

mdcomments — Pandoc (plugin)

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 cohorts², and the product team shipped three major features on schedule.



Revenue Analysis

Our subscription revenue reached \$4.2M³, 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 142,000⁵, 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 feature⁷ 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!↩️

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.↩️

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.↩️

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.”↩️

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.↩️

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.↩