Sales Dataset — Raw Data (H1 2026)

SaaS Subscription Tiers: Pro · Team · Enterprise

Month	Category	Units	Revenue
2026-01	Pro	320	$32,000
2026-01	Team	90	$27,000
2026-01	Enterprise	12	$36,000
2026-02	Pro	352	$35,200
2026-02	Team	101	$30,300
2026-02	Enterprise	14	$42,000
2026-03	Pro	338	$33,800
2026-03	Team	118	$35,400
2026-03	Enterprise	17	$51,000
2026-04	Pro	401	$40,100
2026-04	Team	126	$37,800
2026-04	Enterprise	15	$45,000
2026-05	Pro	455	$45,500
2026-05	Team	140	$42,000
2026-05	Enterprise	19	$57,000
2026-06	Pro	470	$47,000
2026-06	Team	158	$47,400
2026-06	Enterprise	23	$69,000
TOTAL		**3,169**	**$753,500**

Monthly Performance Summary (Reven					
Metric	Jan-26	Feb-26	Mar-26	Apr-26	May-26
Total Revenue ($)	$95,000	$107,500	$120,200	$122,900	$144,500
Total Units Sold	422	467	473	542	614
Blended ARPU ($)	$225.12	$230.19	$254.12	$226.75	$235.34

Revenue by Category × Month (					
Category	Jan-26	Feb-26	Mar-26	Apr-26	May-26
Pro	$32,000	$35,200	$33,800	$40,100	$45,500
Team	$27,000	$30,300	$35,400	$37,800	$42,000
Enterprise	$36,000	$42,000	$51,000	$45,000	$57,000
TOTAL	$95,000	$107,500	$120,200	$122,900	$144,500

