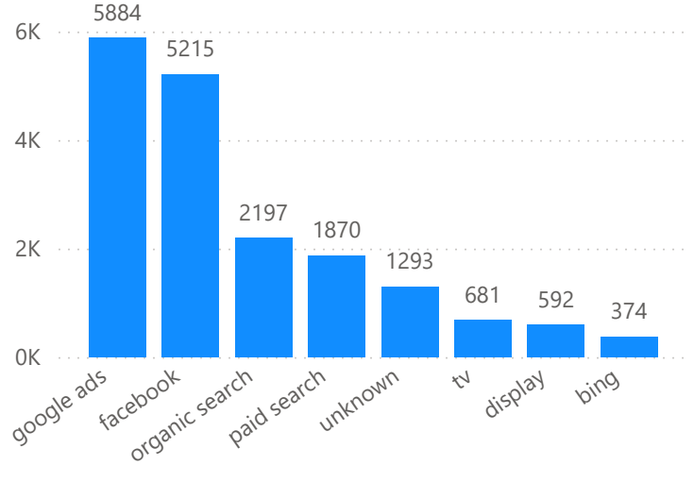
Revenue by Referral Source



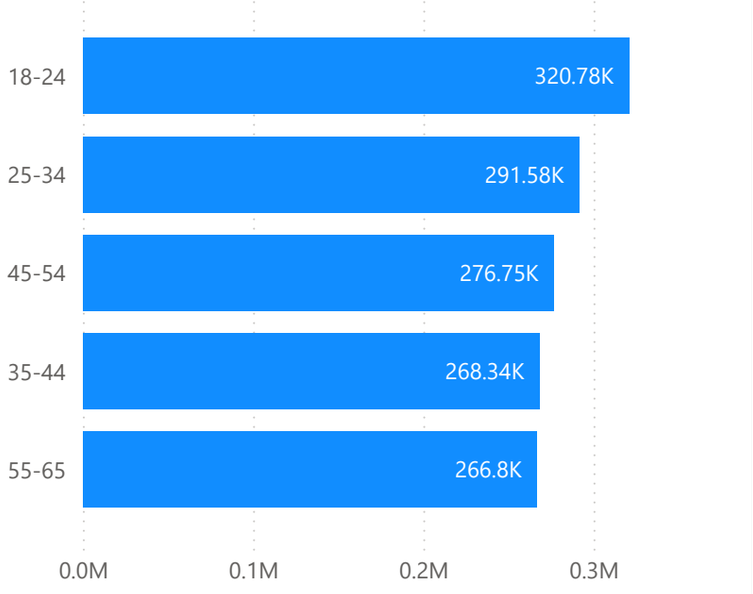
Revenue by Country



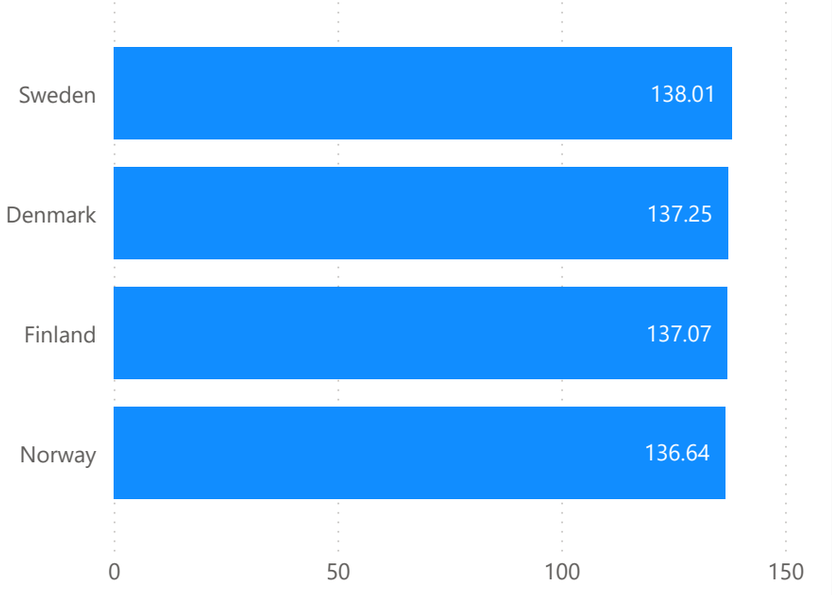
Customers Acquired by Referral Source



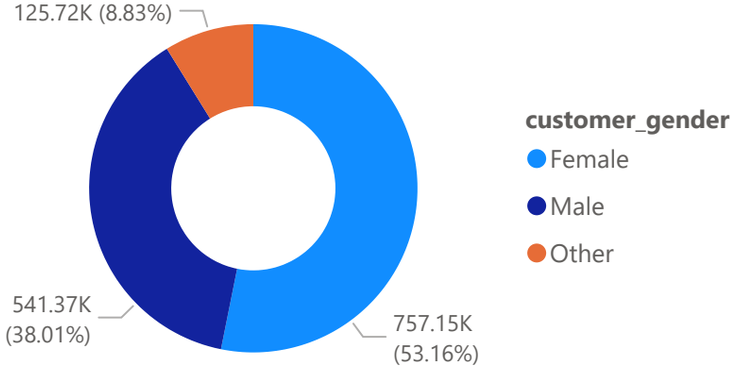
