

Customer Satisfaction Survey Results

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Executive Summary:

An overview of Q1 2025 data, highlighting customer retention and providing recommendations for resource allocation.

Key Metrics:

- Revenue: \$901.8K
- Net Profit: \$245.3K
- Profit Margin: 27.2%
- Operating Expenses: \$630.6K
- Customer Count: 6,447
- Customer Acquisition Cost: \$194.10
- Customer Lifetime Value: \$3825.80

Quarterly Comparison:

Metric	Q4 2024	Q1 2025	Change (%)
Net Profit	\$259.8K	\$245.3K	-5.6%
Profit Margin	28.8%	27.2%	-5.6%
Revenue	\$1,020.0K	\$901.8K	-11.6%
Customer Lifetime Value	\$3528.43	\$3825.80	+8.4%
Customer Acquisition Cost	\$176.14	\$194.10	+10.2%

Future Outlook:

Based on current trends, we project marginal improvement in Q2. The company is implementing strategies to meet annual targets. Strategic initiatives in customer retention are expected to drive additional growth in the coming months.