



Customer Subscription and Transaction | Overview

Revenue, Customer Behavior & Segmentation, Churn, and Transaction Insights

1/1/2020

12/31/2022

Performance Scope: 2020 - 2022

Denmark

Finland

Norway

Sweden

2020

2021

2022

Clear all slicers



BASIC

Total Revenue

\$1,802

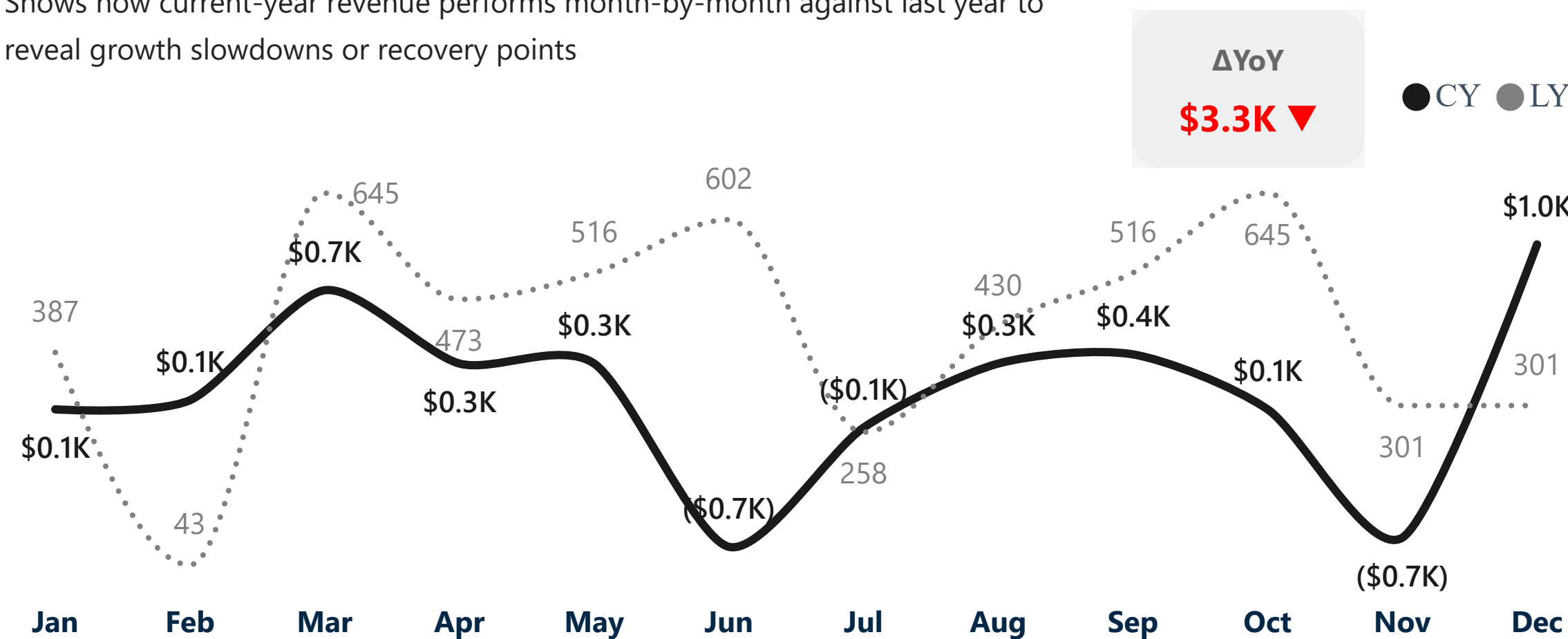
Total Customers
548

Δ LY
\$5.1K || ▼ 64.8%

Churn Rate || ΔLY
