

SUBSCRIPTION BUSINESS — KPI EXECUTIVE DASHBOARD | Jan-Jun 2026

LATEST MONTH (Jun 2026) vs Prior Month | 6-month trend

MRR	ACTIVE USERS	CHURN RATE	NPS SCORE	SUPPORT TICKETS
\$167,300	6,340	2.3%	54	162
▲ 5.6%	▲ 4.8%	▼ 0.2%	▲ 3	▼ 13

6-MONTH TREND DETAIL

Month	MRR	MoM MRR %	Active Users	MoM Users %	Churn %	NPS	Tickets
Jan 2026	\$125,000	—	4,820	—	3.2%	42	210
Feb 2026	\$132,500	6.0%	5,110	6.0%	2.9%	44	198
Mar 2026	\$141,200	6.6%	5,430	6.3%	3.1%	45	215
Apr 2026	\$149,800	6.1%	5,780	6.4%	2.7%	48	189
May 2026	\$158,400	5.7%	6,050	4.7%	2.5%	51	175
Jun 2026	\$167,300	5.6%	6,340	4.8%	2.3%	54	162

CHART 1 — MRR Growth Trend (\$)

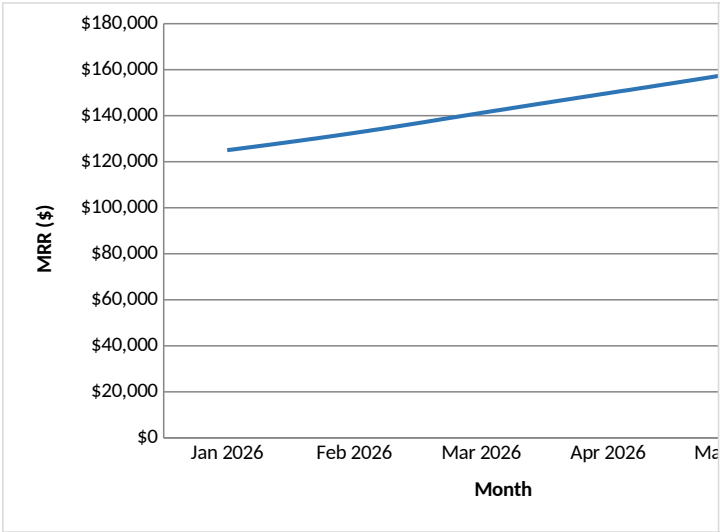
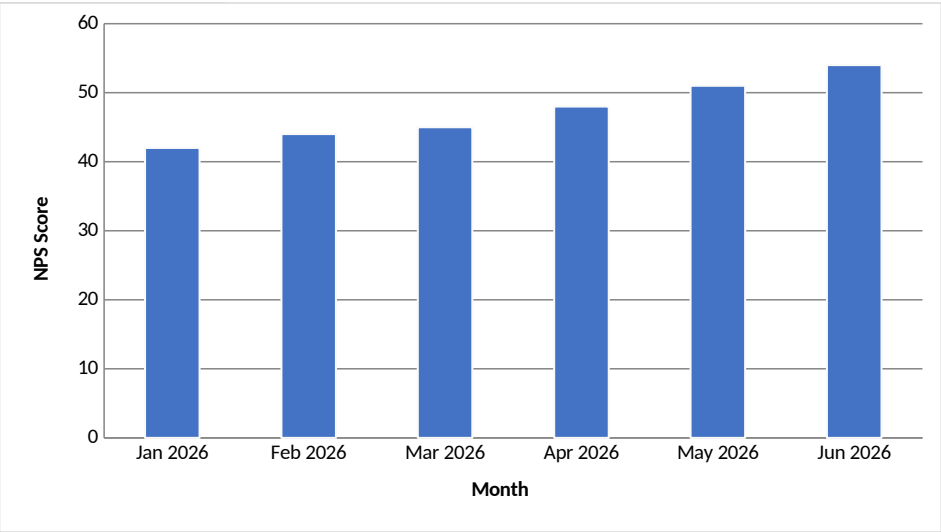


CHART 2 — NPS Score & Churn Rate Trend



KEY INSIGHTS (Auto-calculated from latest data)

MRR ON TRACK	CHURN HEALTHY	NPS POSITIVE	SUPPORT OK
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MRR = Monthly Recurring Revenue. Churn % = churned MRR / opening MRR. NPS = Net Promoter Score (respondents who rate 9-10 minus those who rate 0-6). Targets: MRR ≥ \$130K | Churn ≤ 2.5% | NPS ≥ 45 | Tickets ≤ 175.

Subscription Business – Monthly KPI Data

Month	MRR (\$)	Active Users	Churn %	NPS Score	Support Tickets
Jan 2026	\$125,000	4,820	3.2%	42	210
Feb 2026	\$132,500	5,110	2.9%	44	198
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MRR = Monthly Recurring Revenue (monthly plans as-is; quarterly ÷3; annual ÷12). Churn % = churned MRR / starting MRR. 100 scale).

Notes

NPS = Net Promoter Score (0-