REVENUE & SUBSCRIPTION ANALYTICS
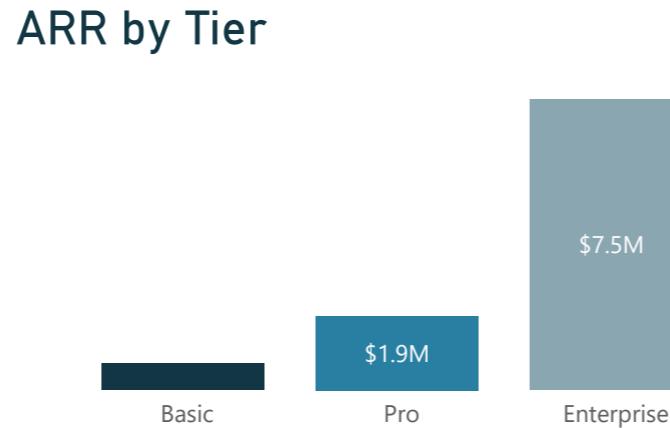
Power BI Dashboard for SaaS

| Date	Industry	Country	Plan Tier	Trial Account	Referral Source
All	All	All	All	All	All
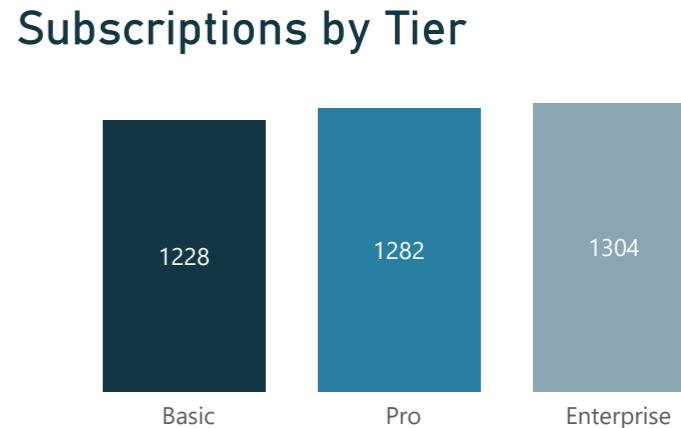
KPIs & Trends

Annual Recurring Revenue (ARR)	Revenue per Subscription
$10.16M	$2.66K
Active Subscriptions	Active Accounts
3814	5000

MRR Over Time

Revenue Metrics

ARR by Tier

- Basic
- Pro: $1.9M
- Enterprise: $7.5M

ARR by Industry

Industry	ARR
HealthTech	$1.8M
EdTech	$1.8M
Cybersecurity	$2.0M
DevTools	$2.2M
FinTech	$2.4M
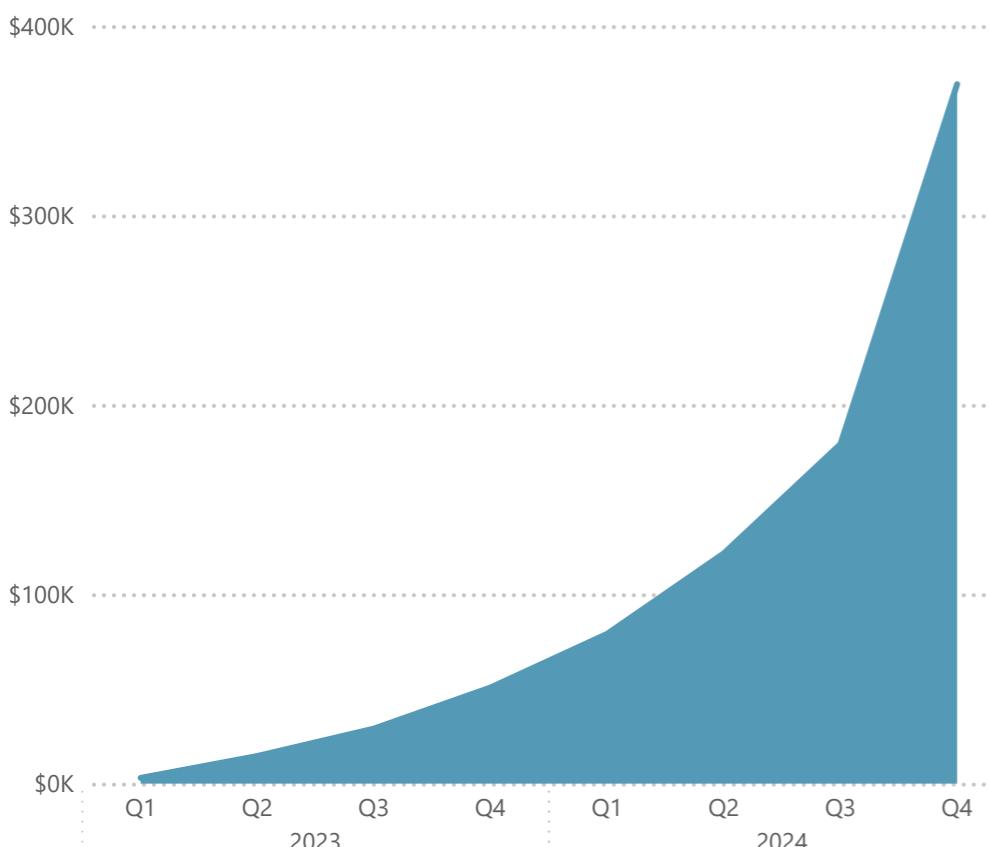
Subscription Metrics

