

☰ Retention & Revenue Overview

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Net Revenue Retention

77.1%

↑ 2.4% vs last month

Gross Churn Rate

30.6%

↓ 0.8% improvement

Current MRR

\$78.7k

↑ 5.2% vs last month

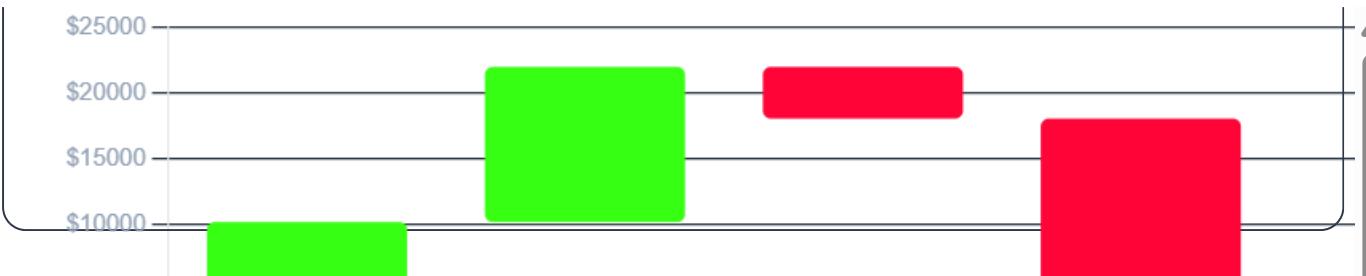
Active Customers

347

+ 12 new this week

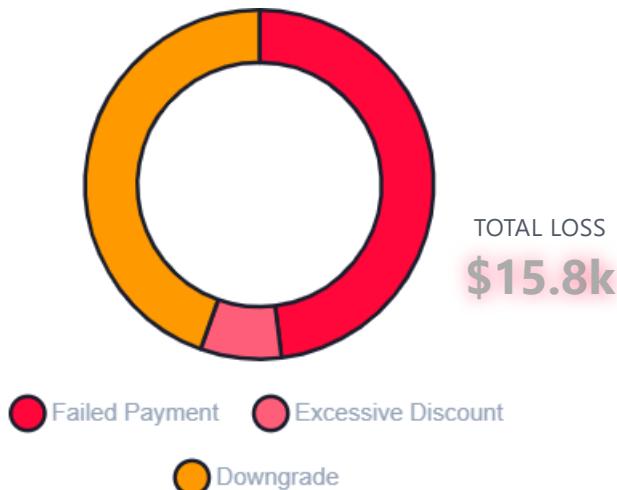
MRR Movement Waterfall

Growth Leakage



Revenue Leakage Sources

Breakdown by category



Cohort Retention Analysis

User retention month-over-month

[Download CSV](#)

Cohort	Users	M + 0	M + 1	M + 2	M + 3	M + 4	M + 5
Aug '25	120	100%	94%	88%	85%	82%	79%
Sep '25	145	100%	92%	86%	83%	80%	
Oct '25	132	100%	95%	89%	87%		
Nov '25	156	100%	91%	85%			
Dec '25	164	100%	93%				
Jan '25	178	100%					

Recent Churn & Risk Alerts

CUSTOMER	STATUS	RISK/REASON	MRR IMPACT	ACTION
Customer 5 SUB-1005	Active	Failed Payment	\$100	...
Customer 6 SUB-1006	Cancelled	Price too high	\$50	...
Customer 9 SUB-1009	Active	Excessive Discount	\$100	...
Customer 11 SUB-1011	Cancelled	Budget cuts	\$200	...
Customer 12 SUB-1012	Active	Downgrade	\$200	...