



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

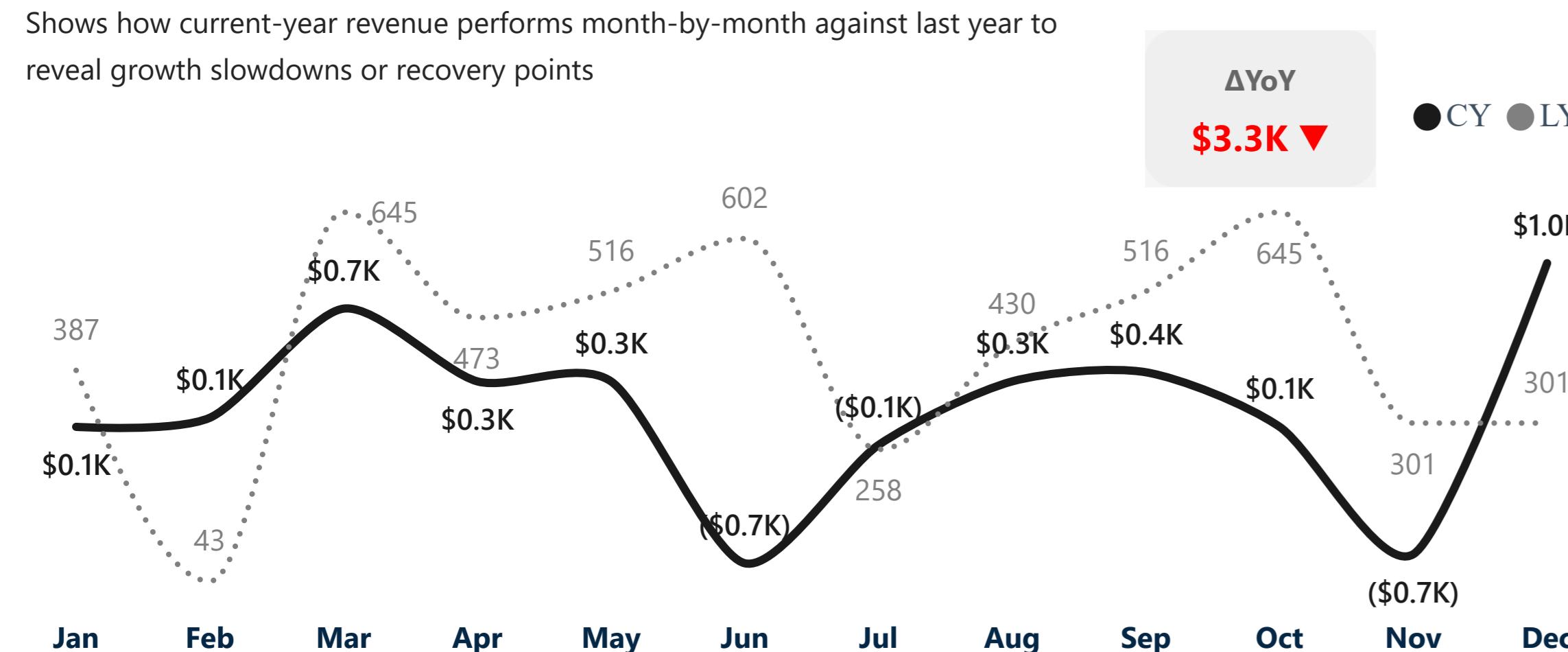
Δ LY

\$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



MAX

Total Revenue

\$45,815

Total Customers

