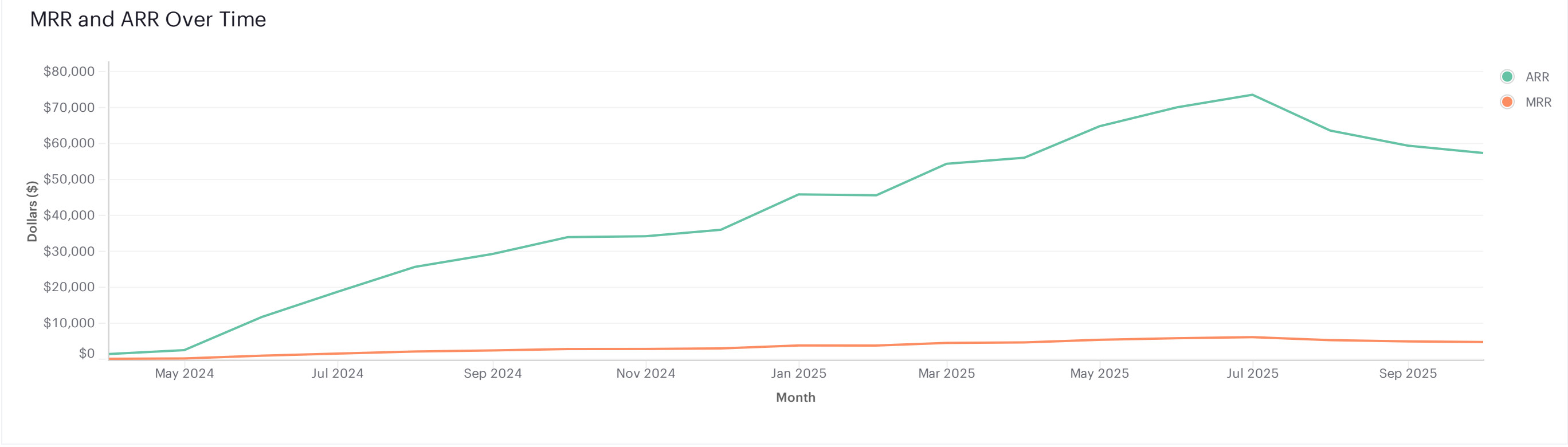
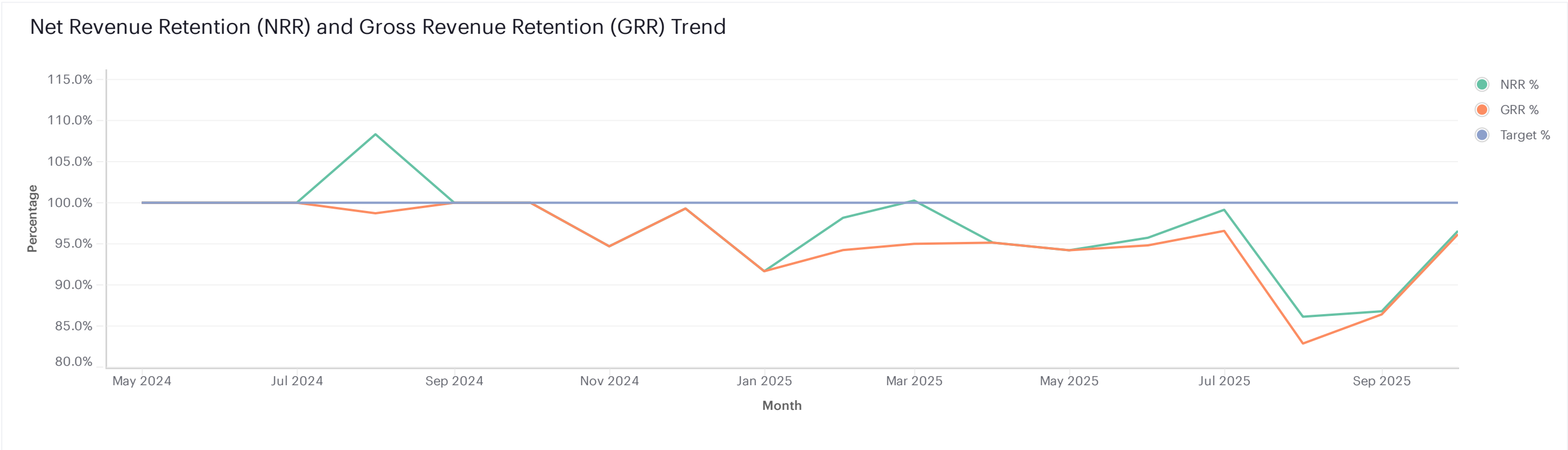


SaaS KPI Dashboard: ARR, Retention, and Efficiency Metrics

This dashboard provides a monthly view of key SaaS financial metrics, tracking ARR growth, revenue retention, customer acquisition efficiency, and payback performance. It integrates synthetic subscription, billing, and customer data to model how new logos, expansion, contraction, and churn drive overall company growth.



Executive KPI Table

ARR = Ending ARR
NRR, GRR = Retention rates (%)
ARPU = Average revenue per customer
LTV = Lifetime value
Payback Months = CAC payback

Month	ARR (\$)	NRR (%)	GRR (%)	New Customers	CAC per Custome...	ARPU (\$)	LTV (\$)	Payback Months
2024-04-01 00:00:00	\$1,440	0.0%	0.0%	3	\$878	\$40	\$1,920	17.6
2024-05-01 00:00:00	\$2,520	100.0%	100.0%	3	\$503	\$35	\$1,680	11.5
2024-06-01 00:00:00	\$11,760	100.0%	100.0%	7	\$627	\$89	\$4,276	5.6
2024-07-01 00:00:00	\$18,720	100.0%	100.0%	6	\$474	\$82	\$3,941	4.6
2024-08-01 00:00:00	\$25,680	108.3%	98.7%	6	\$512	\$89	\$5,564	4.6
2024-09-01 00:00:00	\$29,280	100.0%	100.0%	1	\$767	\$94	\$4,505	6.5
2024-10-01 00:00:00	\$33,960	100.0%	100.0%	7	\$608	\$86	\$4,116	5.7
2024-11-01 00:00:00	\$34,200	94.7%	94.7%	5	\$403	\$79	\$1,195	4.1
2024-12-01 00:00:00	\$36,000	99.3%	99.3%	6	\$854	\$77	\$8,769	8.9
2025-01-01 00:00:00	\$45,840	91.7%	91.7%	9	\$699	\$80	\$764	7.0
2025-02-01 00:00:00	\$45,600	98.2%	94.2%	1	\$726	\$81	\$1,123	7.2
2025-03-01 00:00:00	\$54,360	100.3%	95.0%	6	\$909	\$87	\$1,394	8.3
2025-04-01 00:00:00	\$56,040	95.1%	95.1%	9	\$501	\$90	\$1,479	4.5
2025-05-01 00:00:00	\$64,800	94.2%	94.2%	7	\$550	\$93	\$1,288	4.7
2025-06-01 00:00:00	\$70,080	95.7%	94.8%	10	\$598	\$91	\$1,408	5.2
2025-07-01 00:00:00	\$73,560	99.1%	96.6%	8	\$692	\$86	\$2,017	6.4
2025-08-01 00:00:00	\$63,600	86.1%	82.9%	2	\$547	\$75	\$349	5.9
2025-09-01 00:00:00	\$59,400	86.8%	86.4%	4	\$776	\$68	\$399	9.2
2025-10-01 00:00:00	\$57,360	96.6%	96.2%			\$69	\$1,444	