
Headline

FY2025 revenue was \$11,238K against \$11,243K in FY2024, a change of (\$5K), or (0.04%).

Bridge

Step	Amount
FY2024	\$11,243K
Timing	\$53K
Loss	(\$1,288K)
Decline	(\$443K)
Upsell	\$1,211K
New	\$463K
FY2025	\$11,238K

Drivers

- Fenwick Legal lost (\$686K) and Birchway Foods lost (\$503K); 4 customers were lost in total.
- 23 customers upsold, led by Harbor Freight Partners, which added \$148K, and Ember Analytics, which added \$136K.
- 6 new customers added \$463K, led by Thistle Gardens at \$116K.
- Driftwood Media declined (\$113K) and Juniper Schools declined (\$107K). The data does not show why; contract or usage records would answer it.

Data notes

customers_fy24_fy25.csv, 48 rows, sha256 742a2059e0fd

Each amount is rounded on its own, so the Bridge rows do not add exactly to FY2025.