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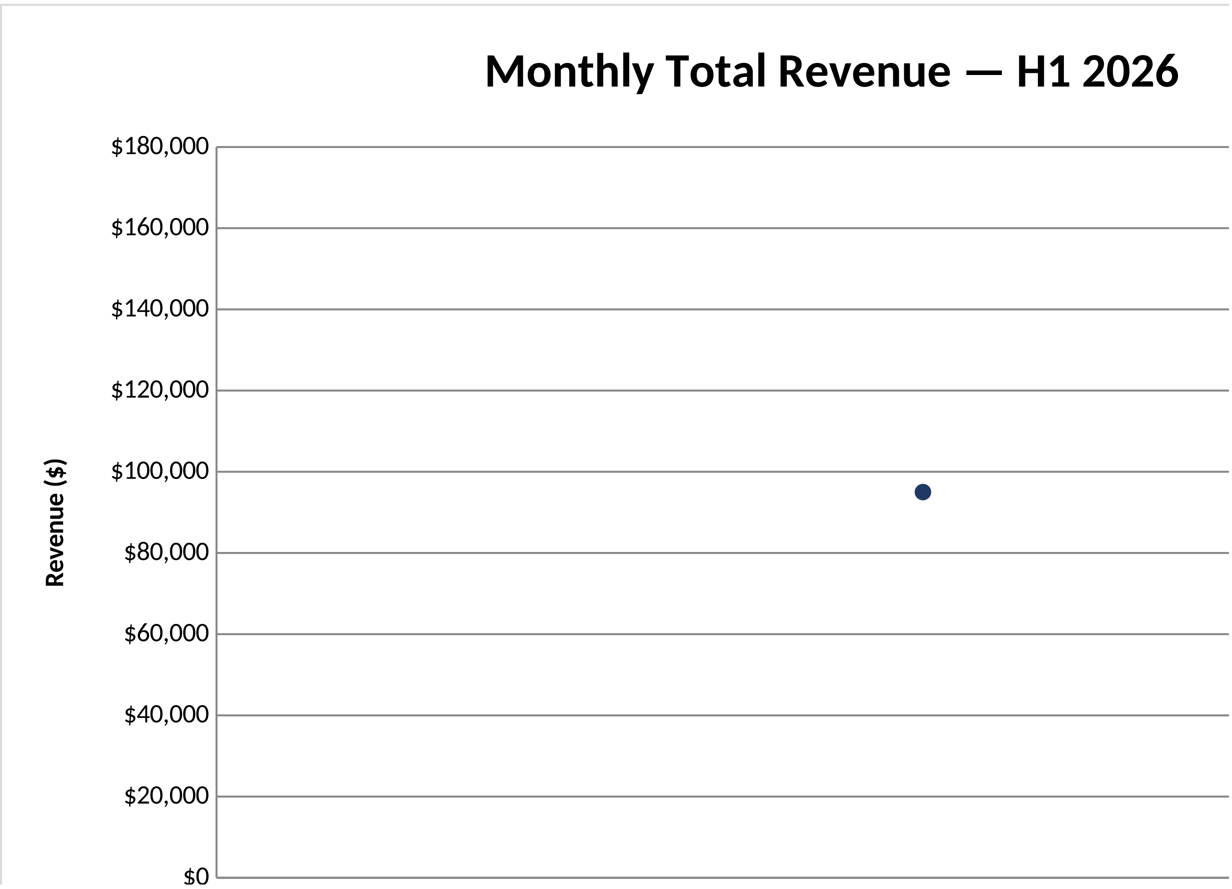
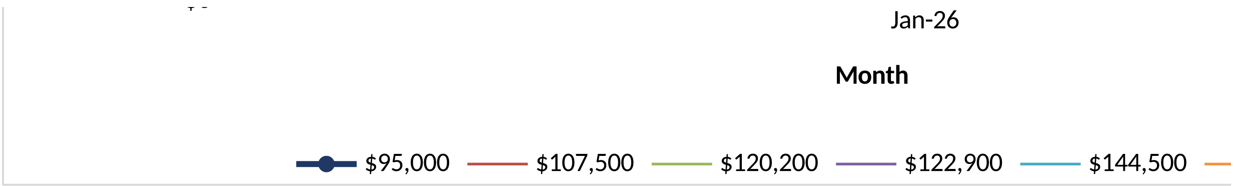
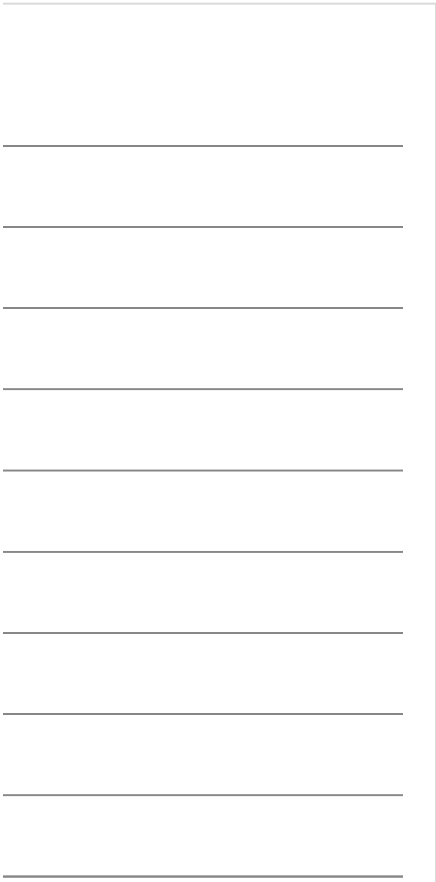