Subscriptions by Tier

- Basic: 1228
- Pro: 1282
- Enterprise: 1304
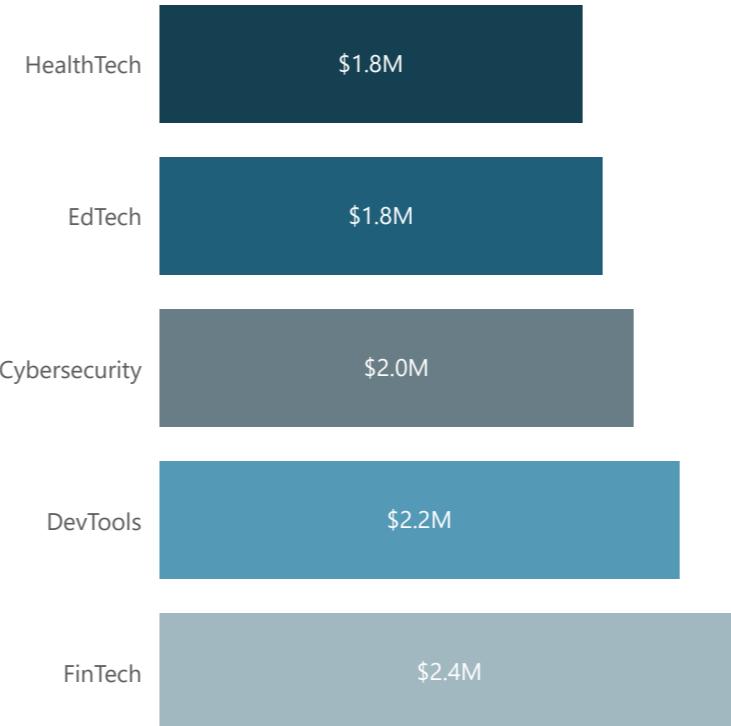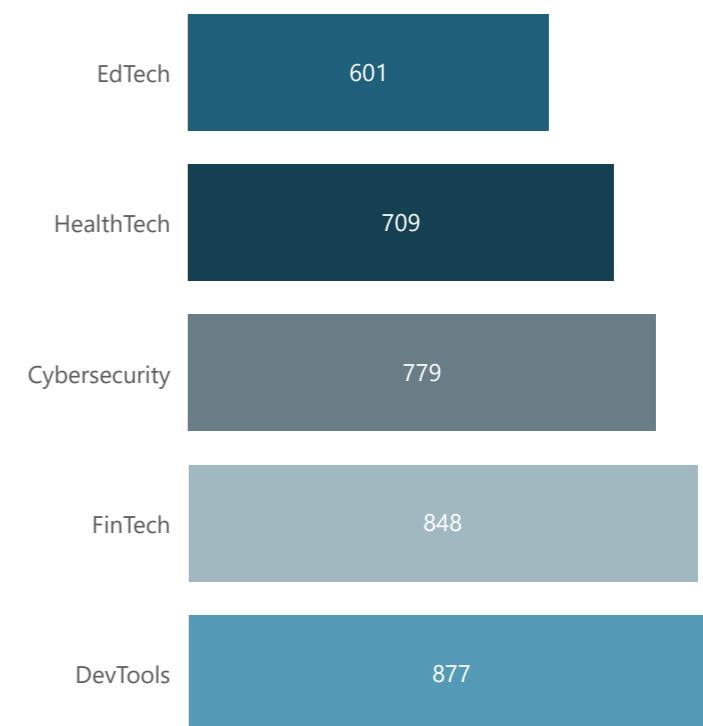
Subscriptions by Industry

