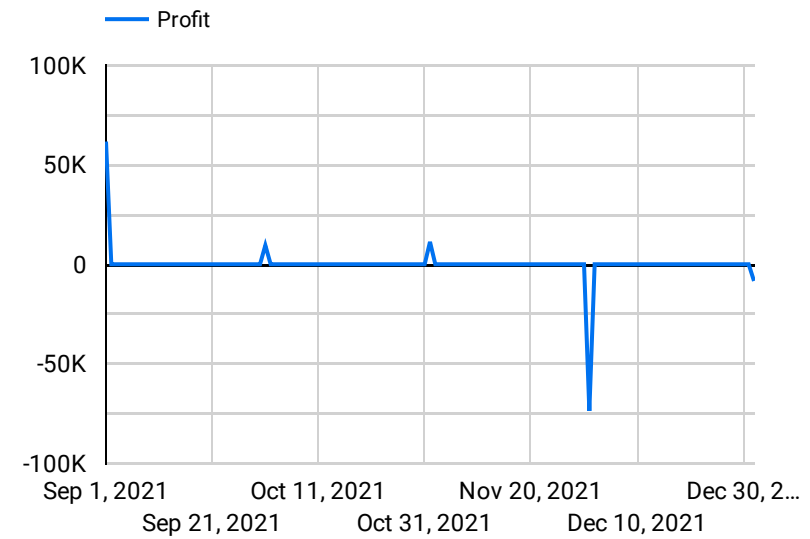


# Profit over Subscriptions

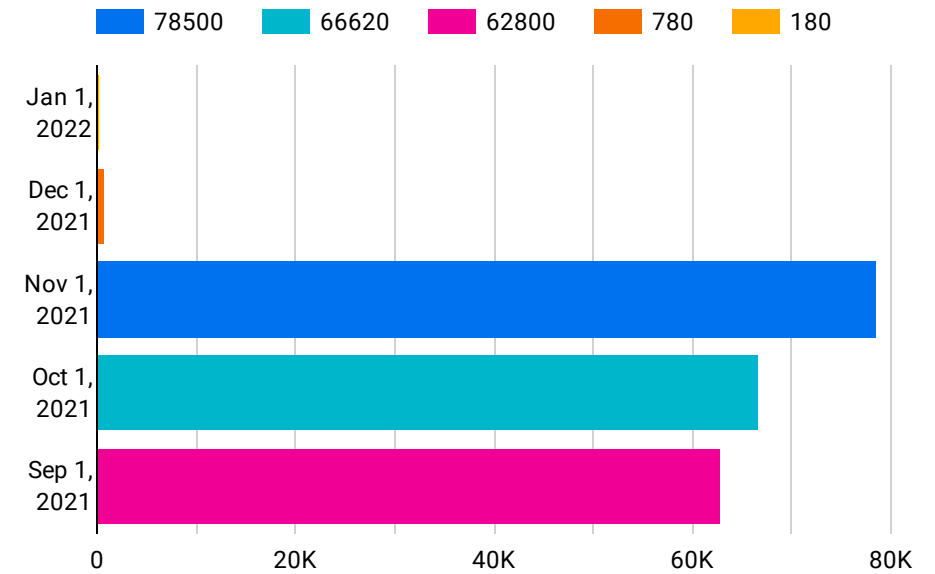
	Year_Month ▾	Profit
1.	Jan 1, 2022	-8,400
2.	Dec 1, 2021	-73,680
3.	Nov 1, 2021	11,240
4.	Oct 1, 2021	9,520
5.	Sep 1, 2021	61,640

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# Revenue Over Time

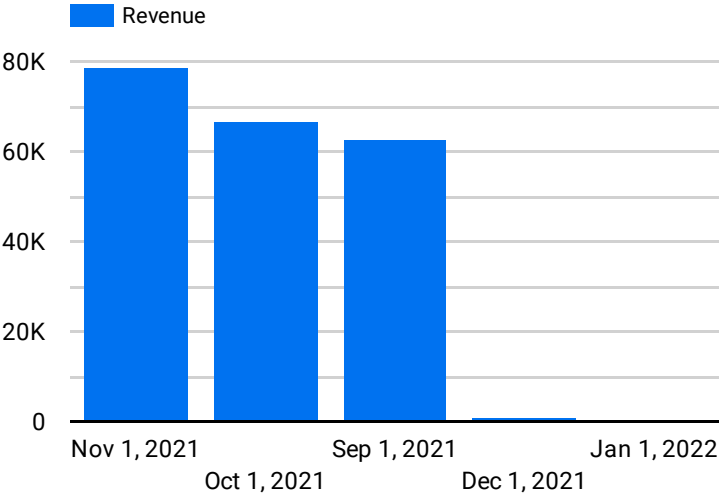
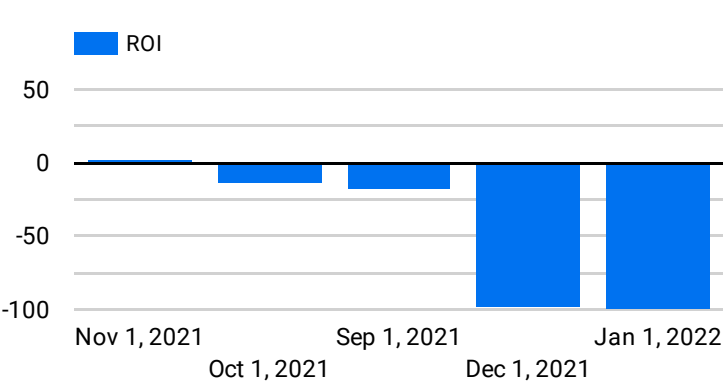
	Year_Month ▾	Revenue
1.	Jan 1, 2022	180
2.	Dec 1, 2021	780
3.	Nov 1, 2021	78500
4.	Oct 1, 2021	66620
5.	Sep 1, 2021	62800



