



Startup Financial KPIs Dashboard

MRR

1.21M

ARPU

171.37

ARR

14.52M

Churn rate

-0.02

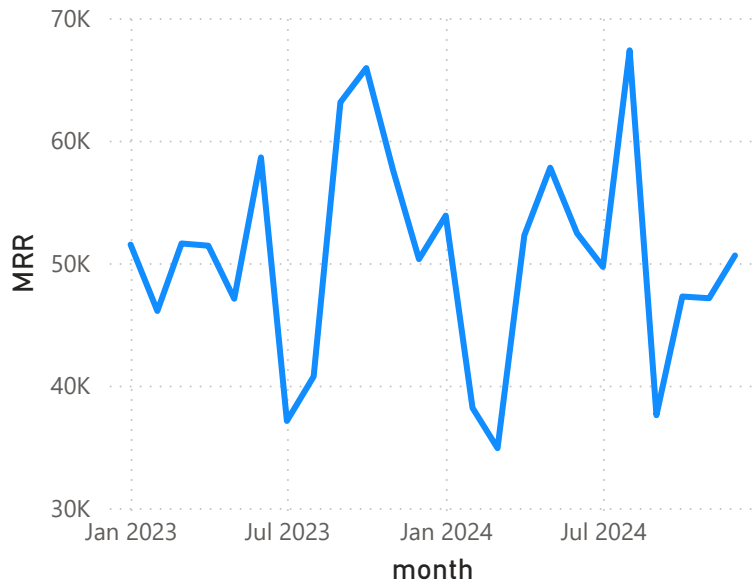
LTV

110.02K

CAC

171.47

MRR by month



Customer Cohort Retention Heatmap

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

LTV vs CAC by Month / Channel

