

Tableau Embedded

Executive summary details



Key performance indicators

Key performance indicators

Total **last 30 days** and Change versus **last 30 to 120 days**

Number of Subscribers

1,7K

+ 6%

Subscribers Growth Rate

19%

+ 3%

Churn Rate

10,0%

+ 0%

Average Subscription Usage per
Subscriber

3,6

- 5%

Key performance indicators

Number of subscribers

- This report provides a snapshot of the subscriber base over the past 30 days.
- This includes both new subscribers and those who have renewed their subscriptions.
- Additionally, the report shows the average number of subscribers per month over the past 31 to 120 days.

Number of Subscribers

1,7K

+ 6%

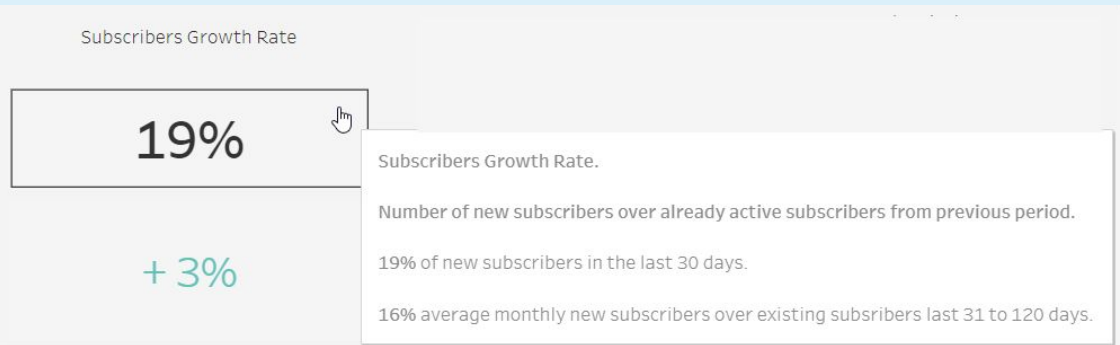
Number of subscribers last 30 days.

1,7K subscribers last 30 days.

1,6K monthly average subscribers last 31 to 120 days.

Key performance indicators

Subscribers growth rate



Example: if you had 1,000 active subscribers in the previous period and 300 new subscribers in the current period, the growth rate would be $(300/1000) \times 100 = 30\%$.

- Measures the change in the number of subscribers over time. Specifically, it measures the percentage increase or decrease in the number of new subscribers compared to the number of active subscribers in the previous period.
- Period used in the analysis last for 30 days to provide a standardized timeframe for comparing the current period with the previous three periods. By looking at subscriber growth rates, we can identify trends and patterns in subscriber acquisition and retention.

Key performance indicators

Churn rate

Churn Rate

10,0%

Churn Rate.

Number of cancelled subscriptions divided by the number of active subscriptions in the period.

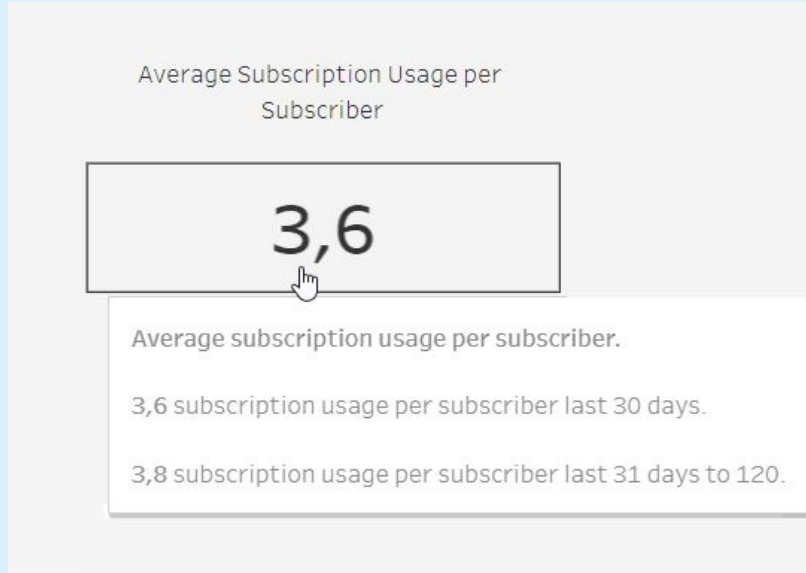
10,0% churn rate last 30 days.

9,8% churn rate last 31 to 120 days.

- The churn rate is a KPI that measures the percentage of subscribers who have cancelled their subscription over the last 30 days.
- It is calculated by dividing the number of cancelled subscriptions by the total number of active subscriptions during the same period

Example: if you had 1,000 active subscriptions in the last 30 days and 100 of those subscribers cancelled their subscription during that time, the churn rate would be $(100/1000)*100 = 10\%$.