7.8% || ▲ 213.0% • \$1.3K

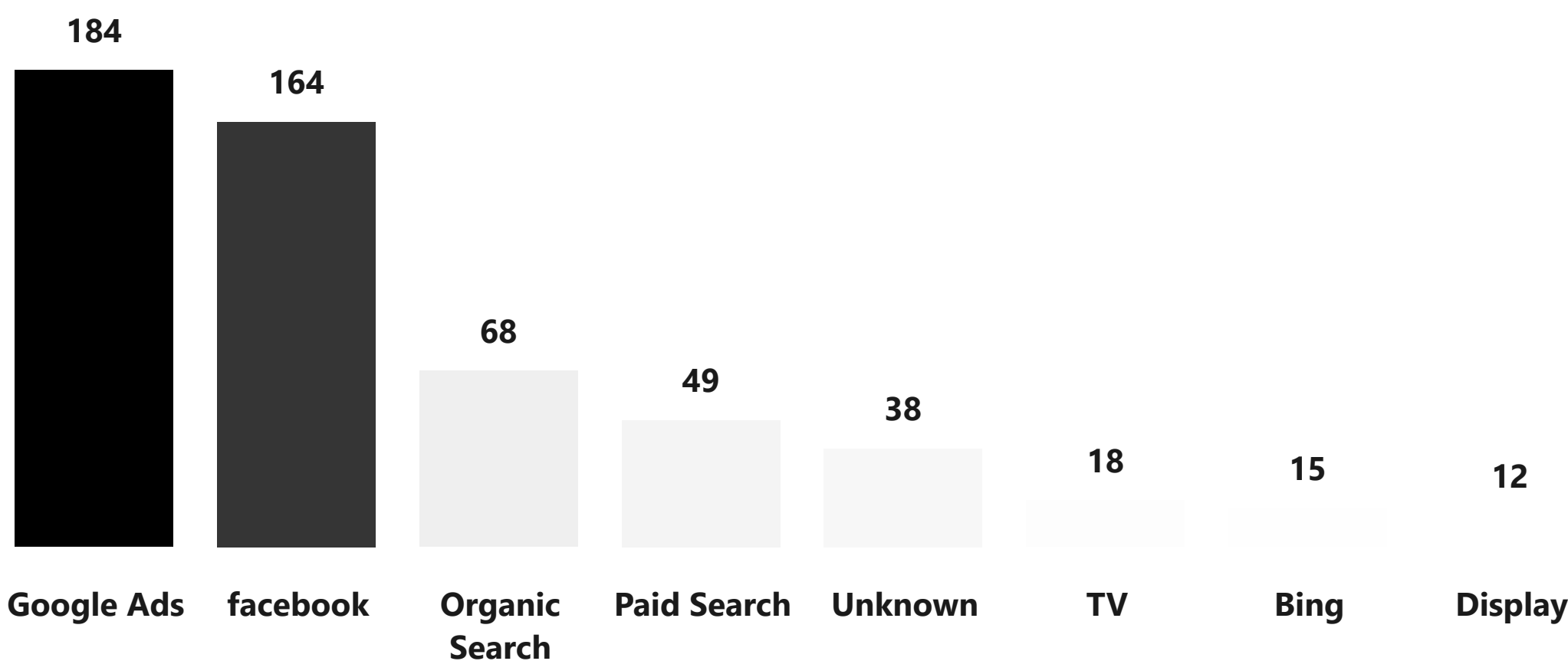
Revenue Trend: Tracking Growth vs Previous Year

Shows how current-year revenue performs month-by-month against last year to reveal growth slowdowns or recovery points



Customer Acquisition by Referral Channel

Shows which channels attract the most customers, guiding where to focus or cut marketing spend.