436

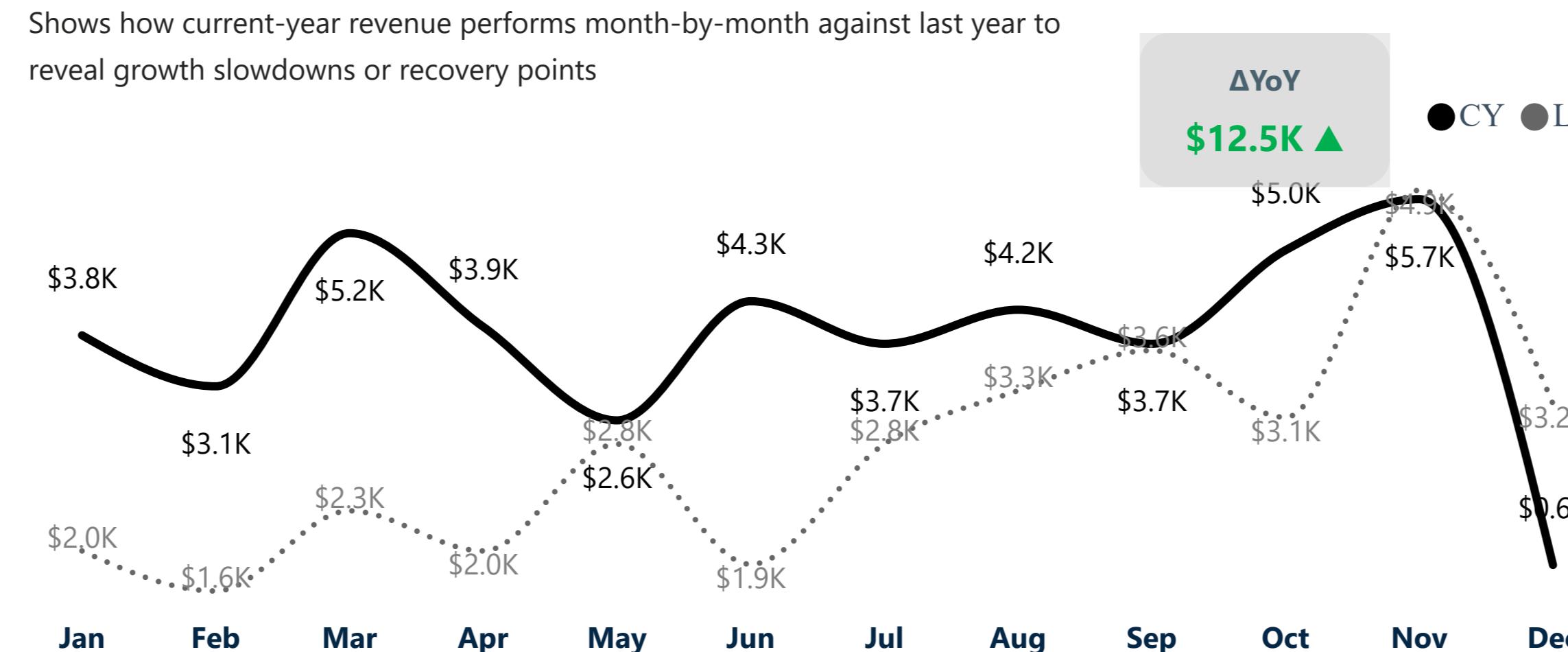
Δ LY

\$33.4K || ▲ 37.4%

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

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



PRO

Total Revenue

\$26,265