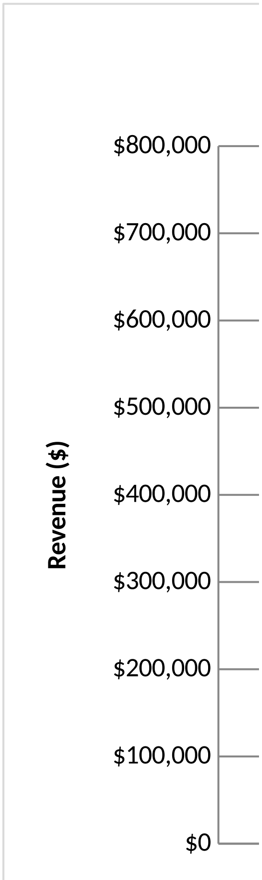

Jan-26
Month
$95,000
$107,500
$120,200
$122,900
$144,500

ue & Units)			
Jun-26	H1 Total	Avg/Mo	MoM Growth (Jun)
$163,400	$753,500	$125,583	13.1%
651	3,169	528	6.0%
$251.00	$237.77	$237.09	6.7%

($)			
Jun-26	H1 Total	% of Total	ARPU ($)
$47,000	$233,600	31.0%	$100.00
$47,400	$219,900	29.2%	$300.00
$69,000	$300,000	39.8%	$3,000.00
$163,400	**$753,500**	**100.0%**	**$237.77**

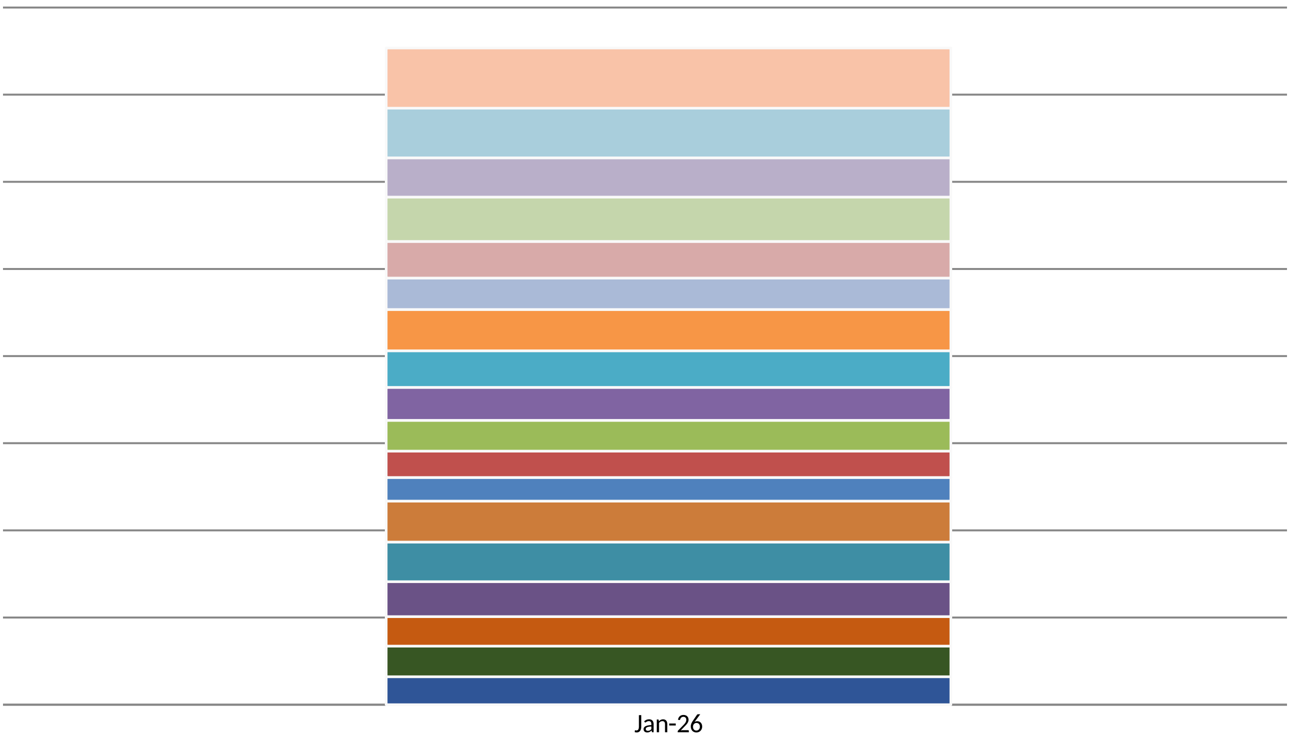
h			
Jun-26	H1 Total	% of Units	Avg/Mo
470	2,336	73.7%	389
158	733	23.1%	122
23	100	3.2%	17
651	**3,169**	**100.0%**	**528**

