

Subscription Business — Monthly KPI Data (Jan-Jun 2026)

Metric	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
MRR (\$)	\$182,000	\$195,000	\$208,500	\$221,000	\$237,500	\$249,000
Active Users	4,820	5,105	5,390	5,680	6,010	6,290
Churn %	2.41%	2.28%	2.15%	2.03%	1.98%	1.87%
NPS Score	32	35	38	40	43	46
Support Tickets	312	298	275	261	248	234

Month-over-Month Growth Rates (computed — Black = formula result)

MRR MoM Growth	—	7.1%	6.9%	6.0%	7.5%	4.8%
Users MoM Growth	—	5.9%	5.6%	5.4%	5.8%	4.7%

6-Month Summary (computed formulas)

Total MRR (6M)	\$1,293,000
Avg Active Users	5,549
Avg Churn %	2.12%
Avg NPS	39
Total Tickets	1,628

SUBSCRIPTION KPI DASHBOARD • Jan-Jun 2026

Executive Summary • Latest month: Jun-26 • All figures sourced from Data sheet

KPI	Latest (Jun-26)	Prior (May-26)	MoM Delta	Status	6M Average	6M Range
MRR (\$)	\$249,000	\$237,500	+\$11,500	▲ GOOD	\$215,500	\$67,000
Active Users	6,290	6,010	+280	▲ GOOD	5,549	1,470
Churn %	1.87%	1.98%	-0.11%	▲ GOOD	2.12%	0.54%
NPS Score	46	43	+3	▲ GOOD	39	14
Support Tickets	234	248	-14	▲ GOOD	271	78

Month-over-Month % Change (Jan→Feb through May→Jun)						
KPI	Jan→Feb	Feb→Mar	Mar→Apr	Apr→May	May→Jun	Trend
MRR (\$)	7.1%	6.9%	6.0%	7.5%	4.8%	36.8%
Active Users	5.9%	5.6%	5.4%	5.8%	4.7%	30.5%
Churn %	-5.4%	-5.7%	-5.6%	-2.5%	-5.6%	-22.4%
NPS Score	9.4%	8.6%	5.3%	7.5%	7.0%	43.8%
Support Tickets	-4.5%	-7.7%	-5.1%	-5.0%	-5.6%	-25.0%

Key Headline Metrics (computed formulas — Black)		
6M Total MRR	MRR Growth (6M)	Jun-26 ARPU
\$1,293,000	36.8%	\$39.59
1,628	-78	3.7
Avg Monthly Churn	Churn: Jun vs Jan	Jun-26 NPS
2.12%	+0.54%	46

Total Tickets (6M)	Ticket Change (Jun vs Jan)	Tickets per 100 Users (Jun)
1,628	-78	3.7

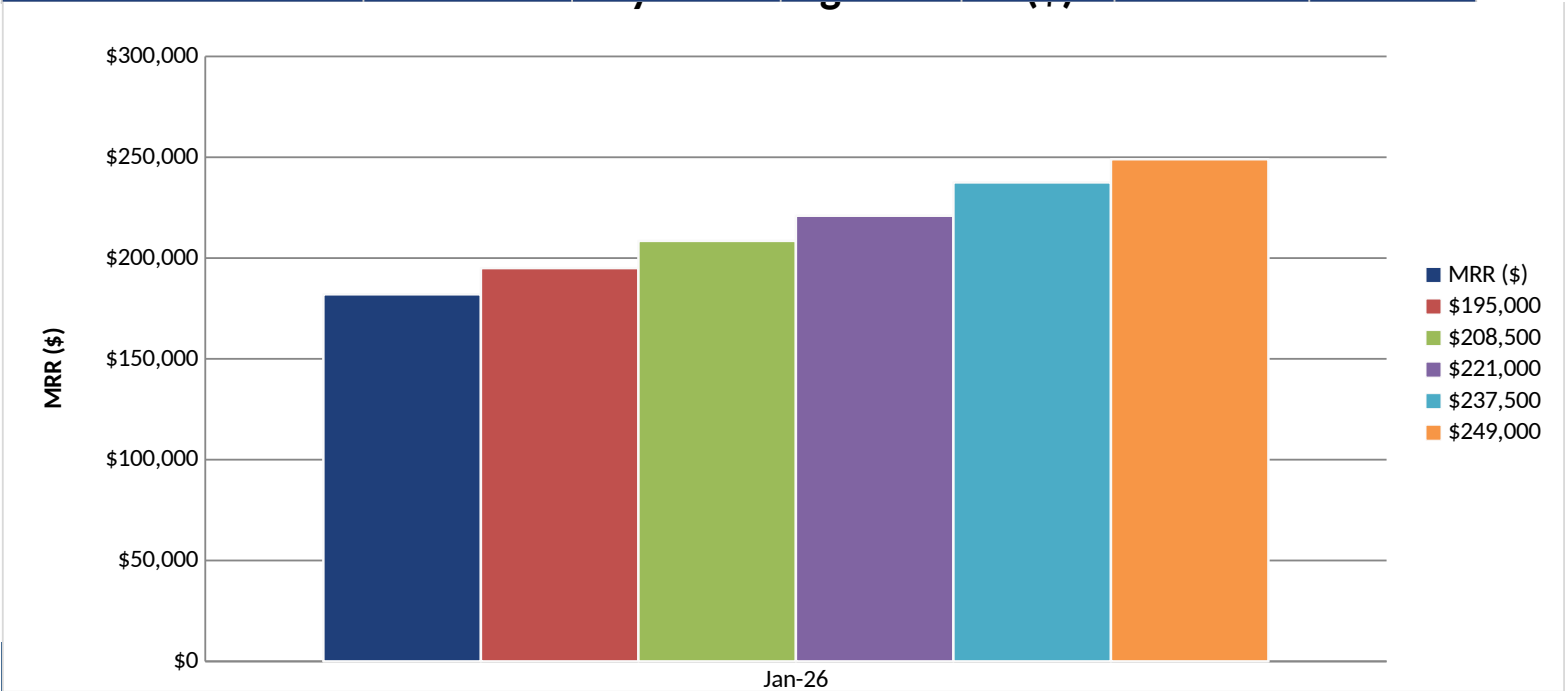
Chart 1 — Monthly Recurring Revenue (Jan-Jun 2026)

Monthly Recurring Revenue (\$)

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KPI	Latest (Jun-26)	Prior (May-26)	MoM Delta	Status	6M Average	6M Range
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Active Users & NPS Trend



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KPI	Latest (Jun-26)	Prior (May-26)	MoM Delta	Status	6M Average	6M Range
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