Industry	Subscriptions
EdTech	601
HealthTech	709
Cybersecurity	779
FinTech	848
DevTools	877

COHORT & CHURN ANALYTICS
Power BI Dashboard for SaaS
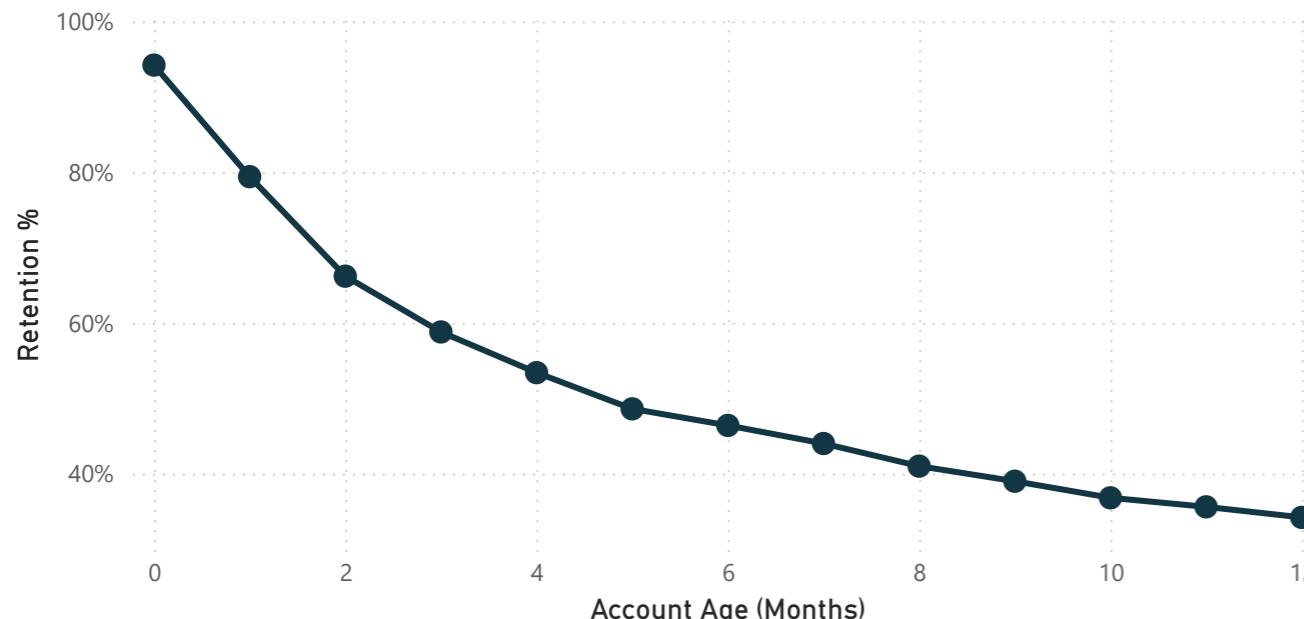
Date	Industry	Country	Plan Tier	Trial Account	Referral Source
All	All	All	All	All	All
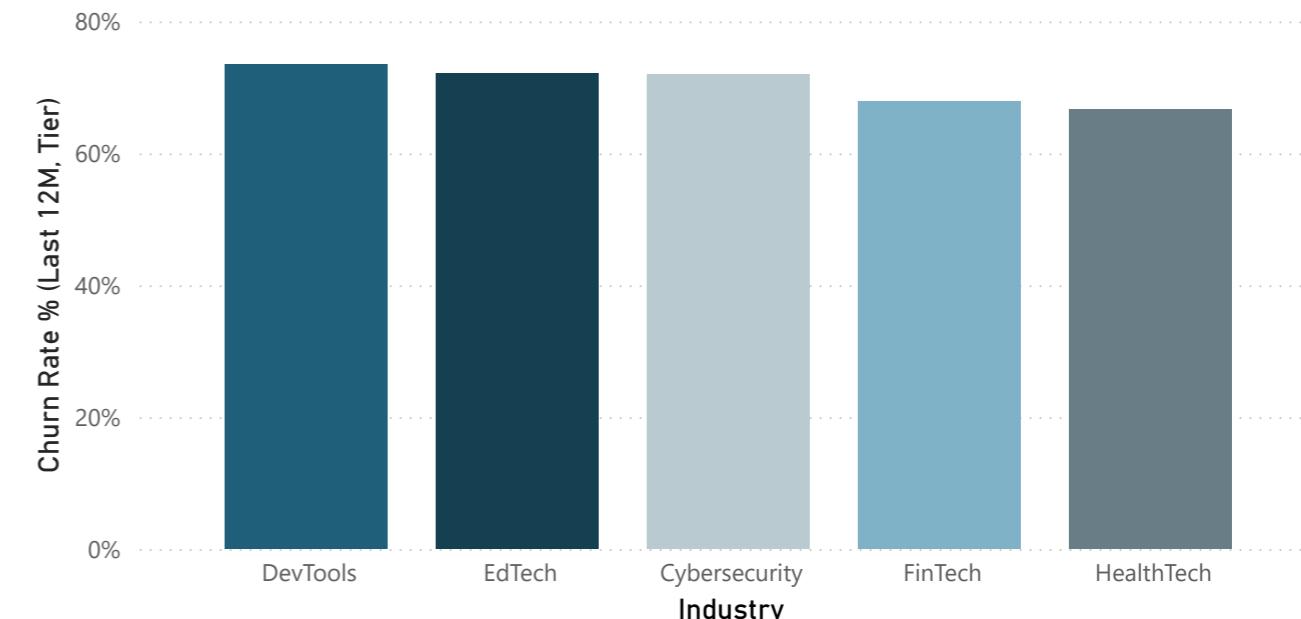
Retention Over Time

