



Subscription Business — KPI Executive Dashboard | Jun 2026

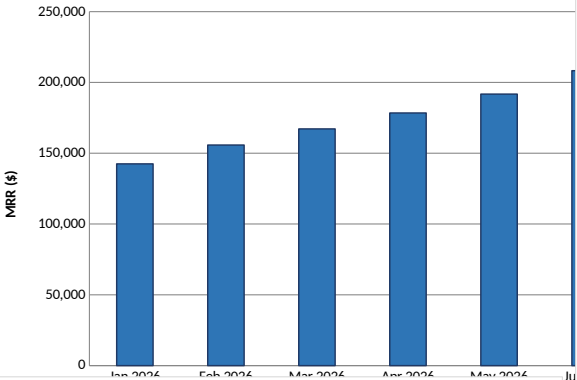
All figures reflect June 2026 actuals. Green = on-track | Red = needs attention | Amber = flat/watch

KEY PERFORMANCE INDICATORS — LATEST MONTH (Jun 2026)

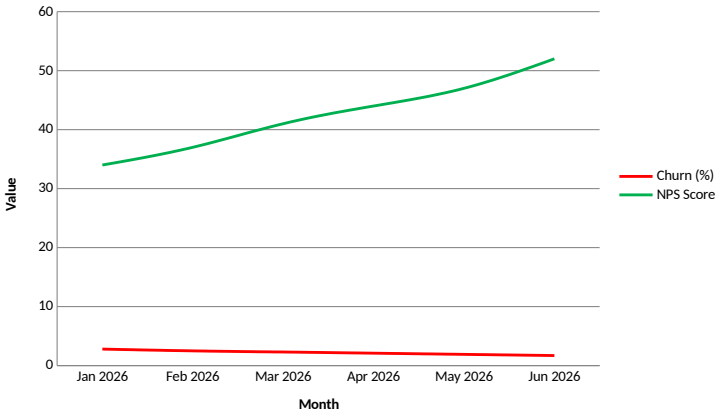
Metric	Jan	Feb	Mar	Apr	May	Jun (Latest)	MoM Δ	MoM %	Trend	Target	Status
MRR (\$)	142,500	155,800	167,200	178,400	191,750	208,300	+16,550	+8.6%	↑	200,000	✓ On Track
Active Users	3,840	4,120	4,380	4,590	4,820	5,150	+330	+6.8%	↑	5,000	✓ On Track
Churn (%)	2.8	2.5	2.3	2.1	1.9	1.7	-0	-10.5%	↓	2.0	✓ On Track
NPS Score	34	37	41	44	47	52	+5	+10.6%	↑	50	✓ On Track
Support Tickets	512	488	461	439	412	385	-27	-6.6%	↓	400	✓ On Track

6-Month Cumulative MRR: \$1,043,950 | Avg Monthly New Users: 262 | Avg Churn: 2.2% | Avg NPS: 42 | Total Tickets Resolved: 2,697

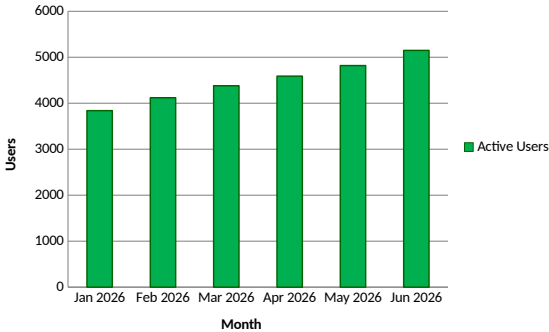
Monthly Recurring Revenue (MRR) Jan-Jun 2026



Churn Rate & NPS Trend Jan-Jun 2026



Active Users Jan-Jun 2026



Amber cells	No change month-over-month
↑ / ↓ / →	Latest month direction indicator
Target	Internal benchmark for Jun 2026
MRR	Monthly Recurring Revenue (USD)
NPS	Net Promoter Score (-100 to +100)

Subscription Business — Raw KPI Data (Jan–Jun 2026)					
Month	MRR (\$)	Active Users	Churn (%)	NPS Score	Support Tickets
Jan 2026	142,500	3,840	2.8%	34	512
Feb 2026	155,800	4,120	2.5%	37	488
Mar 2026	167,200	4,380	2.3%	41	461
Apr 2026	178,400	4,590	2.1%	44	439
May 2026	191,750	4,820	1.9%	47	412
Jun 2026	208,300	5,150	1.7%	52	385

Month	Churn (%)	NPS Score
Jan 2026	2.8	34
Feb 2026	2.5	37
Mar 2026	2.3	41
Apr 2026	2.1	44
May 2026	1.9	47
Jun 2026	1.7	52

Month	Active Users
Jan 2026	3840
Feb 2026	4120
Mar 2026	4380
Apr 2026	4590
May 2026	4820
Jun 2026	5150