Sales Report - ByteBlaze Technologies | Q1 2025 (Jan 1 – Mar 31)

📃 **Total Revenue (Q1 2025):**

$254,800

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1. 💼 **Revenue Breakdown by Product**

Product	Revenue ($)	% of Total
ByteFlow (Automation)	112,000	44.0%
BlazeCRM (CRM Suite)	73,500	28.8%
InsightIQ (Analytics)	41,000	16.1%
Add-ons & Integrations	18,300	7.2%
Services (Setup, Support)	10,000	3.9%

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2. 🌍 **Revenue by Region**

Region	Revenue ($)	% of Total
North America	137,200	53.9%
Europe	62,100	24.4%
Asia-Pacific	36,500	14.3%
Middle East/Africa	11,000	4.3%
Latin America	8,000	3.1%

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3. 💼 **Customer Segmentation by Business Size**

Segment	# of Customers	Revenue ($)	% of Total
Enterprise	12	114,000	44.7%
Mid-Market	25	93,500	36.7%
Small Businesses	48	47,300	18.6%

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4. 📅 Monthly Revenue Trend

Month	Revenue ($)	MoM Growth
January	72,000	-
February	82,500	+14.6%
March	100,300	+21.5%

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5. 📈 Customer Acquisition Cost (CAC) & Lifetime Value (LTV)

Metric	Value ($)
Avg. CAC	450
Avg. LTV	3,200
LTV : CAC Ratio	7.1x

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6. 🔄 Churn Rate & Retention

Metric	Value
Customer Churn Rate	4.2%
Monthly Retention Rate	95.8%
Net Revenue Retention	108%

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7. 📦 Sales Channels Contribution

Channel	Revenue ($)	% of Total
Direct Sales	119,000	46.7%
Partner/Reseller	71,300	28.0%
Online (Self-serve)	64,500	25.3%

8. 🛒 Top 3 Deals Closed in Q1

Client Name	Deal Size ($)	Product(s) Purchased
Nexora Ltd.	35,000	ByteFlow + InsightIQ
VertexX Corp.	28,500	BlazeCRM + Add-ons
OmniSync Global	22,000	ByteFlow + Services Package

🧠 Insights:

- March had the highest monthly revenue, indicating upward momentum.
- Direct Sales remain the strongest channel but Online is catching up.
- Enterprise customers contribute nearly half the revenue, but Small Businesses show the fastest growth.
- LTV:CAC ratio of 7.1x indicates efficient customer acquisition.