MAX

Total Revenue

\$45,815

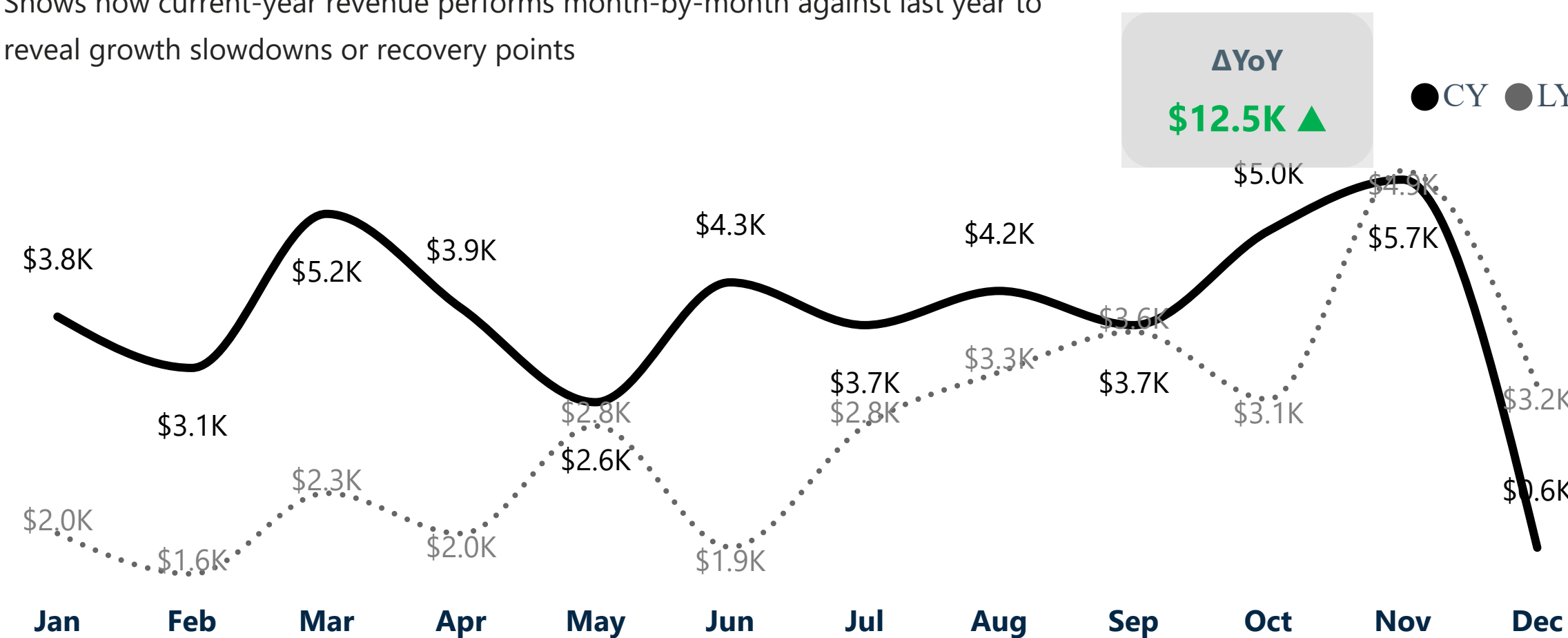
Total Customers
436

Δ LY
\$33.4K || ▲ 37.4%

Churn Rate || ΔLY
7.9% || ▲ 209.9% • \$3.9K

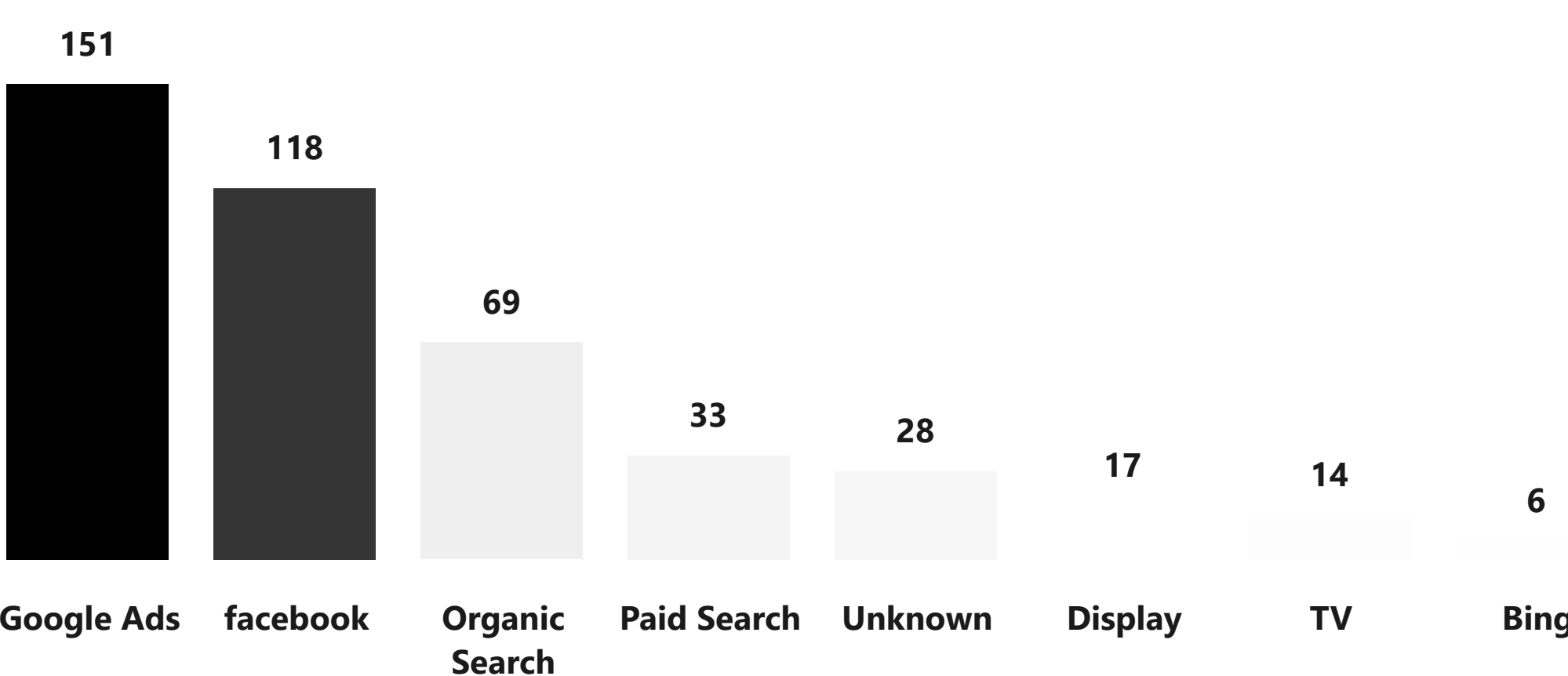
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PRO

