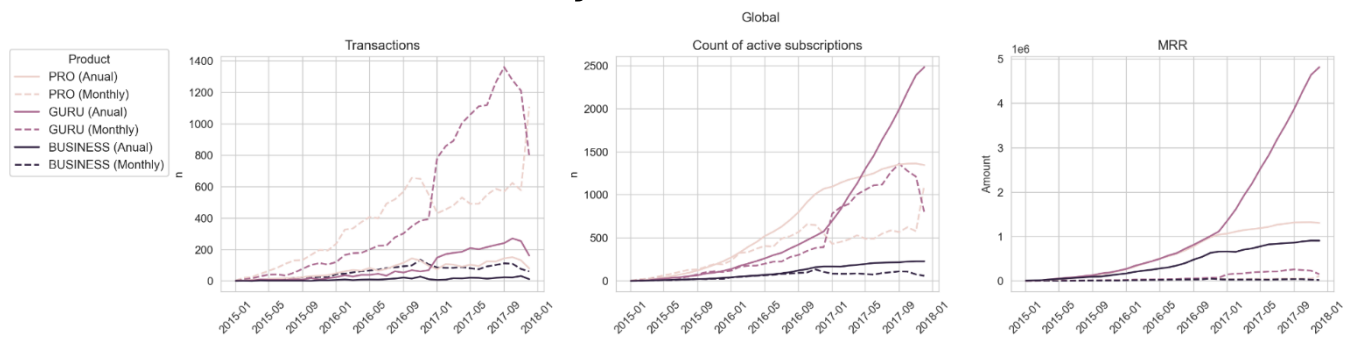# Executive summary

Figure 1. Transactions, active users and MMR through the years
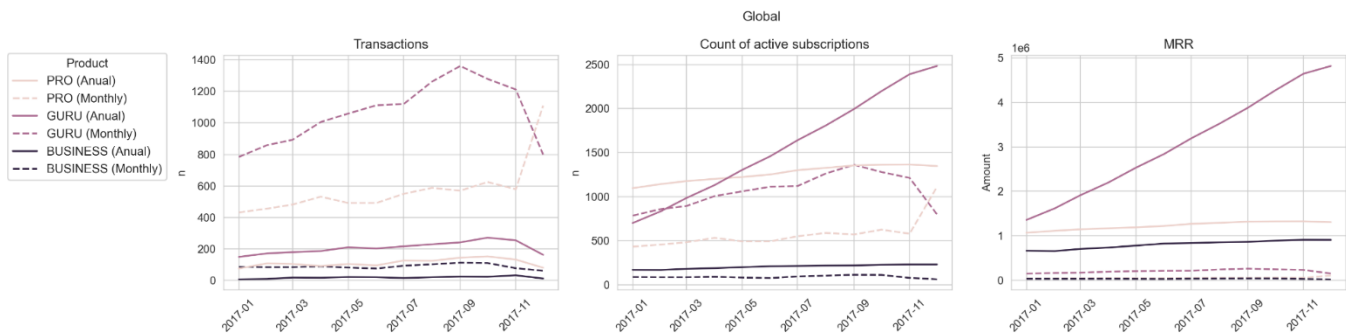

Figure 2. Zoom of 2017

1 DATA

- There is a sustained growth across products in the active subscriptions from 2015 to 2017 as seen in Figure 1.
- There is a clear shift from PRO to GURU products starting 2017, but this trend reverses aggressively at the end of 2017.
- Focusing on the last months of the data:
  - **PRO:** monthly transactions are UP while annual are DOWN. In the short term, revenue will increase. In the long term it is uncertain.
  - **GURU:** both annual and monthly transactions are DOWN, indicating the MRR will inevitably drop in the following months.
  - **BUSINESS:** both annual and monthly transactions are slightly down, so the MRR will drop a bit. BUSINESS had a small peak of annual subs in oct.2017 making the MRR a bit higher for the next few months.

2 FORECAST

- After evaluating several models, SMA (Simple Moving Average) was chosen due to its simplicity and more than adequate forecast results compared to other explored models.

	Jan 2018	Feb 2018	March 2018	Delta AVG'17
PRO	185.198	190.066	197.921	25%
GURU	593.046	589.942	579.388	26%
BUSINESS	107.555	104.556	103.932	2%

Table 1. Forecast MRR for 2018 ($)

- While the results seem encouraging, I would be cautious with GURU MMR forecast in the following months, as the rapid decrease in transactions could lead to higher than anticipated drop.