Revenue by Age Group



ARPU by Country (Customer Value)



Revenue Share by Gender



LTV & High Value Customer Dashboard

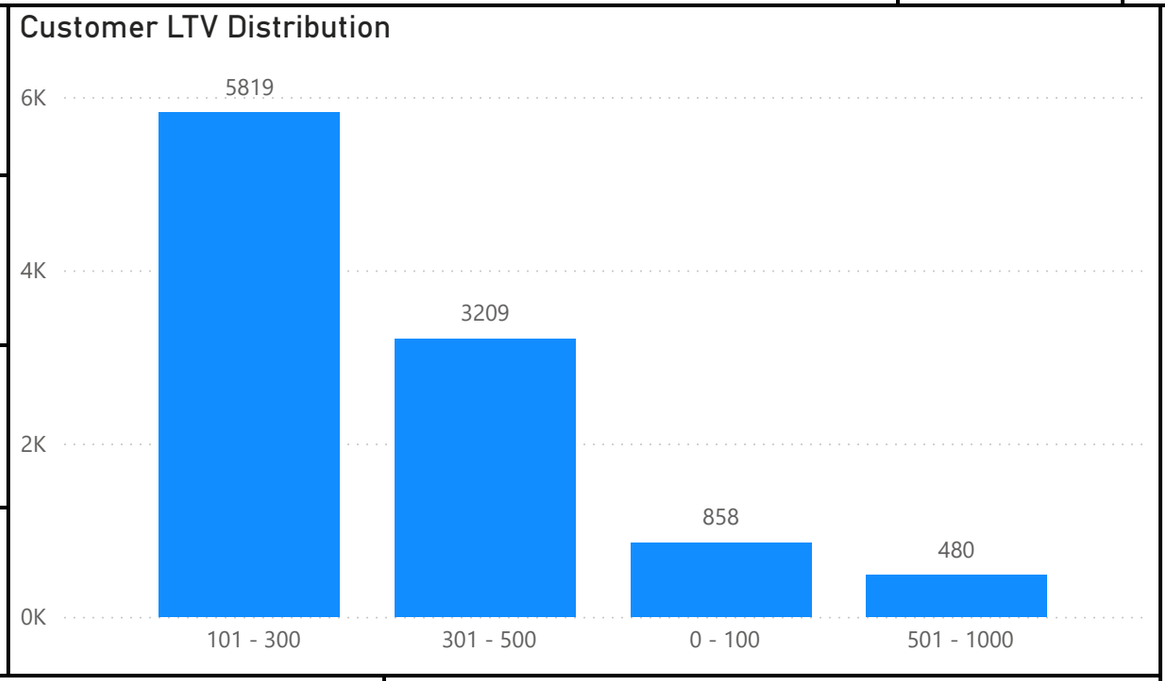
Month: All | Plan: All | Age Group: All | Gender: All | Country: All

