

Revenue & Profit Trends

Simulated Data Analysis | Business Analyst Portfolio Project

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Disclaimer:

This presentation is based on a simulated dataset created for illustrative and analytical purposes only. The information presented is fictional and not derived from real customer data.

Business Problem

Hopify, a fictional SaaS company, launched a revenue and profitability analysis to better understand growth dynamics across its three primary segments: Enterprise, Mid-Market, and SMB.

Leadership sought answers to three key questions:

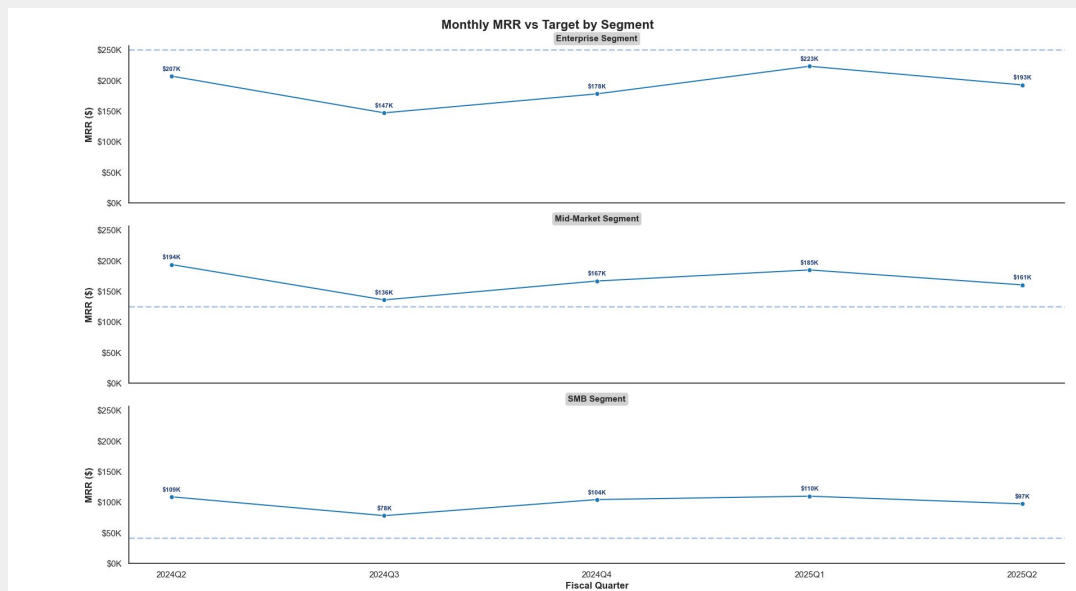
- How are ARPU, NRR, and GRR trending across segments over time?
- Which segments are contributing most—and least—to revenue growth?
- Where are the greatest opportunities to improve retention, drive expansion, or adjust pricing strategy by segment?

KPI Overview by Segment

Metric	Enterprise	Mid-Market	SMB
CAC Payback	11.4 days	2.2 days	0.3 days
LTV vs Target	+38% above target	+92% above target	+275% above target
MRR Performance	⚠ Under target	👍 Exceeds target	👍 Exceeds target
ARPU Performance	⚠ Under target	👍 Exceeds target	👍 Exceeds target
Expansion Revenue Trend	⚠ Flat to declining	👉 Moderate growth	💪 Strong growth
NRR	💪 Strong	💪 Strong	▼ Weak
GRR	▼ Declining	▼ Declining	▼ Declining