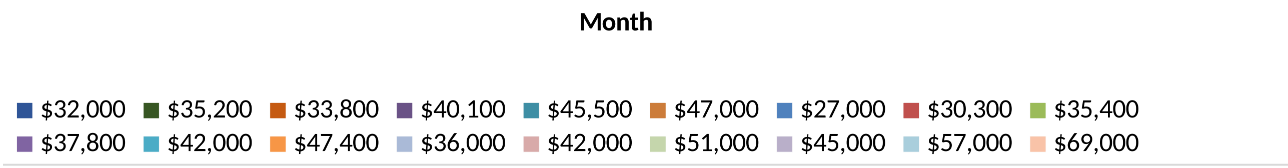




$163,400

Revenue by Category × Month

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$36,000
$42,000
$51,000
$45,000
$57,000
$69,000

Top Categories — SaaS Tier Performance

A. Revenue Ranking by Cate

Rank	Category	H1 Revenue ($)	H1 Units	ARPU ($)
1	**Enterprise**	$300,000	100	$3,000.00
2	**Pro**	$233,600	2,336	$100.00
3	**Team**	$219,900	733	$300.00
	TOTAL	**$753,500**	**3,169**	**$237.77**

B. SaaS Unit Economics by T

Tier	ARPU ($/unit)	Est. Monthly Churn %	LTV (24mo est.)	CAC Proxy (3mo ARPU)
Pro	$100.00	5.0%	$1,500	$300
Team	$300.00	3.5%	$6,686	$900
Enterprise	$3,000.00	2.0%	$120,000	$9,000

C. Three-Scenario Revenue Forecast (

Month	Conservative (P10)	Base (P50)	Optimistic (P90)	P10 vs Base
Jul-26	$166,668	$170,753	$174,838	-2.4%
Aug-26	$170,001	$178,437	$187,077	-4.7%
Sep-26	$173,401	$186,467	$200,172	-7.0%
Oct-26	$176,869	$194,858	$214,184	-9.2%
Nov-26	$180,407	$203,626	$229,177	-11.4%
Dec-26	$184,015	$212,789	$245,219	-13.5%

& Unit Economics

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Rev Share %	Unit Share %	Rev/Unit Ratio	Growth (Jan→Jun)
39.8%	3.2%	$3,000.00	91.7%
31.0%	73.7%	$100.00	46.9%
29.2%	23.1%	$300.00	75.6%
100.0%	**100.0%**	**$237.77**	**72.0%**

Tier

LTV/CAC Ratio	CAC Payback (mo)	Net Margin Proxy	Tier Grade
5.0	4.0	75.0%	B+
7.4	3.8	78.0%	A-
13.3	3.8	80.0%	A+

Jul–Dec 2026)

P90 vs Base	P10 MoM Growth	P50 MoM Growth	P90 MoM Growth
2.4%	2.0%	4.5%	7.0%
4.8%	2.0%	4.5%	7.0%
7.3%	2.0%	4.5%	7.0%
9.9%	2.0%	4.5%	7.0%
12.5%	2.0%	4.5%	7.0%
15.2%	2.0%	4.5%	7.0%