Total Customers

447

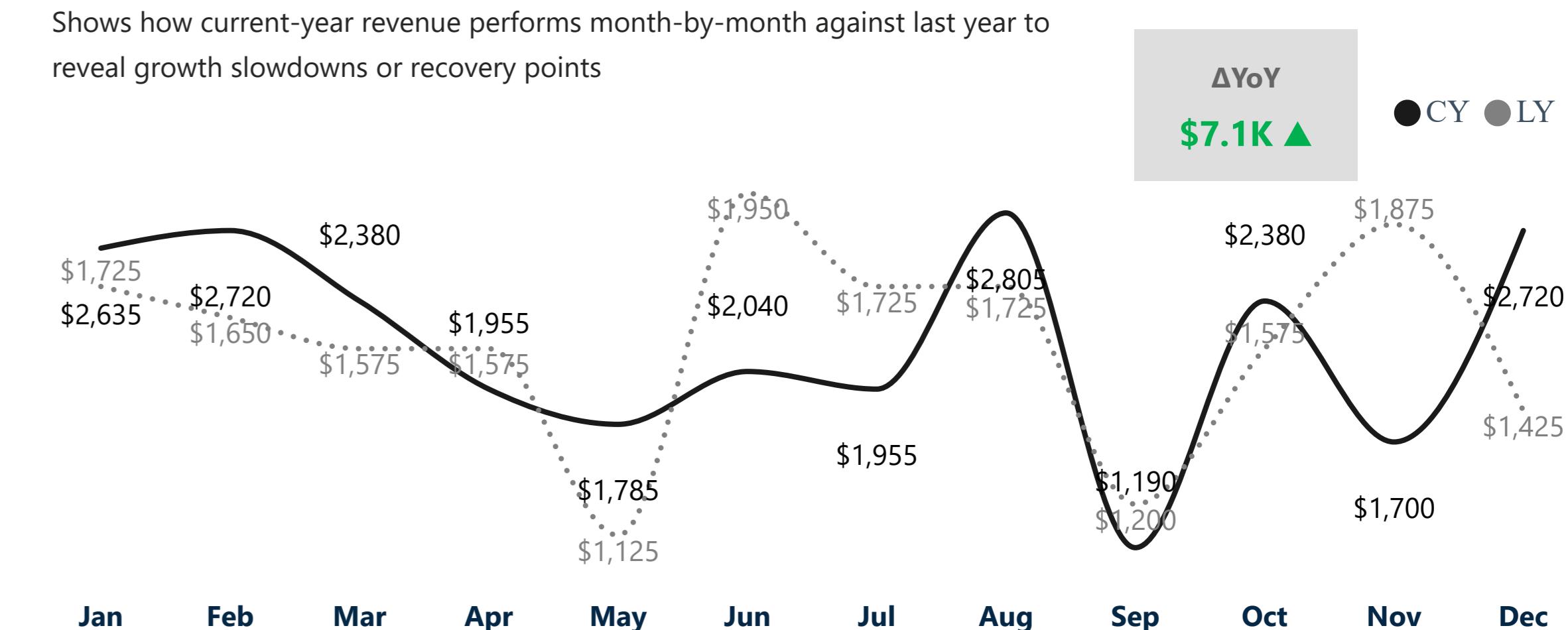
Δ LY

\$19.1K || ▲ 37.3%

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

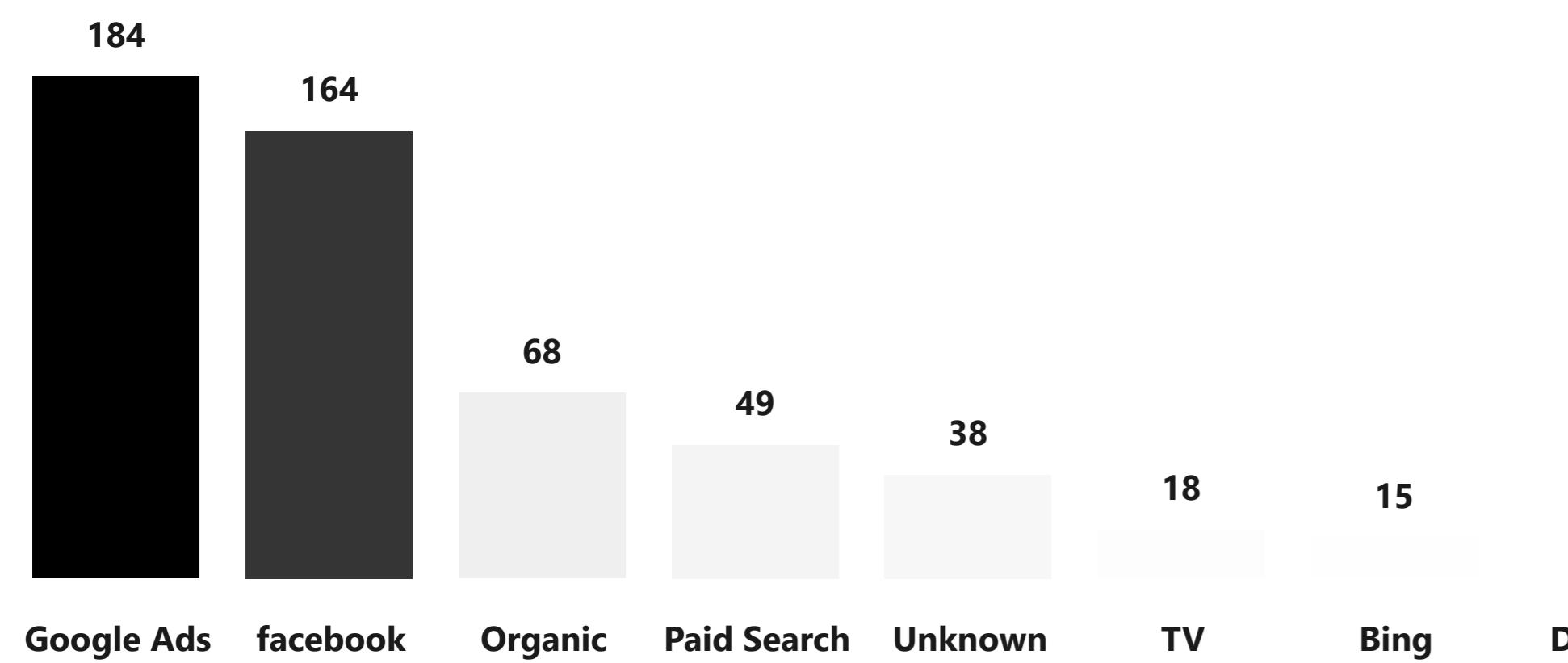
