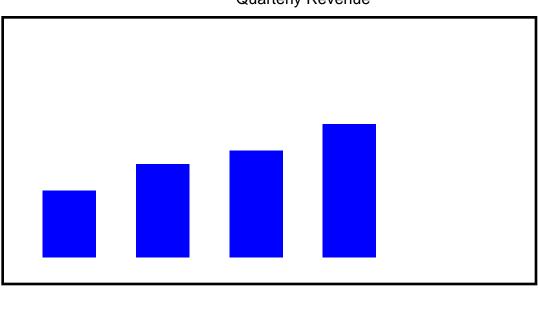
# Q4 2024 Sales Report

#### **Executive Summary**

bÿ" Total Revenue: \$4.2M (+15% YoY)
bÿ" New Customers: 1,247 (+22% YoY)

bÿ" Customer Retention: 94.3%

#### **Quarterly Revenue**



Q1 Q2 Q3 Q4

### **Detailed Metrics**

## **Customer Acquisition**

Channel	Customers	
Direct Sales	456	
Online	623	
Referrals	168	

### Regional Performance

