

Business Performance Review

November 02, 2025

Executive Summary

Executive Summary

In Q1 2024, the company experienced critical early signs of operational stress, with revenue declining 3.28% QoQ to \$590K and net contribution falling 8.45% to \$130K. Despite stable gross margins around 45.76%, rising Customer Acquisition Cost (+8.47% to \$261.82) and decreased new customer acquisition (-5.17%) reflect mounting inefficiencies in marketing spend. Concurrently, customer churn increased by 5.56% (38 lost customers), eroding the customer base and threatening future revenue stability. An Isolation Forest anomaly detection flagged this quarter as an outlier, u

Key Performance Indicators

Metric	Value	QoQ Δ
Revenue last	590000.0	-
Gross Margin % last	45.76	-
CAC approx last	261.82	-
Net Contribution last	130000.0	-
New Customers last	275	-
Churned Customers last	38	-
Revenue qoq %	-3.28	-
Gross Margin qoq pts	-0.14	-
CAC qoq %	8.47	-
Net Contribution qoq %	-8.45	-
New Cust qoq %	-5.17	-
Churn qoq %	5.56	-

These KPIs reflect the latest quarter performance with comparative quarter-over-quarter metrics.

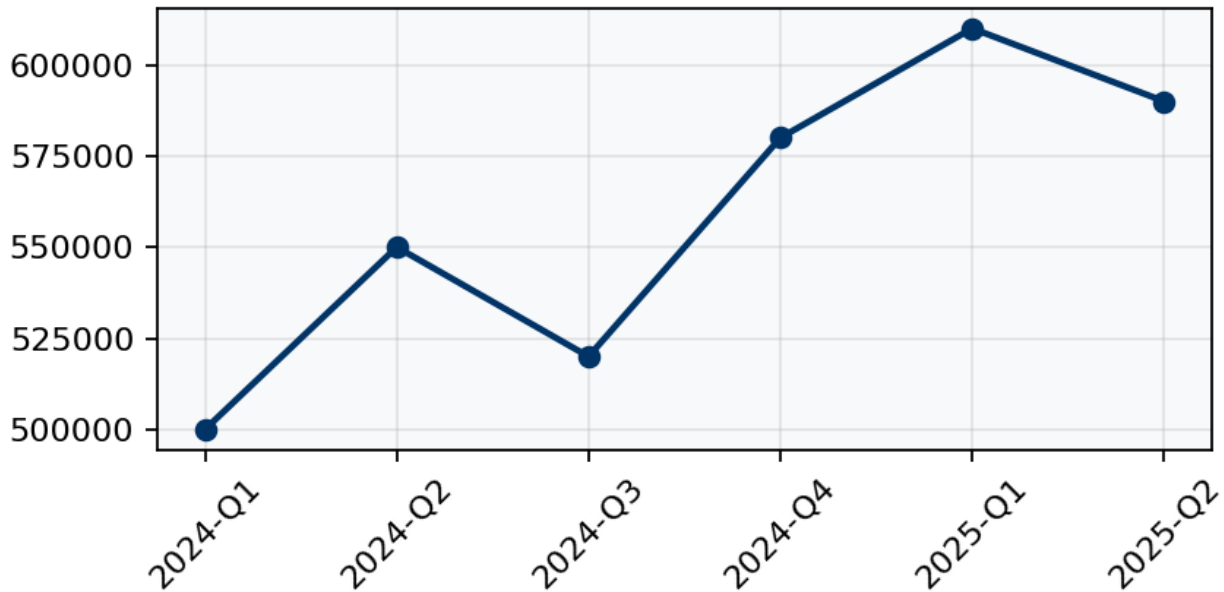
Business Performance Review

November 02, 2025

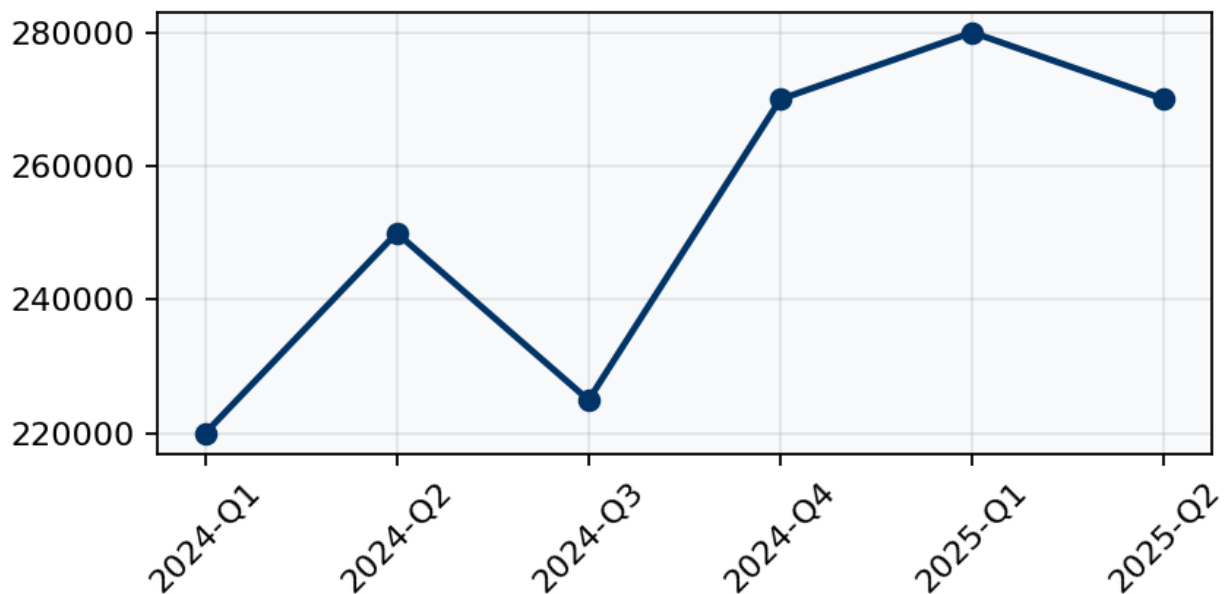
Visual KPI Dashboard

The following charts visualize trends in core financial and customer metrics.

Revenue (₹)



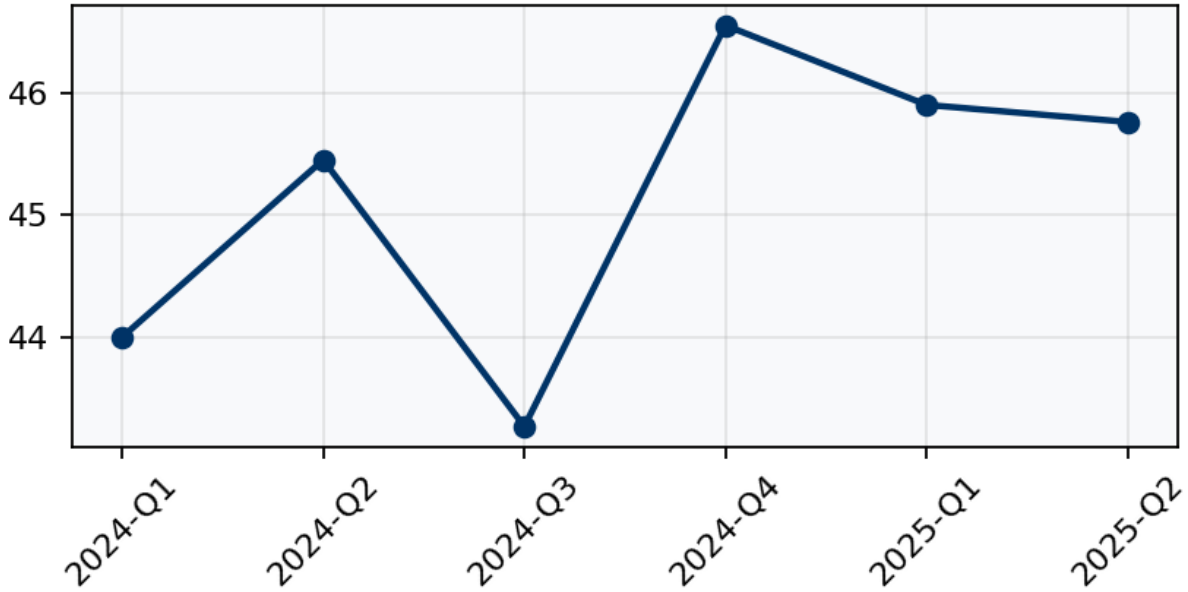
Gross Profit (₹)