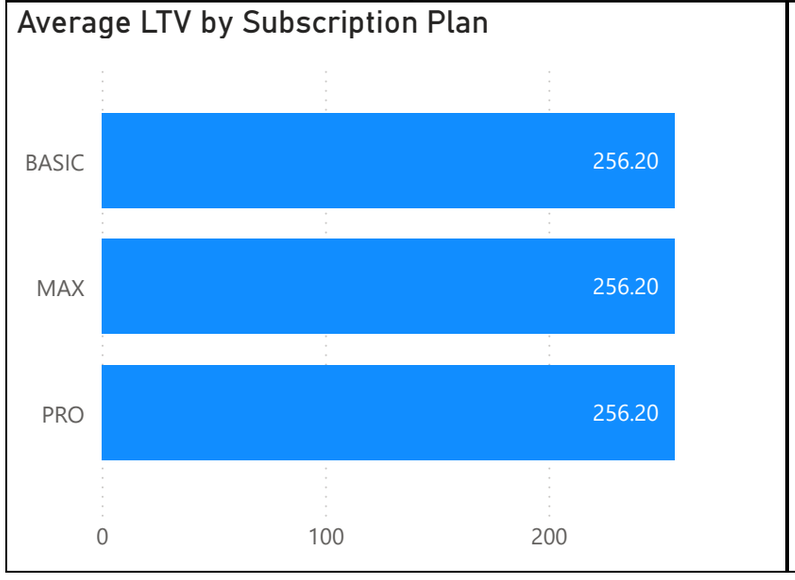
Total Lifetime Revenue
2.66M

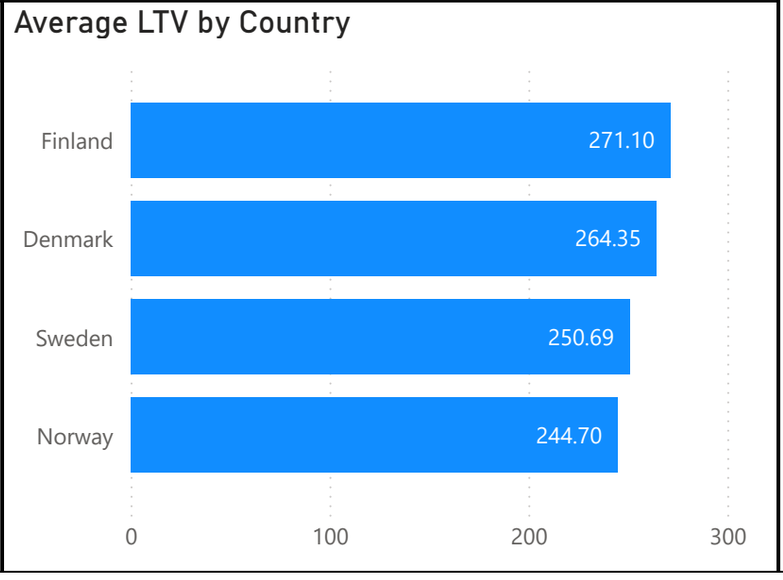
High Value Customers
4759

Avg Customer LTV
256.20

Highest Customer LTV
2.66M







Top 24 Customers by Lifetime Revenue

cust_id	lifetime revenue	country	age	gender	Plan type
6913	994.00	Finland	35-44	Male	MAX
6913	994.00	Finland	35-44	Male	PRO
9765	994.00	Denmark	18-24	Female	MAX
9765	994.00	Denmark	18-24	Female	PRO
9127	954.00	Finland	18-24	Male	MAX
9127	954.00	Finland	18-24	Male	PRO
3865	866.00	Finland	35-44	Female	BASIC
3865	866.00	Finland	35-44	Female	MAX
8093	866.00	Finland	18-24	Female	MAX
8093	866.00	Finland	18-24	Female	PRO
4806	844.00	Denmark	25-34	Female	MAX
4806	844.00	Denmark	25-34	Female	PRO
6044	844.00	Denmark	18-24	Male	MAX
6044	844.00	Denmark	18-24	Male	PRO
336	824.00	Finland	18-24	Female	MAX
336	824.00	Finland	18-24	Female	PRO
3479	824.00	Sweden	18-24	Female	MAX
3479	824.00	Sweden	18-24	Female	PRO
4487	824.00	Denmark	25-34	Male	MAX
4487	824.00	Denmark	25-34	Male	PRO
8053	824.00	Denmark	25-34	Female	MAX
8053	824.00	Denmark	25-34	Female	PRO
10240	824.00	Finland	55-65	Female	MAX
10240	824.00	Finland	55-65	Female	PRO
Total	**10,482.00**				

