

Customer Trends Analysis

Executive Summary | Subscription
Business

Executive Summary – Customer Trends

-  Stable Pricing: Subscription fee remained flat (\$33 → \$34), so revenue growth depends on user volume rather than pricing changes.
-  Churn Crisis in 2022: Attrition spiked (15.1% in Q1, 30.5% in Q2), erasing gains from record new sign-ups; estimated quarterly revenue loss exceeded \$160K due to churn.
-  Recovery in 2023: Churn improved sharply (1.9% in Q1 2023), delivering a 10% net customer increase and boosting subscription revenues by ~ \$56K in one quarter.
-  Key Insight: Sustained growth will require stronger retention strategies, since high acquisition alone cannot offset heavy churn.