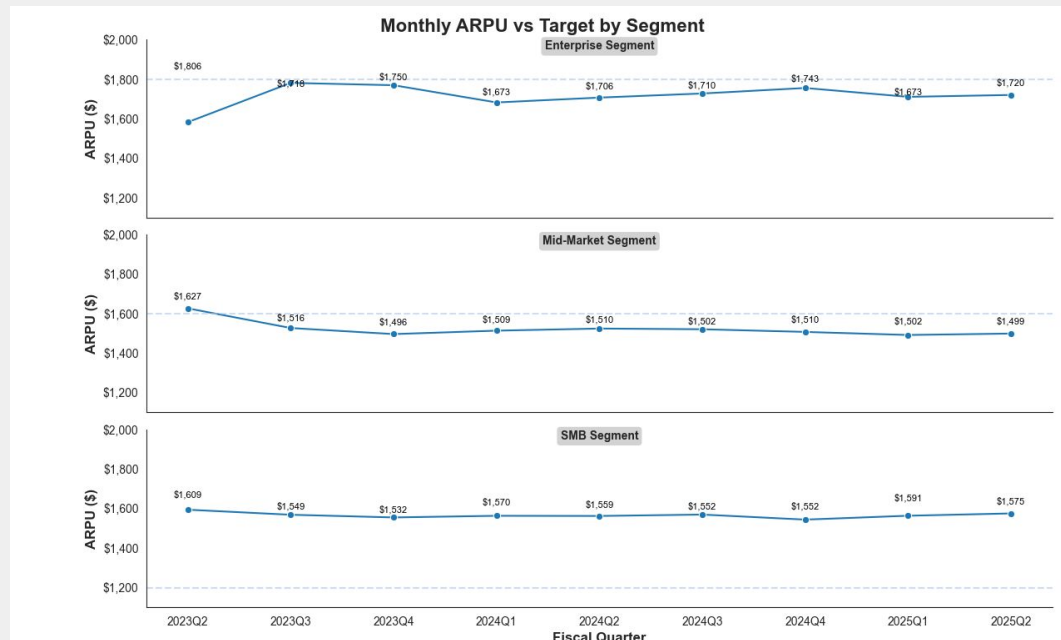
Monthly MRR vs Target by Segment

- SMB consistently exceeds MRR targets, suggesting strong initial plan-fit and growth.
- Mid-Market mostly meets or exceeds targets, with mild dips in 2024 Q3 and 2025 Q2.
- Enterprise consistently underperforms, indicating potential issues with acquisition, onboarding, or product fit.



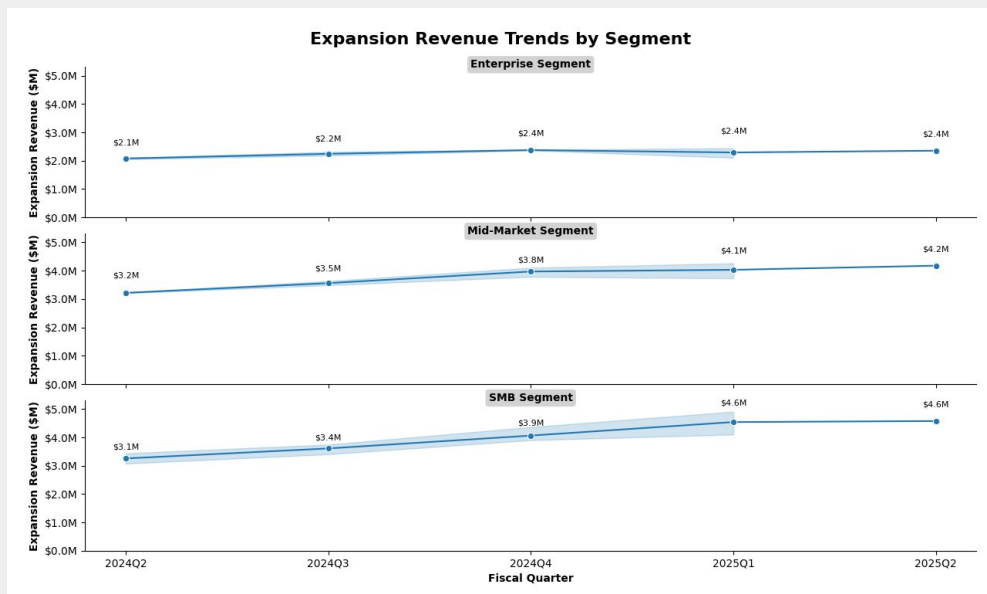
Monthly ARPU vs Target by Segment

- SMB consistently exceeds ARPU targets — strong pricing fit or higher attach rate.
- Enterprise underperforms against ARPU benchmarks in most quarters.
- Mid-Market fluctuates around target — suggests pricing and usage optimization opportunity.



