

Q1 Sales Review

Key Performance Indicators (KPIs):

- Revenue: \$1,000,000
- Net Profit Margin: 15%
- Customer Acquisition Cost: \$50
- Churn Rate: 5%

Summary:

The first quarter showed strong growth in revenue and customer acquisition while maintaining a healthy profit margin. Our marketing campaigns contributed to a lower CAC, and customer retention initiatives helped reduce churn.