Retention Rate by Account Age

Monthly Retention by Account Age

Cohort	0	1	2	3	4	5	6	7	8	9	10	11	12
2023-06	95%	95%	81%	76%	71%	62%	62%	57%	57%	57%	52%	52%	48%
2023-07	100%	83%	83%	72%	72%	72%	72%	61%	56%	56%	56%	50%	50%
2023-08	89%	85%	81%	81%	81%	78%	78%	74%	74%	67%	67%	59%	56%
2023-09	100%	100%	100%	87%	80%	80%	80%	73%	73%	67%	67%	53%	47%
2023-10	83%	83%	78%	67%	61%	61%	44%	44%	39%	33%	22%	22%	22%
2023-11	82%	73%	59%	59%	50%	50%	41%	36%	32%	32%	27%	23%	23%
2023-12	95%	75%	75%	65%	65%	60%	60%	45%	40%	30%	25%	20%	20%
2024-01	77%	73%	54%	54%	50%	50%	46%	42%	42%	35%	31%	31%	31%
2024-02	78%	72%	61%	50%	39%	33%	33%	33%	33%	33%	33%	33%	33%
2024-03	92%	88%	84%	72%	64%	48%	48%	36%	36%	32%	32%	32%	32%
2024-04	73%	41%	36%	27%	18%	14%	14%	14%	9%	9%	9%	9%	9%
2024-05	71%	57%	46%	43%	36%	36%	29%	29%	29%	29%	29%	29%	29%

Churn Drivers & Segments

Churn Rate by Industry

Top 5 Churn Reasons