

# Financial Summary Q4 2023

## Executive Summary

This financial summary presents the key performance indicators and financial metrics for Q4 2023, demonstrating strong revenue growth and operational efficiency improvements across all business units.

## Revenue Breakdown

Business Unit	Q4 2023	Q3 2023	Growth
Enterprise Solutions	\$2.4M	\$2.1M	+14.3%
Cloud Services	\$1.8M	\$1.5M	+20.0%
Professional Services	\$0.9M	\$0.8M	+12.5%
Total Revenue	\$5.1M	\$4.4M	+15.9%

## Key Performance Indicators

Metric	Q4 2023	Target	Status
Customer Acquisition Cost	\$125	\$150	Above Target
Customer Lifetime Value	\$2,400	\$2,000	Above Target
Monthly Recurring Revenue	\$1.2M	\$1.0M	Above Target
Gross Margin	68%	65%	Above Target
Net Profit Margin	22%	20%	Above Target

## Q1 2024 Projections

Based on current market trends and pipeline analysis, we project continued growth in Q1 2024:

- Revenue growth of 18-22% compared to Q1 2023
- Enterprise Solutions expected to reach \$2.8M
- Cloud Services projected at \$2.2M (+22% QoQ)
- New customer acquisition target: 150 new accounts
- Expansion of Professional Services team by 25%