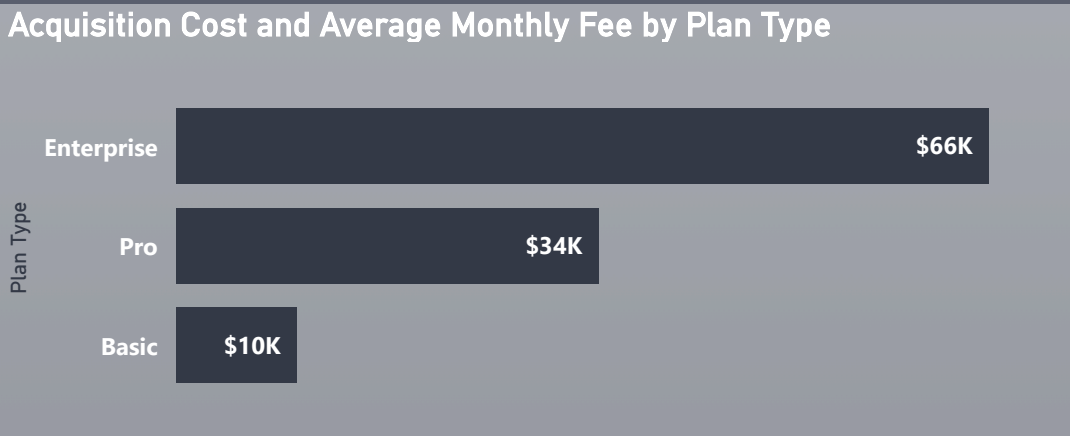
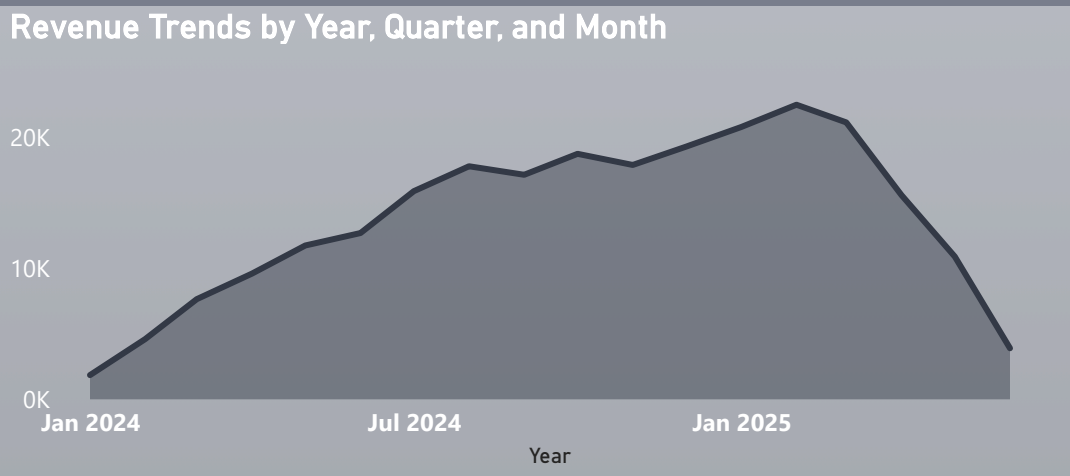
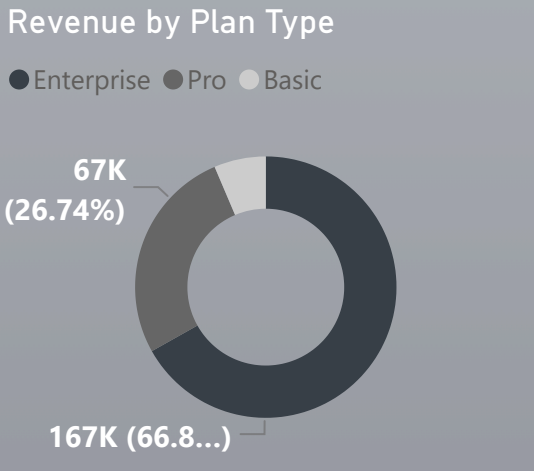
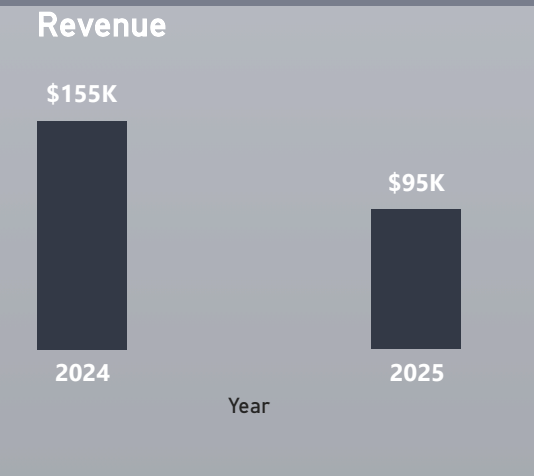