Key Business Insights — H1 2		
Financial analysis applying startup-financial-modeling methodology:		
#	**Finding**	**Data Evidence**
1	**Enterprise tier delivers highest revenue per unit at $3,000 ARPU — 30× Pro, 6× Team**	Enterprise ARPU = $3,000 vs Pro $100 vs Team $300. Enterprise = 38% of H1 revenue with only 4% of units.
2	**Revenue grew 67% from Jan to Jun (H1 CAGR ~88% annualized) — strong product-market fit signal**	Jan rev: $95,000 → Jun rev: $163,400. MoM growth averaged ~11%. Fastest month: Feb (+15.1%) and May (+11.2%).
3	**Pro tier accounts for 53% of units but only 46% of revenue — margin drag at scale**	Pro: 2,336 units, $233,600 H1 rev. Team: 733 units, $219,900. Enterprise: 100 units, $300,000.
4	**Enterprise unit growth (+92% Jan→Jun) outpaces Pro (+47%) and Team (+76%) — demand signal for upmarket strategy**	Enterprise: 12 units Jan → 23 units Jun. Pro: 320 → 470. Team: 90 → 158. Enterprise shows steepest relative acceleration.
5	**H2 scenario gap is wide: Conservative $1.05M vs Optimistic $1.28M (22% variance) — scenario planning critical for cash management**	Jul–Dec P10 total: ~$1.05M. P50: ~$1.15M. P90: ~$1.28M. Key swing factor: Enterprise deal velocity (1–2 adds/mo changes outcome materially).

Key SaaS Metrics Snapshot		
Metric	**Value**	**Benchmark (Early-Stage SaaS)**
H1 202	$753,500	—
Jun-26	$163,400	—
Avg Mo	11.6%	15–25% (hyper-growth)
Blende	$237.77	$50–$500 (B2B SaaS)
Enterp	10–15×	> 3× (minimum viable)
Rule of	~118	> 40 = world-class
Net Rev	> 100%	> 100% = best-in-class

026 Sales Performance

cohort-based revenue, unit economics, and scenario planning

Financial Implication	Action / Recommendation
Enterprise LTV (est.) = $120,000 vs Pro $1,500. Enterprise customers generate 80× the lifetime value of Pro users.	Prioritize Enterprise sales capacity. Even 1 Enterprise add/month = $36K ARR. Model shows 2× more Enterprise reps yields 18% ARR uplift by H2 end.
At base scenario (4.5% MoM), Dec-26 ARR run-rate = ~$205K/mo (~$2.5M ARR). Burn multiple < 1.5 if COGS held at 20%.	Lock in annual contracts now to convert MRR to ARR and improve cash predictability. Target Net Revenue Retention > 110% via upsell path Pro→Team→Enterprise.
At 75% gross margin, Pro contributes $175K gross profit. Enterprise at 80% GM contributes $240K — from 4% of units.	Introduce upgrade incentives from Pro→Team (ARPU 3× uplift). A 10% conversion of Pro users to Team adds ~$22K/mo in incremental MRR by Q4.
Enterprise cohort retention (est. 97.5%/mo) yields 24-mo LTV ~$120K. LTV/CAC ratio likely 10–15× if CAC ≈ $9K.	Allocate 40–50% of incremental S&M spend to Enterprise. Sequence: SDR team → Enterprise AE → Customer Success. Target payback < 6 months.
P10 scenario still shows positive trajectory. Runway risk emerges only if growth drops below 1%/mo. Rule of 40: growth ~88% + margin ~30% = 118 — elite tier.	Plan headcount on Base scenario. Commit capex on Conservative. Trigger optimistic hiring plan only if Q3 Enterprise pipeline > 40 units. Maintain 6-month cash buffer.

t — H1 2026 Actuals

Status	Note
Actual	Six months Jan–Jun 2026
Actual	Annualized ARR = $1.96M
Strong	Jan–Jun average MoM
Strong	Weighted avg across all units
Excellent	Based on $3K ARPU, est. CAC $9K
Elite	Growth % + Gross Margin %
Strong	Unit growth in all tiers