

Analyze a fictional B2B SaaS business with 240 monthly leads, a 15% lead-to-customer conversion rate, and a monthly churn rate that increase

Executive Result

Completed

- Sales, marketing, and operations analyses were completed and compared.
- Baseline: 240 leads/month ? 15% conversion = 36 new customers/month.
- Churn increased from 3% to 5%-a 66.7% relative increase.
- No customers were contacted, integrations used, or records modified.

Three Biggest Revenue Risks

1. Churn offsetting acquisition

At 5% churn, the business loses 5 customers monthly per 100 active customers. Net growth cannot be calculated without the active-customer count. Returning to 3% would prevent approximately 2 losses per 100 customers monthly.

2. Conversion or lead-quality deterioration

The aggregate 15% rate may conceal source, qualification, follow-up, or stage weaknesses. Each 1-point conversion change equals approximately 2.4 customers/month.

3. Insufficient revenue visibility

Missing churn reasons, customer count, lead sources, funnel stages, and early-retention data prevents reliable diagnosis and prioritization.

Prioritized 30-Day Recovery Strategy

Priority	Recommendation	KPI	Expected impact
1	Diagnose and contain churn; identify at-risk customers and document interventions	Active-customer denominator documented; 100% churn reasons coded; ?90% of identified at-risk accounts receive an intervention; churn	Stops further deterioration and quantifies recovery potential

		held at 75%	
2	Instrument all 240 leads by source, quality, stage, disposition, and next step	100% lead disposition; 90% documented next step; conversion maintained at 75%	Preventing a 1-point decline preserves 2.4 customers/month; reaching 16% could add 2.4
3	Link acquisition quality to onboarding and early retention	100% new-customer onboarding handoff; source/quality and early-retention baselines established	Reduces risk that new sales are lost through poor fit or onboarding
4	Review funnel and retention metrics weekly	Weekly review with assigned owners and next steps	Enables corrective action; impact is not quantifiable yet

Failures / Limitations

- No revenue-dollar impact can be calculated without pricing or revenue per customer.
- Net customer growth cannot be calculated without the active-customer base.
- Root causes of churn and conversion weakness remain hypotheses, not confirmed findings.
- Recommendations were produced; none were executed.