

QUARTERLY PERFORMANCE ANALYSIS - Q4 2025

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Executive Summary (DRAFT - NOT FINAL)

Q4 saw significant market challenges, particularly in EMEA region. Revenue growth was 6.2% YoY but only 2.1% QoQ. This is concerning given market conditions. We need to review strategy ASAP. The new commission structure, implemented in October, has shown positive initial results by increasing sales velocity by 14%, despite a 9% rise in Customer churn slightly increased to 12% from 10.5% in Q3.

Regional Revenue Performance

Region	Q4 2025	Q3 2025	YoY Growth	Target	Status
North America	\$2.3M	\$2.0M	+15%	\$2.4M	✓ Near Target
Europe (EMEA)	\$1.8M	\$1.96M	-8%	\$2.2M	✗ URGENT
APAC	\$1.1M	\$0.95M	+16%	\$1.2M	✓ On Track
TOTAL	\$5.2M	\$4.91M	+6%	\$5.8M	✗ Below Target

NOTE: Spanish office data missing - still waiting on Maria's report. EMEA figures may increase by ~\$200K once complete.

Sales Team Performance by Vertical

Vertical	Team Size	Deals Closed	Avg Deal Size	Revenue	Pipeline
Enterprise	5 reps, 3 SDRs	12	\$180K	\$2.16M	\$4.2M
SMB	8 reps, 5 SDRs	45	\$65K	\$2.93M	\$2.8M
Startup (NEW)	4 reps, 2 SDRs	30	\$28K	\$0.84M	\$1.5M
TOTAL	24 FTE	87	\$59.7K avg	\$5.93M	\$8.5M

Issues: Mike (Enterprise) underperforming - PIP discussion pending. SMB performance uneven - some reps at \$800K/year, others at \$400K. Startup vertical sustainable long-term?

Customer Health Metrics

Metric	Q4 2025	Q3 2025	Q2 2025	Trend
Total Customers	312	295	271	↑ Growing
New Acquisitions	87	112	94	↓ Declining
Churn Count	37	31	28	↑ CONCERN
Churn Rate	12.0%	10.5%	10.3%	↑ CONCERN
Net New Customers	50	81	66	↓ Declining
Avg Customer LTV	\$289K	\$276K	\$265K	↑ Positive

Competitive Landscape

Competitor	Market Entry	Pricing	Target	Threat Level
TechStart Solutions	Oct 2025	Aggressive (-30%)	SMB/Startup	HIGH ■■■
CloudPro Analytics	Nov 2025	Premium (+15%)	Enterprise	MEDIUM
DataFlow Systems	Dec 2025	Budget (-20%)	Startup	MEDIUM
Incumbent Inc.	Pre-2023	Standard	All	LOW

POLICY & ORGANIZATIONAL CHANGES

New commission structure effective Oct 1: Increased base from \$55K to \$60K. Commission rate: 8% (was 6%). Accelerators for 150%+ of quota. Clawback clause if customer churns within 12mo. Impact: Payroll increased ~9%, but sales velocity up 14%. Is this sustainable long-term? CFO concerned about margins.

New CRM system (Salesforce) rollout in Nov - 2 weeks late due to migration issues. Data quality issues persist. ~15% of opportunities lack clear close dates. Training: Minimal (1 hr session) - many reps not using it correctly yet.

ACTION ITEMS / TODO:

- [] Review EMEA strategy - assign owner (Robert?)
- [] Root cause analysis on churn - Hannah (customer success)
- [] Update sales enablement deck
- [] CRM training session #2 (Jan 20)
- [] Evaluate pricing strategy vs competitors
- [] PIP discussion with Mike - HR involved
- [] Financial impact analysis of new comp structure

ASSUMPTIONS:

Market growth continues at 20% YoY. No major economic downturn in 2026. 2 competitors will be acquired/fail by end of 2026. New team members reach 70% productivity by April. Churn stabilizes to 10% by Q2. EMEA recovers with strategic focus.

LIMITATIONS OF THIS REPORT:

EMEA data 2 weeks delayed (missing Spain/Portugal data). CRM data incomplete due to migration issues. Comp analysis based on Q4 only (seasonal?). Customer feedback limited to 12 surveyed (vs 300+ customers). Pipeline figures unverified by finance. Some data pulled manually (error risk).

Next review: Feb 15, 2026

Prepared by: Sales Analytics Team

Reviewed by: VP Sales, Finance Director (pending)