NORTHWIND ANALYTICS

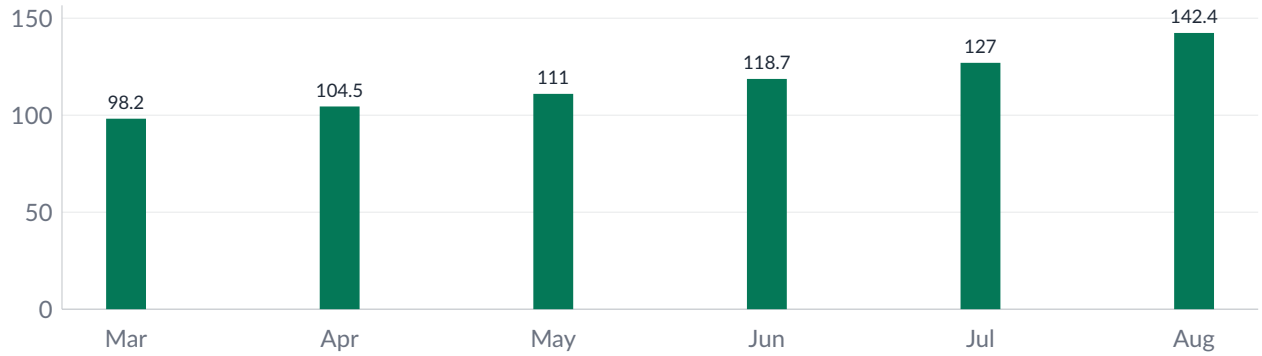
Monthly Business Report

August 2026 | Prepared by Finance and Operations

August was the strongest month of the year. Revenue grew 12% on the back of the new annual plans, churn fell for the third month in a row, and support response times stayed under two hours despite a record number of tickets.

Revenue	Active customers	Churn	NPS
$142.4k	1,284	2.1%	72
+12.1% vs July	+86 net new	-0.4 pts	+5 pts

Monthly recurring revenue, thousands USD



Key metrics

Metric	This period	Previous	Change
New trials	412	376	+9.6%
Trial to paid conversion	23.8%	21.2%	+2.6 pts
Average revenue per customer	$110.90	$106.10	+4.5%
Support tickets	1,930	1,712	+12.7%
Median first response	1h 42m	1h 55m	-11%

Highlights

- Annual plans launched on August 4 and already make up 31% of new revenue.
- Enterprise tier signed three customers, including our largest contract to date.
- Churn is down to 2.1%, the lowest since we started measuring.

Next steps

- Extend annual pricing to the Starter tier in September.
- Hire two support engineers ahead of the Q4 volume peak.
- Ship usage-based alerts to reduce surprise overages.