

Q3 2026 Sales Report

Quarterly review · Prepared for the leadership team · 8 October 2026

Executive summary

Revenue grew 12% quarter over quarter to \$4.82M, driven by the professional-services segment. Enterprise renewals held flat while self-serve churn rose, which is the one number to fix before Q4.

Net revenue was \$4.82M, up 12% quarter over quarter.

Findings

Two segments did the work. Professional services added \$410k, mostly from three renewals that closed in the final two weeks. Self-serve added \$180k but lost \$95k to churn as the July price change took effect.

Metric	Previous	Current	Change
Revenue	\$4.30M	\$4.82M	+12%
Gross margin	71%	69%	-2 pts
Self-serve churn	4.1%	6.3%	+2.2 pts

Analysis

The margin dip is the price change working as intended: higher-touch support on the new tier costs more per account. The churn rise is concentrated in accounts paying by card under \$50 a month.

Recommendations

Action	Owner	Due
Churn win-back offer	Lifecycle	31 Oct
Add a \$19 starter tier	Pricing	14 Nov
Tighten services scoping	Delivery	30 Nov

Appendix: source KPI values

Metric	Q2 2026	Q3 2026
Revenue (USD)	4300000	4820000
Gross margin (%)	71	69
Self-serve churn (%)	4.1	6.3

Source check: fictional example data, supplied explicitly. Revenue change is 12.09%, rounded to 12%. Margin fell 2 percentage points; churn rose 2.2 percentage points. Compare these values with the accompanying CSV before relying on a generated report. The first page's narrative is fictional demo copy, not a conclusion established by this CSV.