

Product Revenue FY2024

Software X achieved record-breaking yearly revenue in FY2024, becoming the top-performing product in the portfolio. This success was driven by strong customer acquisition and retention. The addition of 14 new customers, with deals exceeding \$50K each, significantly contributed to revenue growth. Furthermore, existing customers renewed at 105% of their previous ARR, demonstrating net expansion and high customer satisfaction. The combination of these factors propelled Software X to its outstanding performance.

The data shows quarterly revenue and quarter-over-quarter (QoQ) growth for 16 different products throughout the year 2024. Here is a summary of the analysis:

Revenue Trends: The aggregate revenue across all products demonstrates a consistent increase from Q4 2023 to Q4 2024. This trend is illustrated in the “Total Revenue and Average QoQ Growth by Quarter” line chart, wherein the line representing total revenue exhibits a steady upward trajectory.

QoQ Growth Trends: The average QoQ growth, which was initially robust in Q1 2024, presents a general downward trend throughout the fiscal year. This observation is substantiated by the “Total Revenue and Average QoQ Growth by Quarter” line chart, where the line representing average QoQ growth diminishes over the quarters.

Top and Bottom Products:

- Based on Yearly Total Revenue, the top three products are ‘Software X’, ‘System Zeta’, and ‘Solution Lambda’, while the bottom three are ‘Service Z’, ‘Tool Epsilon’, and ‘Utility Kappa’. These rankings are visually represented in the “Top and Bottom 3 Products by Yearly Total” bar chart.
- Based on Average QoQ Growth, the top three products are ‘Service Z’, ‘Widget Pro’, and ‘Platform Delta’, whereas the bottom three are ‘Software X’, ‘System Zeta’, and ‘Framework Theta’. This information is depicted in the “Top and Bottom 3 Products by Average QoQ Growth” bar chart.

Product Name	Q4 2023 Revenue	Q1 2024 Revenue	QoQ 1	Q2 2024 Revenue	QoQ 2	Q3 2024 Revenue	QoQ 3	Q4 2024 Revenue	QoQ 4	Yearly Total
Widget Pro	\$110,000.00	\$150,000.00	36.36%	175,000.00	16.67%	\$200,000.00	14.29%	\$220,000.00	10.00%	\$855,000.67
Gadget Plus	\$90,000.00	\$80,000.00	-11.11%	90,000.00	12.50%	\$100,000.00	11.11%	\$110,000.00	10.00%	\$470,000.13
Software X	\$250,000.00	\$250,000.00	0.00%	245,000.00	-2.00%	\$270,000.00	10.20%	\$280,000.00	3.70%	\$1,295,000.08
Hardware Y	\$110,000.00	\$120,000.00	9.09%	130,000.00	8.33%	\$140,000.00	7.69%	\$150,000.00	7.14%	\$650,000.25
Service Z	\$40,000.00	\$60,000.00	50.00%	60,000.00	0.00%	\$80,000.00	33.33%	\$90,000.00	12.50%	\$330,000.83
App Alpha	\$95,000.00	\$105,000.00	10.53%	115,000.00	9.52%	\$125,000.00	8.70%	\$124,000.00	-0.80%	\$564,000.29
Module Beta	\$75,000.00	\$85,000.00	13.33%	95,000.00	11.76%	\$105,000.00	10.53%	\$115,000.00	9.52%	\$475,000.36
Console Gamma	\$180,000.00	\$170,000.00	-5.56%	200,000.00	17.65%	\$210,000.00	5.00%	\$212,000.00	0.95%	\$972,000.17
Platform Delta	\$110,000.00	\$120,000.00	9.09%	130,000.00	8.33%	\$140,000.00	7.69%	\$180,000.00	28.57%	\$680,000.25
Tool Epsilon	\$55,000.00	\$65,000.00	18.18%	75,000.00	15.38%	\$85,000.00	13.33%	\$85,000.00	0.00%	\$365,000.47
System Zeta	\$220,000.00	\$230,000.00	4.55%	240,000.00	4.35%	\$235,000.00	-2.08%	\$250,000.00	6.38%	\$1,175,000.07
Component Eta	\$135,000.00	\$145,000.00	7.41%	155,000.00	6.90%	\$165,000.00	6.45%	\$166,000.00	0.61%	\$766,000.21
Framework Theta	\$160,000.00	\$170,000.00	6.25%	180,000.00	5.88%	\$190,000.00	5.56%	\$188,000.00	-1.05%	\$888,000.18
Engine Iota	\$90,000.00	\$100,000.00	11.11%	110,000.00	10.00%	\$120,000.00	9.09%	\$121,000.00	0.83%	\$541,000.30
Utility Kappa	\$65,000.00	\$75,000.00	15.38%	85,000.00	13.33%	\$95,000.00	11.76%	\$75,000.00	-21.05%	\$395,000.40
Solution Lambda	\$195,000.00	\$186,000.00	-4.62%	215,000.00	15.59%	\$225,000.00	4.65%	\$255,000.00	13.33%	\$1,076,000.16
	\$1,980,000.00	\$2,111,000.00		2,300,000.00		\$2,485,000.00		\$2,621,000.00		\$11,497,004.82

Key Insights:

- The overall business exhibits growth, as evidenced by the escalating total revenue.
- However, the rate of growth is decelerating, as indicated by the declining average QoQ growth.
- 'Software X', 'System Zeta', and 'Solution Lambda' are the primary revenue generators and should be prioritized for further investment and support.
- 'Service Z', 'Widget Pro', and 'Platform Delta' have demonstrated strong QoQ growth and represent potential areas for future expansion.
- 'Software X', 'System Zeta', and 'Framework Theta' exhibit lower QoQ growth rates and may require further investigation to identify factors contributing to this slower growth and to develop potential improvement strategies.