📌 *SMB leads in per-customer revenue efficiency, which may reflect stronger plan adoption or upsell success.*

Expansion Revenue Trends Over Time



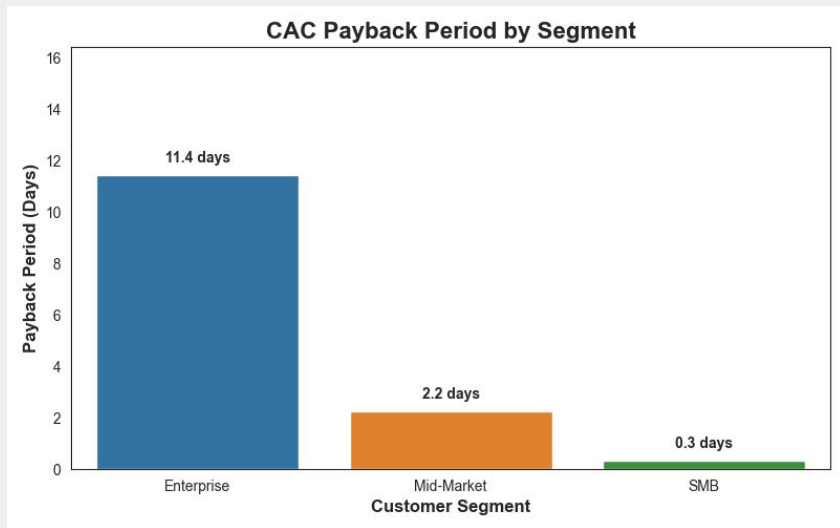
SMB and Mid-Market show consistent expansion growth, reflecting strong upsell or plan expansion trends.



Enterprise trails other segments — potential indicator of stagnant usage or lower plan flexibility.

 Consider tailored upsell strategies for Enterprise customers to improve NRR.

CAC Payback: All Segments <1 Month — Possible Underreporting

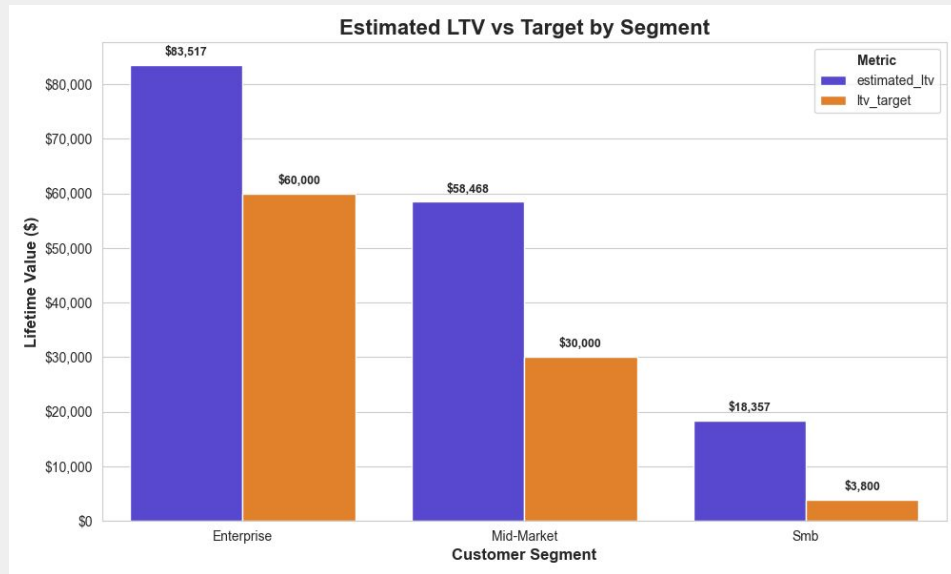



- CAC Payback for all segments is under 30 days — classified as "Excellent" by industry benchmarks.
- Results may indicate incomplete CAC capture or overly optimistic assumptions.

 *Recommend reviewing CAC input sources and attribution model for accuracy.*

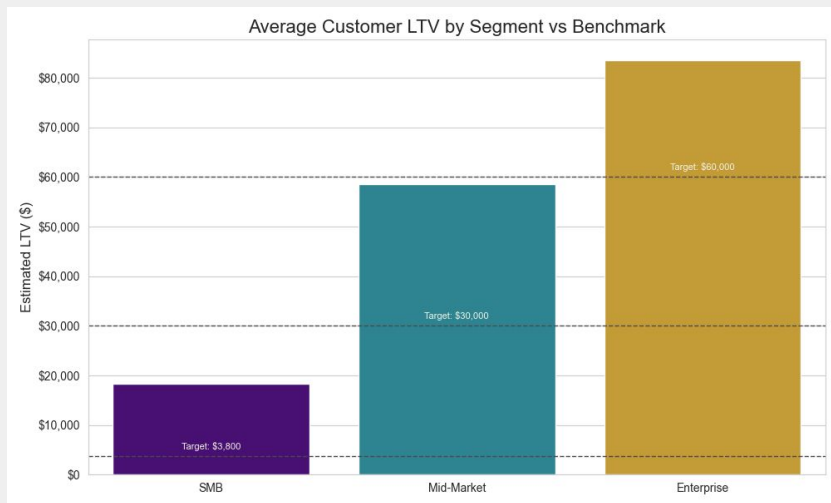
Estimated LTV Exceeds Target — Validation Needed

- LTV estimates exceed targets across all segments, especially Mid-Market and Enterprise.
- This may reflect optimistic revenue assumptions or underestimated churn risk.
- Recommend revalidating LTV calculation logic (e.g., ARPU inputs, churn rates).