Financial KPIs & Revenue Trends

\$249.8K	\$3M	\$110.11	\$3K	100.00%	16.80%
MRR	ARR	CAC	CLTV	Revenue Churn Rate	Customer Churn Rate

Year	Quarter	Month	Revenue	MoM%
2024	Qtr 1	January	\$1,850	
2024	Qtr 1	February	\$4,600	▲ 148.65%
2024	Qtr 1	March	\$7,650	▲ 66.30%
2024	Qtr 2	April	\$9,600	▲ 25.49%
2024	Qtr 2	May	\$11,750	▲ 22.40%
2024	Qtr 2	June	\$12,700	▲ 8.09%
2024	Qtr 3	July	\$15,900	▲ 25.20%
2024	Qtr 3	August	\$17,800	▲ 11.95%
2024	Qtr 3	September	\$17,150	▼ -3.65%
2024	Qtr 4	October	\$18,750	▲ 9.33%
2024	Qtr 4	November	\$17,900	▼ -4.53%
2024	Qtr 4	December	\$19,300	▲ 7.82%
2025	Qtr 1	January	\$20,800	▲ 7.77%
2025	Qtr 1	February	\$22,500	▲ 8.17%
2025	Qtr 1	March	\$21,150	▼ -6.00%
2025	Qtr 2	April	\$15,600	▼ -26.24%
2025	Qtr 2	May	\$10,900	▼ -30.13%
2025	Qtr 2	June	\$3,900	▼ -64.22%



Customer Analysis

1000

Total Registered Customers

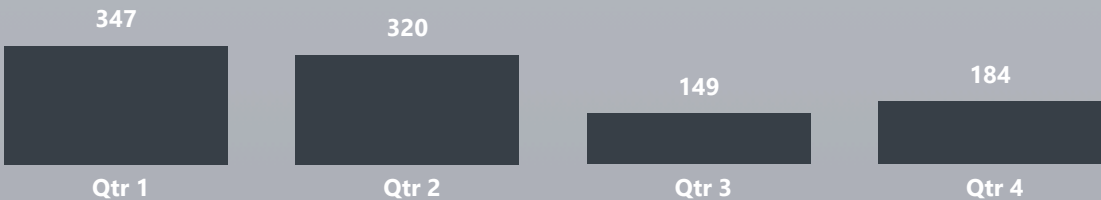
168

Active (Subscribed) Customers

16.80%

% Subscribed Customers

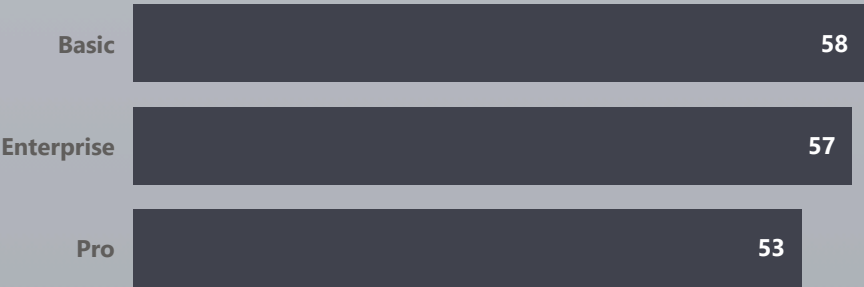
Number of Customers by Year, Quarter, and Month



Top 10 Customers by Revenue

customer_id	plan_type	Sum of total_revenue	Number of subscription	CAC
1519	Enterprise	8000	16	200.00
1294	Enterprise	7500	15	200.00
1570	Enterprise	7000	14	200.00
1167	Enterprise	6500	13	200.00
1268	Enterprise	6500	13	200.00
1313	Enterprise	6500	13	200.00
1616	Enterprise	6000	12	200.00
1510	Enterprise	5500	11	200.00
1074	Enterprise	5000	10	200.00
1151	Enterprise	5000	10	200.00
1358	Enterprise	5000	10	200.00

Number of Customers by Plan type



Subscription by Plan Type