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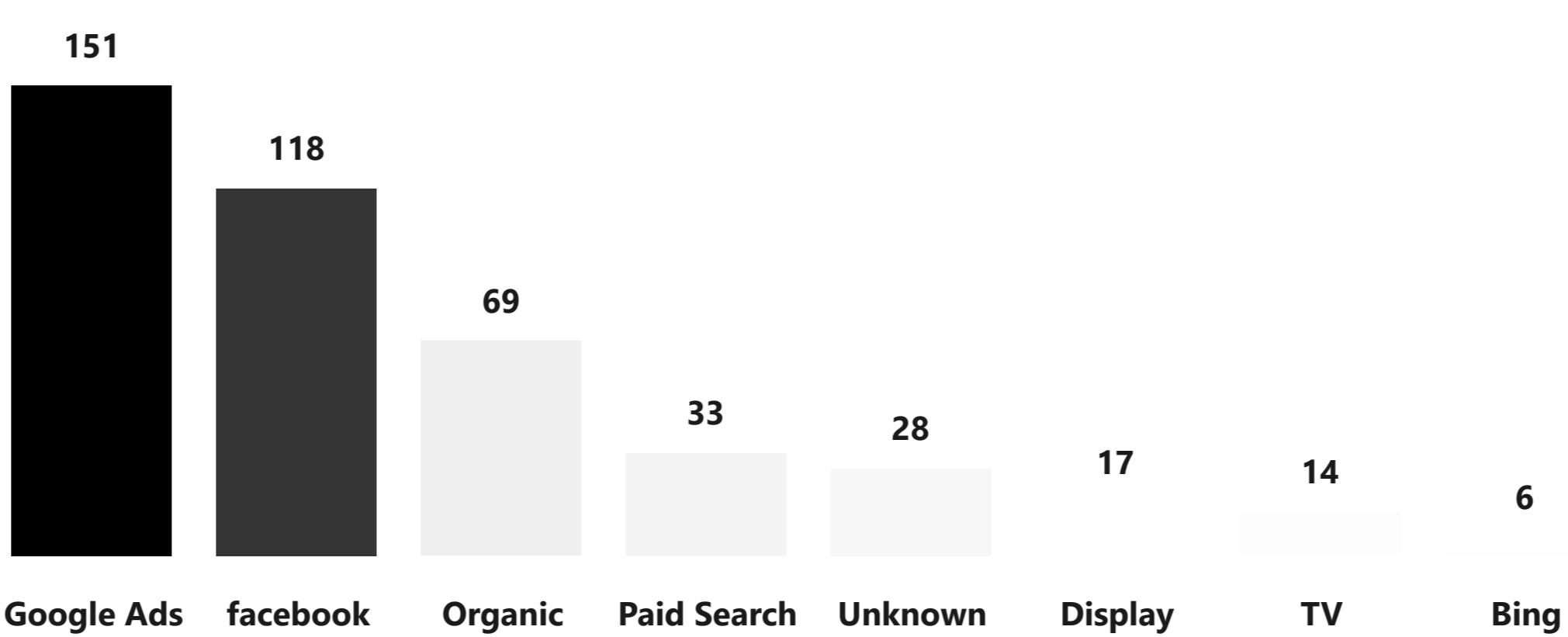
Customer Acquisition by Referral Channel

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



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