 LTV depends heavily on accurate ARPU and retention estimates — both vary by segment in earlier analysis.

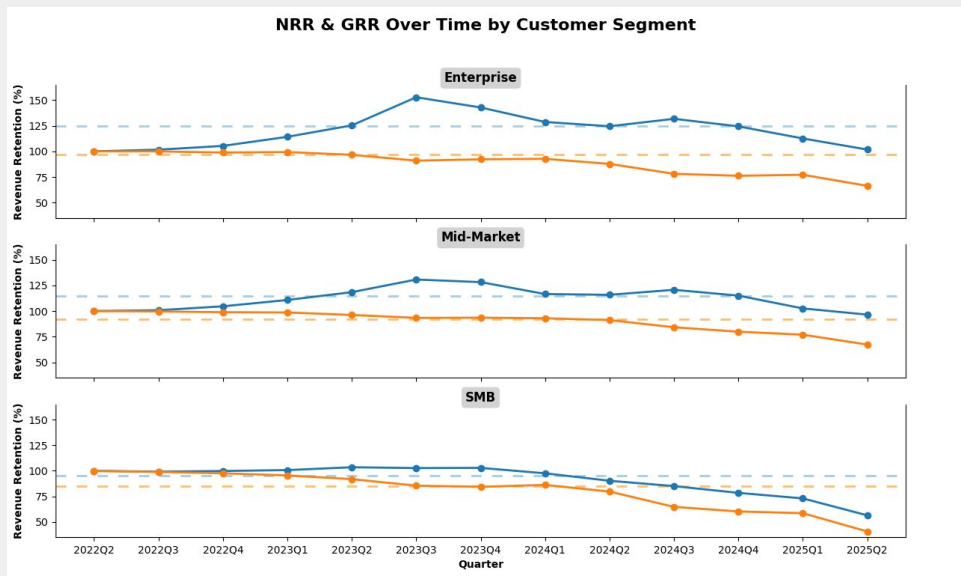
Estimated LTV: Segment Comparison



- Enterprise shows the highest lifetime value per customer, followed by Mid-Market and SMB.
- Variance aligns with segment pricing and retention patterns observed earlier.

📌 Continue refining LTV estimates as ARPU and churn metrics are adjusted.


Net Revenue Retention vs Gross Revenue Retention



➤ Enterprise maintains strong NRR performance, indicating successful upsell or retention expansion.

➤ GRR is slowly declining across all segments — an early signal of churn risk.

!! NRR above 100% reflects expansion;
GRR below 90% suggests revenue loss from churn.

 *Recommend deeper analysis of post-sale engagement and onboarding strategies.*

Key Findings

- SMB & Mid-Market consistently exceed MRR and ARPU targets — pricing or target adjustments may be needed.
- Enterprise underperforms on MRR, ARPU, and Expansion despite high LTV — investigate pricing, onboarding, or upsell levers.
- All segments show CAC payback <1 month and LTV above benchmarks — may reflect underreported CAC or optimistic LTV.
- GRR is declining across segments — potential churn risk despite strong NRR.
- NRR remains strong for Enterprise and Mid-Market, driven by early expansion revenue.

Recommendations & Next Steps

- Revisit Pricing & Targets
→ Adjust SMB and Mid-Market MRR/ARPU targets or pricing to reflect sustained overperformance.
- Enterprise Segment Audit
→ Evaluate onboarding, upsell strategy, and product fit to address MRR and Expansion underperformance.
- Validate CAC & LTV Assumptions
→ Review CAC attribution methods and retention drivers to ensure LTV benchmarks are realistic.
- Monitor GRR Decline
→ Launch retention-focused pilots (e.g., proactive support, usage incentives) to improve GRR.
- Expand Successful Plays
→ Double down on growth strategies in segments with strong NRR and expansion momentum.

Thank You

Happy to discuss further - just reach out!



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Portfolio: [Business Analysis Portfolio](#)



Github: <https://github.com/j-herman99/hopify-saas-kpi-analysis>