Key performance indicators

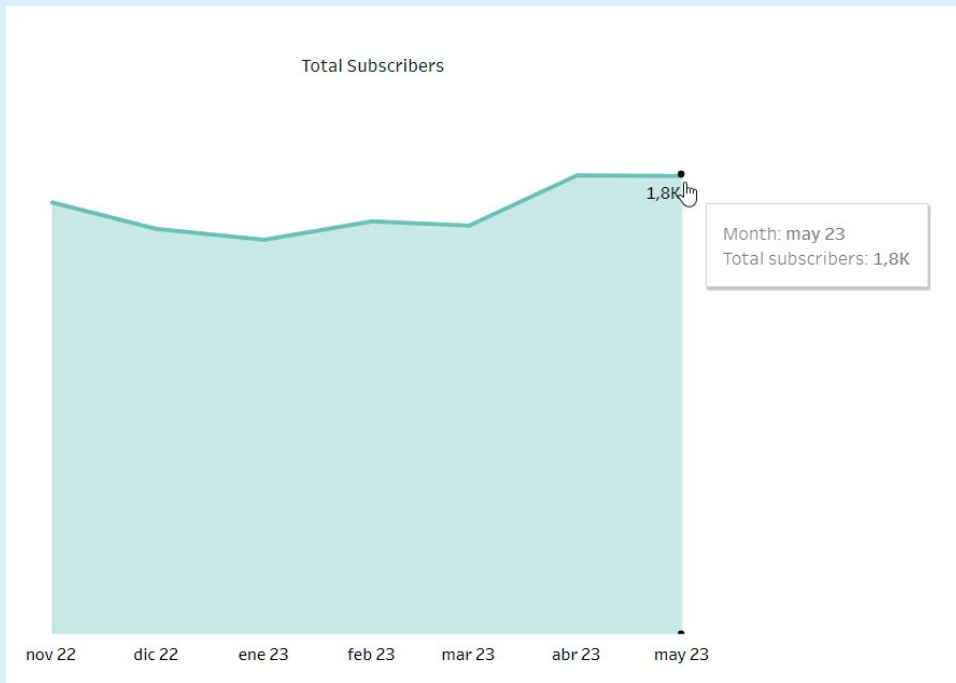


Example: if you have 1,000 subscribers and they collectively used their subscription 3,600 times over the last 30 days, the average subscription usage per subscriber would be 3.6 ($3,600/1,000$).

Average subscription usage per subscriber

- It measures the average number of times a subscriber has used their subscription over a certain period of time.
- This metric provides insight into how engaged and active subscribers are with the service.
- A high average subscription usage per subscriber can be a positive indicator because it suggests that subscribers are actively using and deriving value from the plan. A low one, on the other hand, may indicate that subscribers are not finding it as useful as they had anticipated.

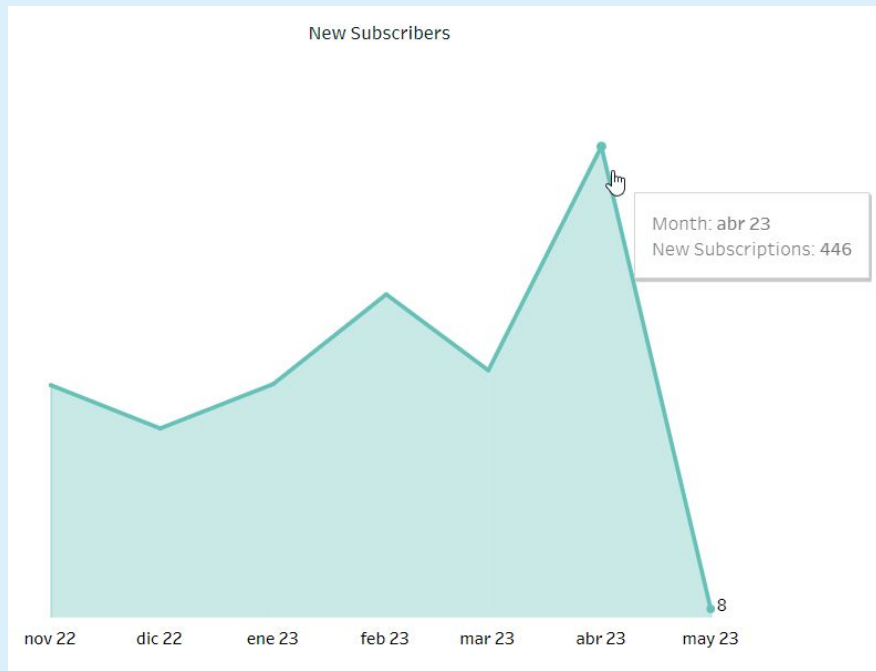
KPIs: Graphics



Number of subscribers

- This graph shows the subscriber base per month in the last day of this month.
- This includes both new subscribers and those who have renewed their subscriptions.