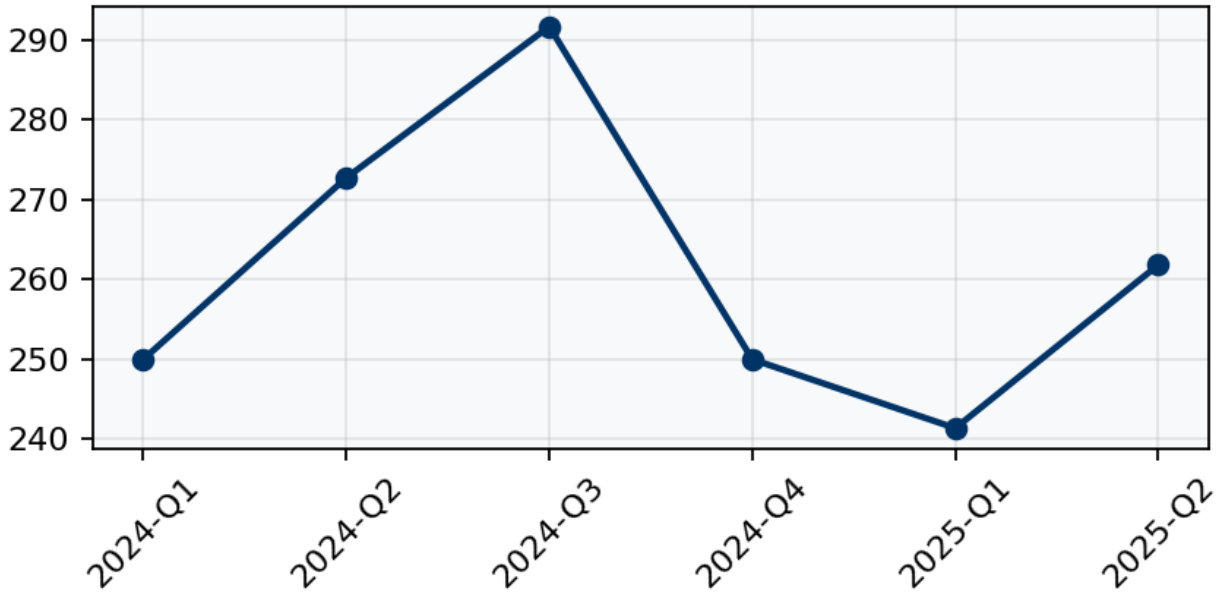
Business Performance Review

November 02, 2025

Gross Margin (%)

