11.50M
Total MRR

137.95M
Total ARR

2.94K
Active Customers

49.66K
Average MRR per Customer

18.64%
Churn rate percentage
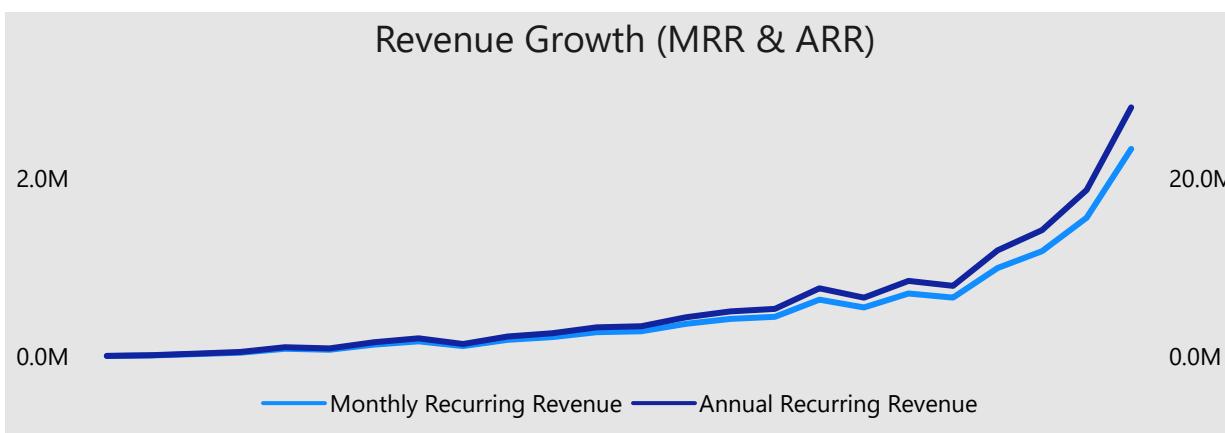
547
Churned Accounts
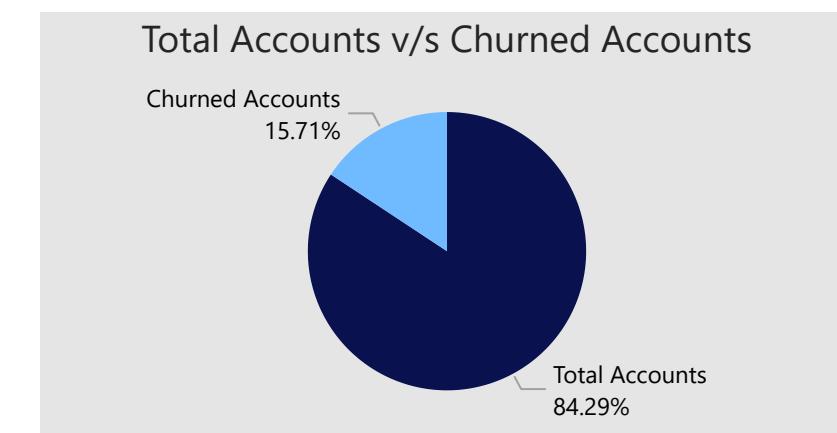
19.90K
Total Support Tickets

Revenue Growth (MRR & ARR)

Monthly Recurring Revenue   Annual Recurring Revenue

Total Accounts v/s Churned Accounts

Churned Accounts 15.71%

Total Accounts 84.29%
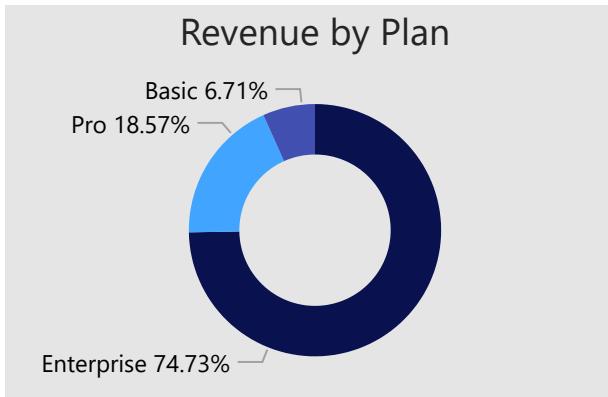
Month
All
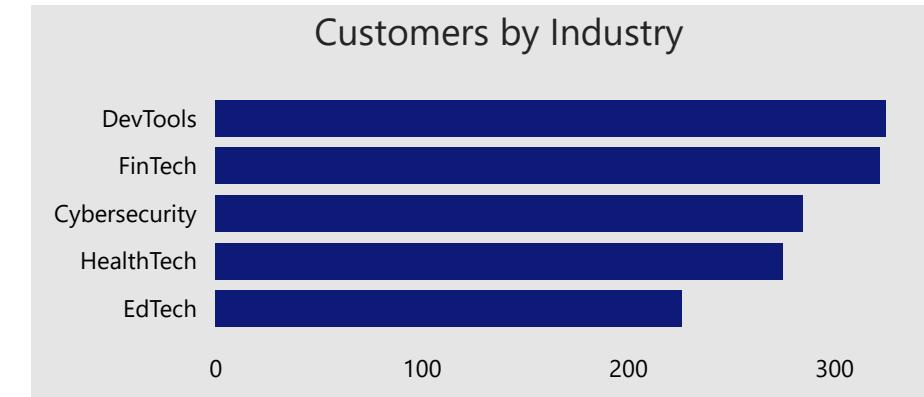
Plan
All