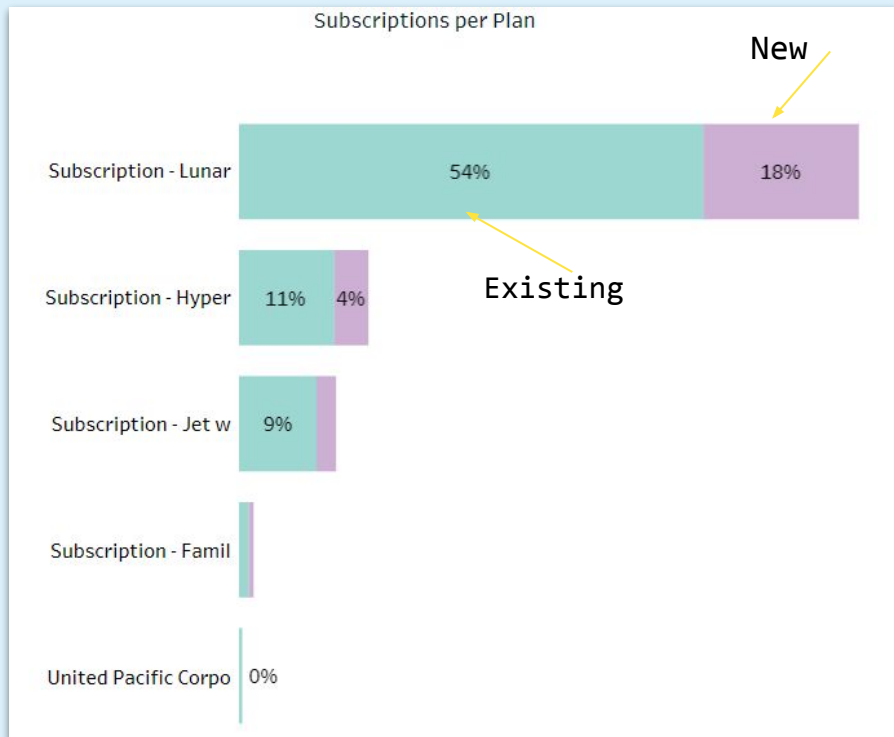
KPIs: Graphics



New subscribers

- The total number of new subscribers per month.
- Only counts the new subscriptions.
- This graph allows you to compare the months you gained more or less subscribers.

KPIs: Graphics

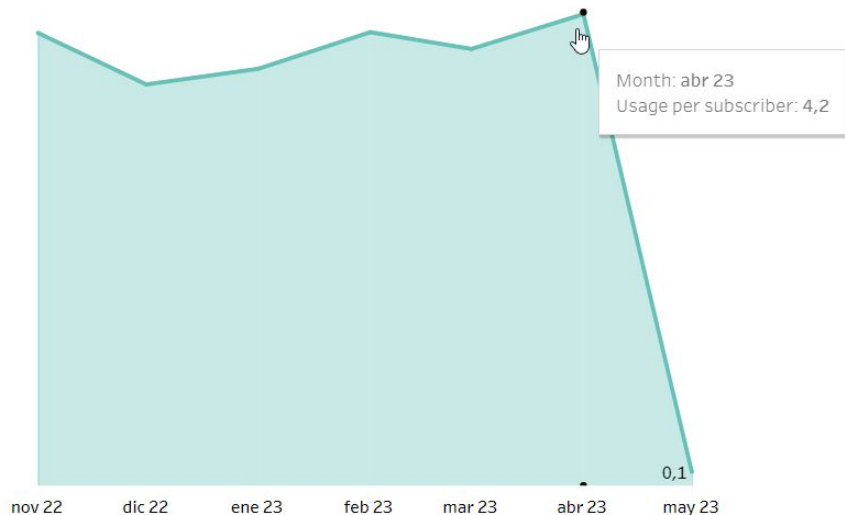


Subscriptions per Plan:

- Divides the subscribers on the different existing plans.
- Blue part: Existing subscribers
- Purple part: New subscribers.
- It allows you to compare which plans receive more new users vs already existing subscribers.

