

Month	MRR (\$)	Active Users	Churn %	NPS	Support Tickets
Jan 2026	\$420,000	3,200	2.8%	42	310
Feb 2026	\$438,000	3,310	2.6%	44	295
Mar 2026	\$451,000	3,405	2.4%	45	278
Apr 2026	\$467,000	3,520	2.3%	47	260
May 2026	\$480,000	3,600	2.2%	49	248
Jun 2026	\$495,000	3,720	2.1%	52	235
6-Month Summ	17.9%	16.3%	2.4%	46.5	1,626

Source: Illustrative subscription business metrics — values are fictional. Blue cells = hardcoded inputs (edit t

SUBSCRIPTION BUSINESS — KPI EXECUTIVE DASHBOARD

6-Month Performance Summary | Jan 2026 – Jun 2026 | Data auto-linked from Data sheet

KEY PERFORMANCE INDICATORS — LATEST MONTH (Jun 2026) vs. PRIOR MONTH

MRR (\$)	Active Users	Churn %	NPS	Support Tickets	6-Mo MRR Growth
\$495,000	3,720	2.1%	52	235	17.9%
\$15,000	+120	-0.1%	+3	-13	

MoM Δ (green = improving, red = declining) | Churn & Tickets: lower is better

MONTHLY METRICS DETAIL

Month	MRR (\$)	MoM MRR Δ	Active Users	Churn %	NPS	Support Tickets
Jan 2026	\$420,000		3,200	2.8%	42	310
Feb 2026	\$438,000	\$18,000	3,310	2.6%	44	295
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COLOR KEY

Good / Improving

Caution / Flat

Poor / Declining

METRIC GUIDE

MRR

Higher = better

Churn %

Lower = better

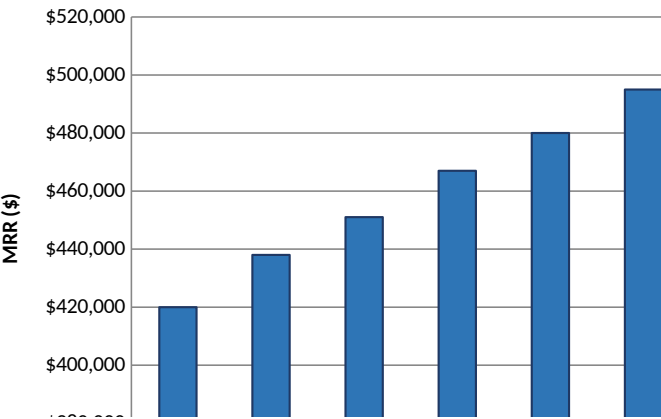
NPS

Higher = better

Tickets

Lower = better

Monthly Recurring Revenue (MRR)



Active Users & Churn Rate Trend

