



# Startup Financial KPIs Dashboard

MRR  
**1.21M**

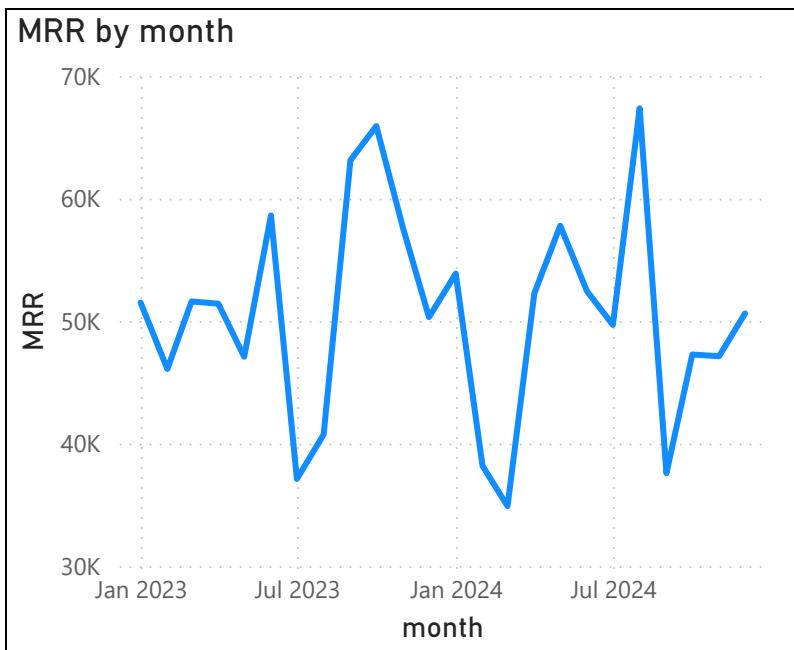
ARR  
**14.52M**

LTV  
**110.02K**

ARPU  
**171.37**

Churn rate  
**-0.02**

CAC  
**171.47**



**Customer Cohort Retention Heatmap**

signup_month	0	Total
2023-01	302	<b>302</b>
2023-02	270	<b>270</b>
2023-03	307	<b>307</b>
2023-04	306	<b>306</b>
2023-05	268	<b>268</b>
2023-06	336	<b>336</b>
2023-07	230	<b>230</b>
2023-08	230	<b>230</b>
2023-09	365	<b>365</b>
2023-10	393	<b>393</b>
2023-11	331	<b>331</b>
<b>Total</b>	<b>7057</b>	<b>7057</b>

