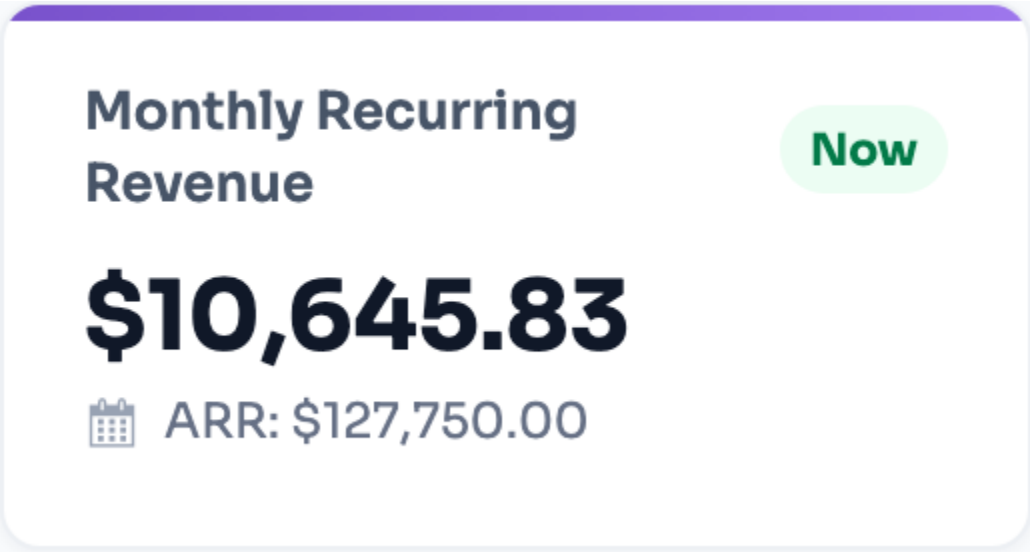
Sutra Plugins

Advanced analytics

Reports & Tools · https://sutraplugins.com/docs/membersutra/advanced-analytics/

Pro feature: Advanced Analytics needs MemberSutra Pro.

Open **MemberSutra → Dashboard → Advanced Analytics**.



MRR and ARR in Advanced Analytics.

- **MRR and ARR** – recurring revenue per month and per year.
- **Churn** – how many subscribers leave each month.
- **Subscriber lifetime value** – what an average subscriber pays you in total.
- **Gateway performance** – revenue and failed payments per payment method.
- **CSV reports** – export the numbers for your accountant or spreadsheet.



Revenue over time.

Next steps

- The Dashboard
- Tools: import, export and maintenance