KPIs: Graphics

Average Usage per Subscriber



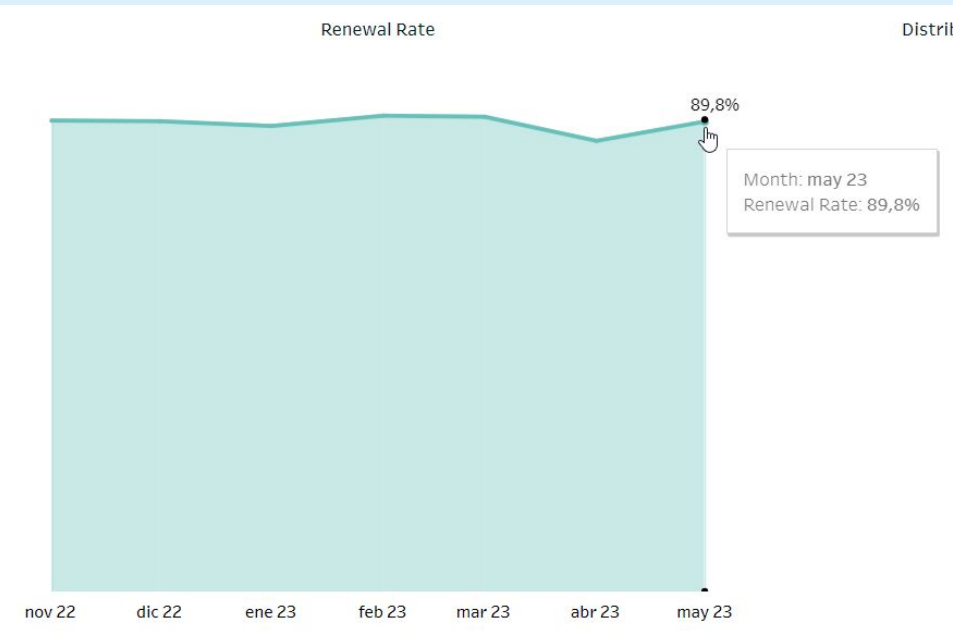
Average subscription usage per subscriber

- It measures the average number of times a subscriber has used their subscription monthly.
- This metric provides insight into how engaged and active subscribers are with the service.
- A high average subscription usage per subscriber can be a positive indicator because it suggests that subscribers are actively using and deriving value from the plan. A low one, on the other hand, may indicate that subscribers are not finding it as useful as they had anticipated.

Example: if you have 500 subscribers who collectively used your service 3,000 times during the last month, the average subscription usage per subscriber would be 6 (3,000 divided by 500).

KPIs: Graphics

Renewal rate:

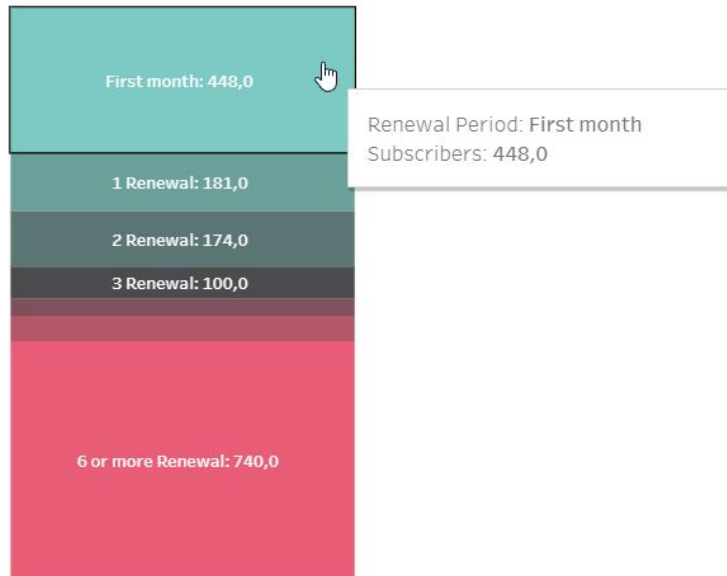


- It measures the percentage of subscribers who renew their subscription per month. It provides insight into the loyalty and satisfaction of subscribers with the product or service.
- A high renewal rate is a positive indicator because it suggests that subscribers are satisfied with the product or service and are likely to continue using it in the future. A low renewal rate may indicate that subscribers are not finding the plan as valuable as they had anticipated, and may lead to a decrease in the subscriber base over time.

Example: if you had 1,000 subscribers and 900 of them renewed their subscription at the end of the billing cycle, the renewal rate would be 90% (900/1000).

KPIs: Graphics

Distribution of Subscribers by Number of Renewals



Distribution of Subscribers by number of Renewals:

- It measures how many times subscribers have renewed their subscription monthly.
- By analyzing this you can gain insights into subscriber behavior and identify patterns that may inform your retention strategies.
- Subscribers who renew their subscription multiple times are more loyal and valuable, and may benefit from additional perks or incentives to continue their subscription. Conversely, subscribers who have not renewed their subscription may require targeted efforts to re-engage them and reduce churn.