Quarterly Business Review — Q4 2025

Executive Summary

The monthly revenue grew by 15%[1] last quarter, exceeding our initial projections. User retention improved across all cohorts[2], and the product team shipped three major features on schedule.

Revenue Analysis

Our subscription revenue reached $4.2M[3], driven primarily by enterprise tier upgrades. The average contract value increased to $18,500[4], representing a 22% improvement over Q3.

Ad revenue remained flat at $800K, which we attribute to seasonal trends and the ongoing shift toward subscription models.

User Metrics

Monthly active users grew to 142,000[5], with the strongest growth in the APAC region. The onboarding completion rate hit 78%[6], up from 61% in the previous quarter, following the redesign.

Churn decreased to 3.1% monthly, the lowest in company history.

Outlook

We expect Q1 2026 to continue the upward trend, with a planned launch of the Teams feature[7] in late February.

1. anchor: "monthly revenue grew by 15%"

   @alice (2026-02-10):

   > Are we comparing this to the same quarter last year, or quarter-over-quarter?

   @bob (2026-02-11):

   > Year-over-year. Added a clarifying footnote to the appendix — see table A-3.

   @alice (2026-02-11):

   > 👍

   ↵

2. status: resolved

   @carol (2026-02-12):

   > Can we break this down by cohort in an appendix?

   @bob (2026-02-12):

   > Done — added Appendix B with per-cohort retention curves.

   @carol (2026-02-12):

   > Perfect, thanks!

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3. @dave (2026-02-13):

> Does this include the Acme Corp deal that closed late December? It was still pending in the CRM last I checked.

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4. anchor: "average contract value increased to $18,500" status: resolved

@alice (2026-02-14):

> This is impressive. Should we highlight this in the board deck?

@eve (2026-02-14):

> Already added to slide 12.

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5. @frank (2026-02-15):

> How are we counting MAU — unique logins or any API call?

@bob (2026-02-15):

> Unique logins. The API-call metric is in the dashboard under "engagement."

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6. anchor: "onboarding completion rate hit 78%"

@carol (2026-02-15):

> This is a huge jump. What drove it — the new tutorial flow or the checklist widget?

@grace (2026-02-16):

> Mostly the checklist widget. A/B test showed a 14pp lift from that alone.

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7. @dave (2026-02-16):

   > Are we confident about the February date? Engineering mentioned some blockers
   > last week.

   @eve (2026-02-17):

   > We moved it to March 1. I'll update the doc.

   @dave (2026-02-17):

   > Thanks for the heads-up.

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