NORTHWIND ANALYTICS

Monthly Business Review

October 2026

Prepared for
Board of Directors

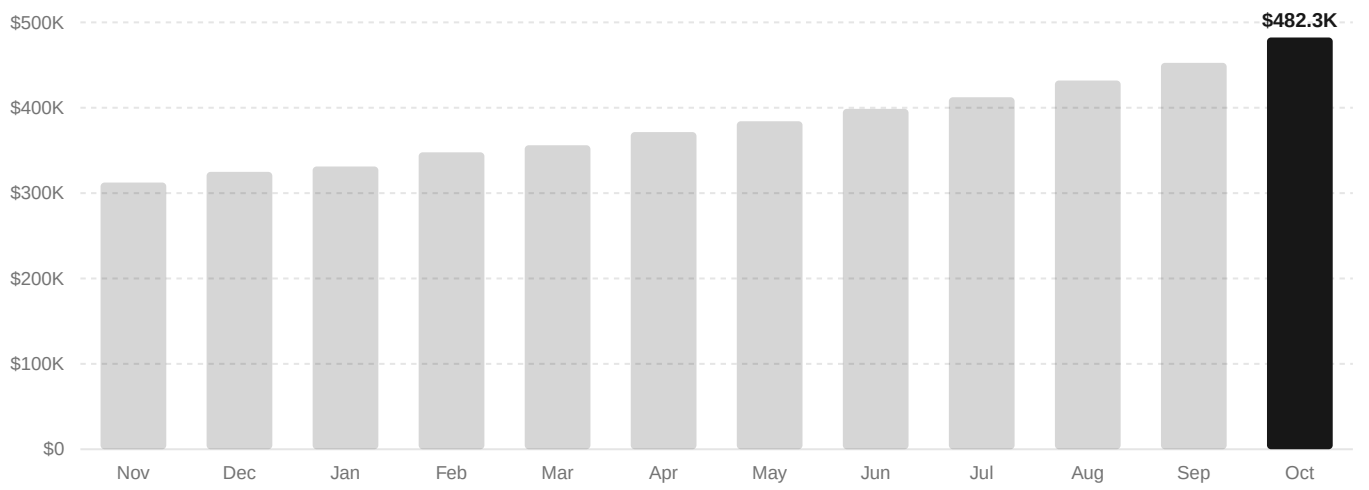
Prepared by
Maya Chen, Finance

Date
November 2, 2026

Monthly recurring revenue	Active customers	Revenue per account	Logo churn
$482,300	**2,464**	**$196**	**1.8%**
▲ +6.6%	▲ +6.3%	▲ +0.2%	▼ -0.5 pts
vs. previous period	vs. previous period	vs. previous period	vs. previous period

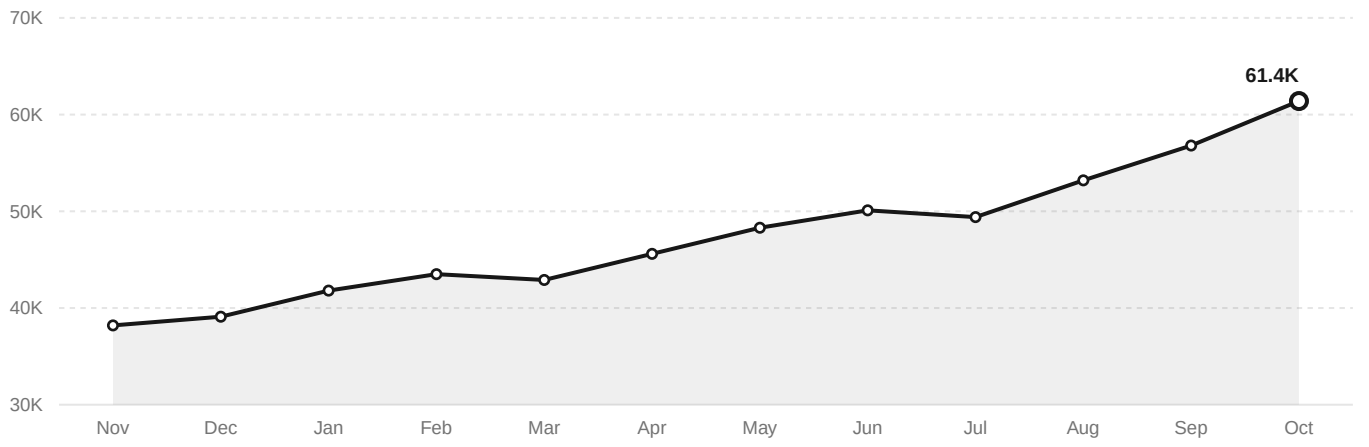
Recurring revenue

Monthly recurring revenue, last 12 months



Active users

Monthly active users across all workspaces



Revenue by channel

MRR by acquisition channel, October vs. September

Name	Current	Previous	Change	Share
Sales-led (enterprise)	$189,200	$176,400	▲ +7.3%	39.2%
Self-serve	$134,500	$121,800	▲ +10.4%	27.9%
Partners & resellers	$74,900	$68,300	▲ +9.7%	15.5%
Marketplace (AWS, Azure)	$51,600	$49,200	▲ +4.9%	10.7%
Expansion (upsell)	$22,700	$25,400	▼ -10.6%	4.7%
Education & non-profit	$9,400	$11,500	▼ -18.3%	1.9%

Highlights

- MRR grew 6.6% month over month to $482K, the strongest month since launch.
- Enterprise closed 4 new logos, including two Fortune 500 accounts.
- Logo churn fell to 1.8% after the onboarding revamp shipped in September.
- Net revenue retention reached 118%, up 3 points quarter over quarter.

Next steps

- Roll out usage-based pricing to self-serve plans by mid-November.
- Hire two account executives for the EMEA enterprise segment.
- Launch the partner certification program with three pilot resellers.
- Investigate the expansion dip: review seat downgrades in Q4 renewals.