Industry
All

Revenue by Plan

Basic 6.71%
Pro 18.57%
Enterprise 74.73%

Customers by Industry

DevTools
FinTech
Cybersecurity
HealthTech
EdTech

0   100   200   300
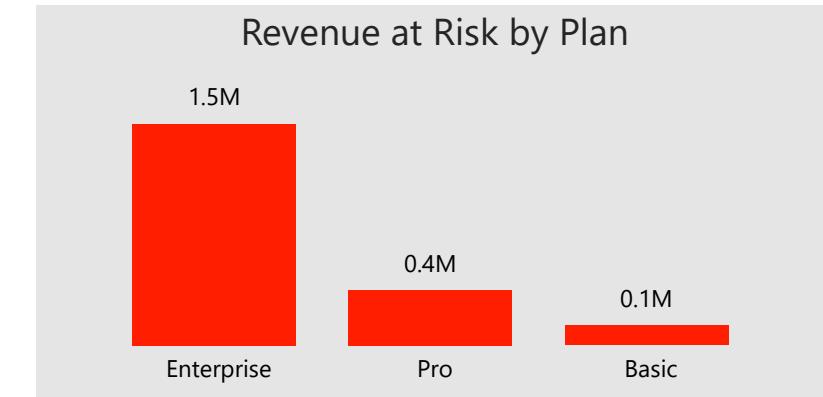
Revenue at Risk by Plan

1.5M
Enterprise

0.4M
Pro

0.1M
Basic
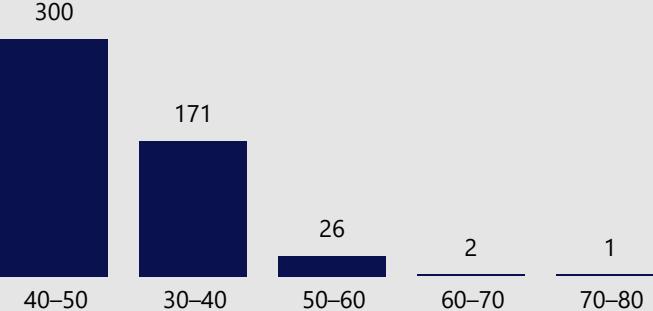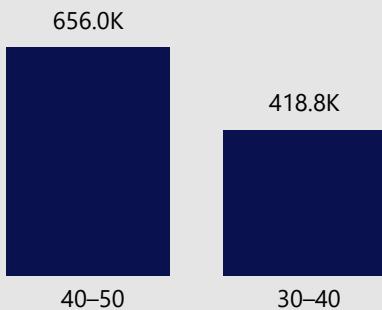
SAAS CLOUD ANALYSIS | Customer Health & Churn Risk

Customer Health Score Distribution

40–50	30–40	50–60	60–70	70–80
300	171	26	2	1
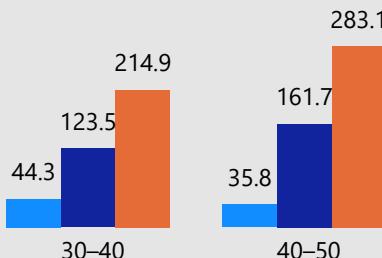
Revenue at Risk (MRR)

40–50	30–40
656.0K	418.8K

Drivers of Poor Health

● Support Tickets ● Total Errors ● Total Usage

	30–40	40–50
Support Tickets	44.3	35.8
Total Errors	123.5	161.7
Total Usage	214.9	283.1

Account ID	Average MRR	Support Tickets	Total Errors	Total Usage	Health Score
A-0cc442	4,764.23	39.00	492.00	924.00	56.71
A-180abf	4,145.78	27.00	420.00	720.00	56.39
A-1e1b80	4,053.92	72.00	846.00	1,224.00	59.68
A-b179bf	3,586.20	30.00	324.00	702.00	52.62
A-68f37c	2,689.17	60.00	800.00	1,300.00	64.26
A-533452	1,878.55	44.00	704.00	1,008.00	54.42
A-3b5cd1	1,821.23	65.00	360.00	780.00	52.72
A-751c58	1,781.55	55.00	180.00	795.00	54.83
A-5a3eb9	1,561.00	39.00	306.00	621.00	52.80
A-425e76	1,555.55	55.00	480.00	960.00	58.06
A-54ecc2	1,469.82	55.00	585.00	840.00	54.85
A-81edc3	1,460.33	36.00	369.00	666.00	53.41
A-e888d1	1,240.55	55.00	540.00	780.00	54.08
A-6da850	1,159.94	80.00	810.00	1,050.00	53.83
A-32fb14	1,129.11	45.00	285.00	705.00	55.24
A-bcf664	1,056.00	65.00	420.00	840.00	55.07
A-ee42db	963.92	48.00	528.00	864.00	56.62
A-712426	746.47	90.00	558.00	1,260.00	57.60
A-9208f0	438.88	64.00	992.00	1,696.00	75.29
A-fd7ad3	383.10	80.00	1,344.00	1,792.00	67.04