Total Revenue

\$26,265

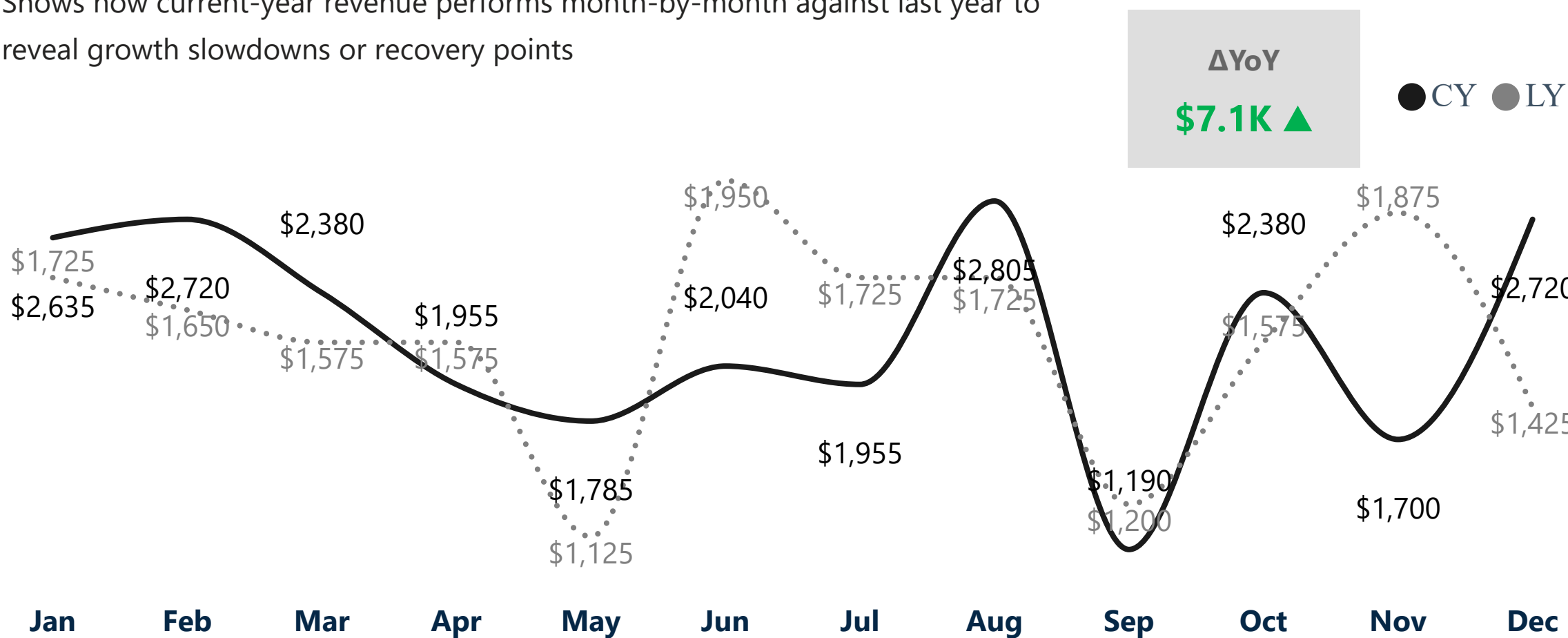
Total Customers
447

Δ LY
\$19.1K || ▲ 37.3%

Churn Rate || ΔLY
5.2% || ▲ 23.3% • \$1.6K

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