# ROI and Revenue Over Time

	Year_Month	ROI ▾
1.	Nov 1, 2021	1.7
2.	Oct 1, 2021	-13.7
3.	Sep 1, 2021	-18.6
4.	Dec 1, 2021	-99
5.	Jan 1, 2022	-99.9

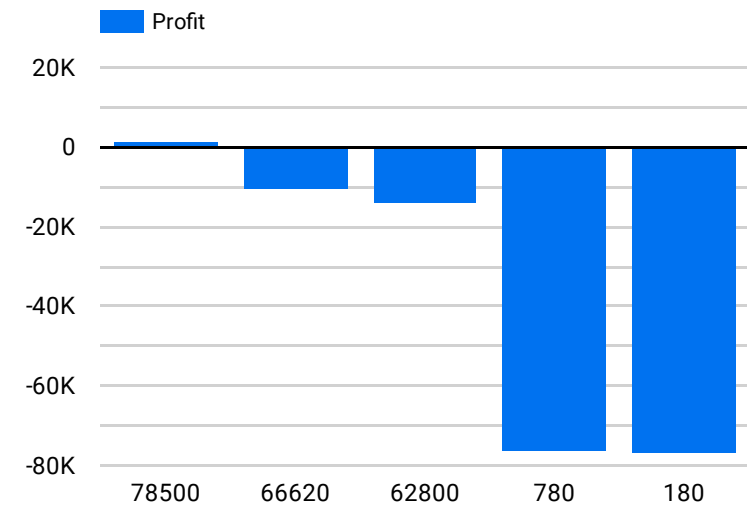
1 - 5 / 5 < >



# Profit With Marketing

	Profit	Revenue	Marketing_Costs	Profit ▾
1.	1345	78500	77155	1,345
2.	-10535	66620	77155	-10,535
3.	-14355	62800	77155	-14,355
4.	-76375	780	77155	-76,375
5.	-76975	180	77155	-76,975

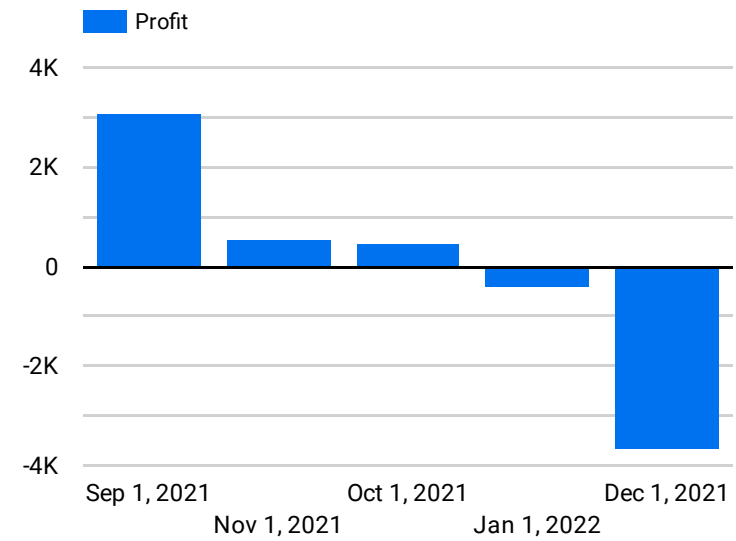
1 - 5 / 5 < >



# Overall Profit Over Time

	Year_Month	Profit ▾
1.	Sep 1, 2021	3,082
2.	Nov 1, 2021	562
3.	Oct 1, 2021	476
4.	Jan 1, 2022	-420
5.	Dec 1, 2021	-3,684