Monthly MRR Waterfall

● Increase ● Decrease

MONTH

Wednesday, November 01, 2023
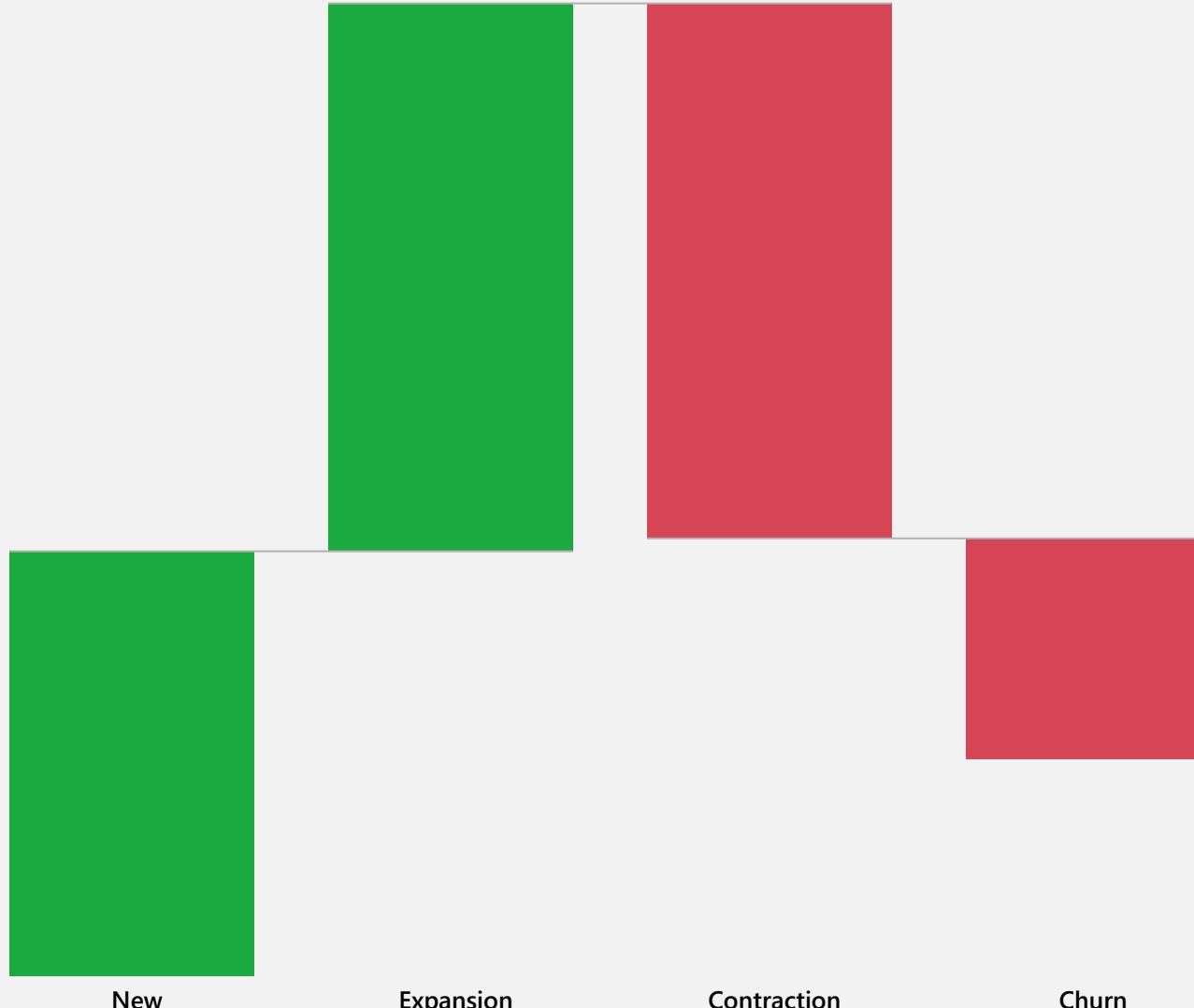
MRR growth is expansion-led, highlighting effective upsell and customer success efforts.

(Waterfall chart with categories: New, Expansion, Contraction, Churn. Y-axis from 0K to 140K.)