

# Quarterly Financial Performance

Prepared by: Analysis Team 1

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## Executive Summary:

Comprehensive analysis of Q1 2025 product innovation, with comparisons to previous periods and industry benchmarks.

## Key Metrics:

- Revenue: \$6,993.1K
- Net Profit: \$394.7K
- Profit Margin: 5.6%
- Operating Expenses: \$2,768.4K
- Customer Count: 9,319
- Customer Acquisition Cost: \$123.74
- Customer Lifetime Value: \$4924.23

## Quarterly Comparison:

| Metric                    | Q4 2024    | Q1 2025    | Change (%) |
|---------------------------|------------|------------|------------|
| Customer Lifetime Value   | \$4674.75  | \$4924.23  | +5.3%      |
| Net Profit                | \$403.3K   | \$394.7K   | -2.1%      |
| Revenue                   | \$6,495.8K | \$6,993.1K | +7.7%      |
| Operating Expenses        | \$2,566.9K | \$2,768.4K | +7.9%      |
| Customer Acquisition Cost | \$110.81   | \$123.74   | +11.7%     |

## Future Outlook:

Our analysis indicates stabilization moving into the next two quarters . Key opportunities exist in market expansion, which should be prioritized in the next two quarters.