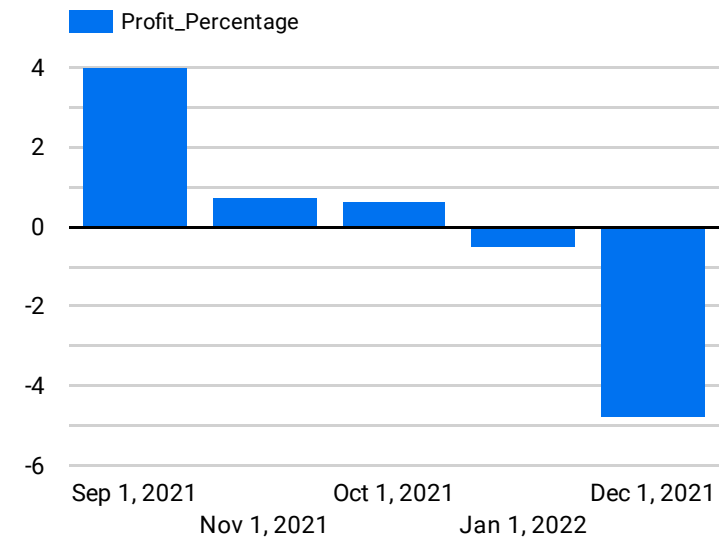
1 - 5 / 5 < >



# Profit Percentages

	Year_Month	Profit_Percentage ▾
1.	Sep 1, 2021	3.99
2.	Nov 1, 2021	0.73
3.	Oct 1, 2021	0.62
4.	Jan 1, 2022	-0.54
5.	Dec 1, 2021	-4.77

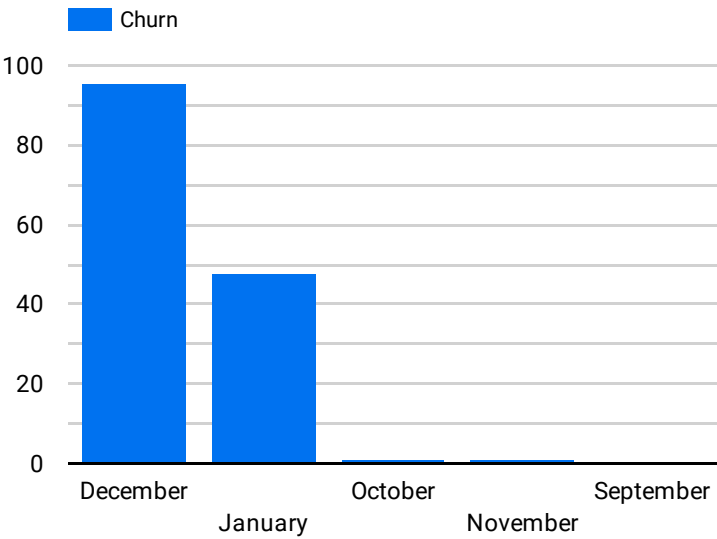
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# Churn Over Time

	Month	Year	Churn ▾
1.	December	2021	95.46
2.	January	2022	47.67
3.	October	2021	0.86
4.	November	2021	0.86
5.	September	2021	0.02

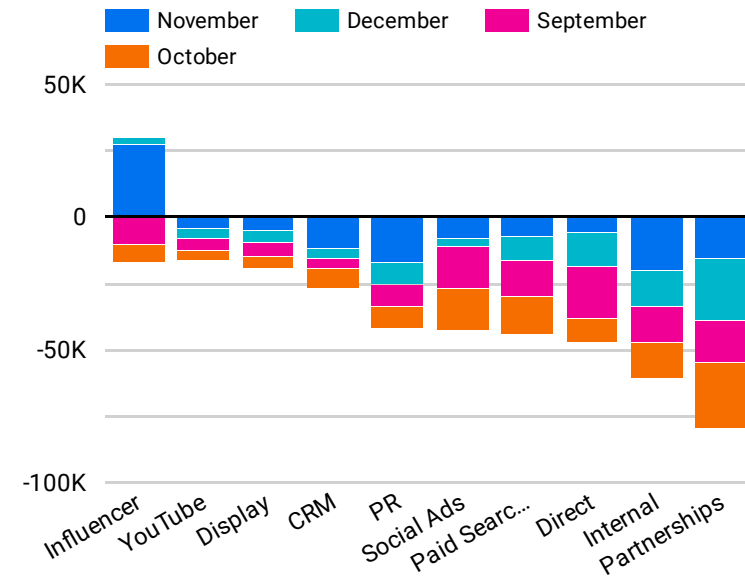
1 - 5 / 5    <    >



# Profit Due to Marketing

	Month	Channel	Profit ▾
1.	November	Influencer	27,501
2.	December	Influencer	2,421
3.	December	Social Ads	-2,984
4.	December	CRM	-3,757
5.	September	CRM	-3,897
6.	October	YouTube	-4,123
7.	September	YouTube	-4,123
8.	December	YouTube	-4,143
9.	November	YouTube	-4,143

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# User Counts over Time (Acquisition)

	Year_Month	User_Count ▾
1.	Dec 1, 2020	10,444
2.	Nov 1, 2020	10,408
3.	Nov 1, 2021	10,408
4.	Oct 1, 2021	7,139
5.	Oct 1, 2020	7,139
6.	Sep 1, 2020	4,147
7.	Sep 1, 2021	4,147
8.	Aug 1, 2020	1,062
◻	Aug 1, 2021	1,062
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