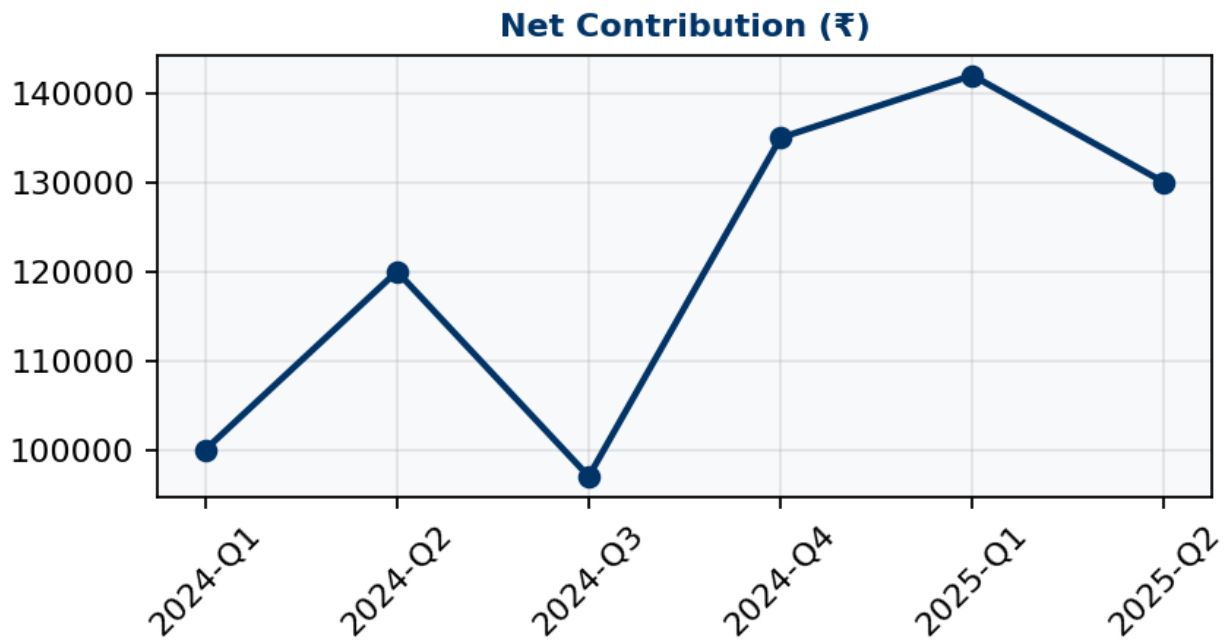


Customer Acquisition Cost (₹)



Business Performance Review

November 02, 2025



Business Performance Review

November 02, 2025

Strategic Recommendations

Executive Summary

In Q1 2024, the company experienced critical early signs of operational stress, with revenue declining 3.28% QoQ to \$590K and net contribution falling 8.45% to \$130K. Despite stable gross margins around 45.76%, rising Customer Acquisition Cost (+8.47% to \$261.82) and decreased new customer acquisition (-5.17%) reflect mounting inefficiencies in marketing spend. Concurrently, customer churn increased by 5.56% (38 lost customers), eroding the customer base and threatening future revenue stability. An Isolation Forest anomaly detection flagged this quarter as an outlier, underscoring the aggregation of these negative signals. Without rapid, coordinated action to reduce churn and optimize CAC, medium-term growth targets are at risk. This calls for urgent cross-functional efforts to restore growth momentum, improve marketing ROI, and enhance customer retention.

Top 5 Recommendations

1. Sales & Marketing - Launch Targeted Sales Growth Initiatives

- Action: Implement focused campaigns and sales outreach on high-potential segments.
- Expected Impact: Stem revenue decline and drive incremental sales growth.
- KPI: Revenue QoQ % change (target: $\geq 0\%$ next quarter).

2. Marketing - Optimize Customer Acquisition Strategy

- Action: Reallocate budget to higher-ROI channels, refine targeting, and enhance lead qualification.
- Expected Impact: Lower CAC and increase new customer acquisition efficiency.
- KPI: CAC versus previous quarter (target: reduction of at least 5%).

3. Customer Success - Strengthen Retention Programs

- Action: Identify at-risk customer segments and deploy personalized retention initiatives.
- Expected Impact: Reduce churn and improve customer lifetime value.
- KPI: Churn rate % quarterly change (target: decrease by 5%+).

4. Finance & Operations - Conduct Cost Driver and Margin Review

- Action: Analyze cost structure for inefficiencies and streamline processes to protect margins.
- Expected Impact: Prevent margin erosion and improve operational efficiency.
- KPI: Gross Margin % stabilization or improvement (target: no further decline).

5. Executive Leadership - Establish Cross-Functional Taskforce

- Action: Form a dedicated team to diagnose root causes of Q1 anomalies and coordinate interventions.
- Expected Impact: Ensure rapid, cohesive response to reverse negative trends and secure

Business Performance Review

November 02, 2025

medium-term growth.

- KPI: Completion of actionable plan with timelines within 30 days; monitor overall KPIs for improvement.

These recommendations are prioritized based on financial impact, feasibility, and urgency to restore growth trajectory.