Cohort Retention + Executive Insights

Month	Plan	Age Group	Gender	Country
All	All	All	All	All

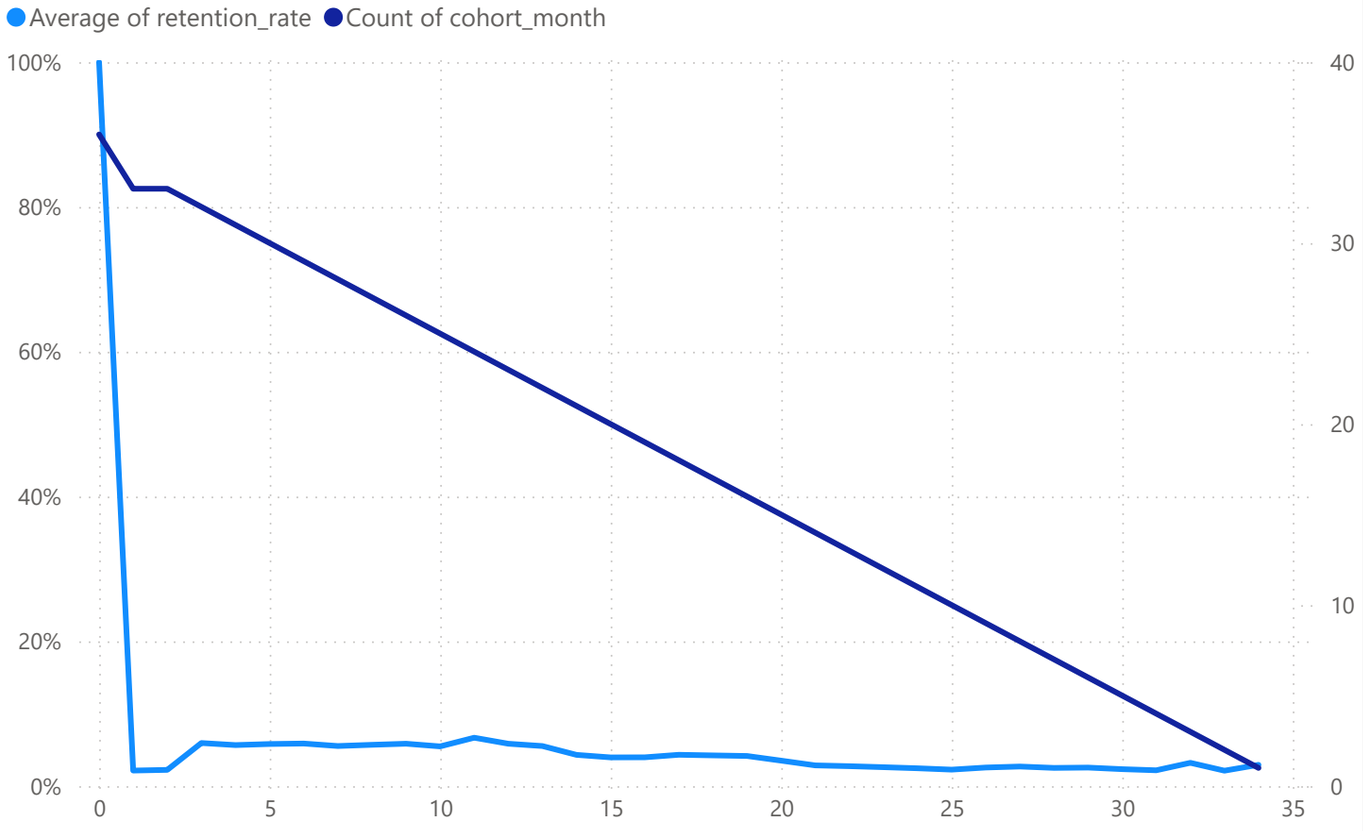
Avg Cohort Retention %	Highest Retention %
9.92%	100%

Customer Churn Rate	Total Cohorts
0%	36

Cohort Retention Heatmap

Year	0	1	2	3	4	5	6	7	8	9	10	11	12	13
⊞ 2020	1200.0%	14.4%	20.4%	69.0%	66.2%	65.4%	66.3%	69.9%	63.3%	65.1%	61.4%	74.0%	76.3%	64.1%
⊞ 2021	1200.0%	27.2%	24.7%	67.5%	68.4%	69.6%	75.4%	67.6%	71.4%	76.1%	70.0%	86.2%	58.1%	57.5%
⊞ 2022	1200.0%	29.0%	28.6%	53.6%	40.8%	39.2%	28.6%	17.2%	19.1%	10.8%	5.6%			

Retention Curve Over Time



Key Insights

1. Premium plan contributes the highest revenue share
2. ARPU is strongest in top 3 countries
3. Referral source “X” drives maximum revenue
4. Cohort retention declines sharply after month 2
5. High LTV customers contribute major revenue share

Business Recommendations

1. Improve onboarding experience in first 30 days
2. Promote high ARPU plans through targeted referral sources
3. Focus marketing expansion in high LTV countries
4. Introduce loyalty benefits for top customers
5. Optimize pricing tiers to increase premium conversions

Dataset Notes / Limitations

This dataset contains no explicit churn/cancellation events, therefore churn rate remains 0%. Retention insights are derived using cohort-based retention analysis instead of churn events