

MARKET COMPARISON ANALYSIS

Quarterly Competitive Benchmark

Project: Alpha-24
Date: October 2023

MARKET SHARE %

Region A

Region B

Region C

Region D

Region E

Internal Performance
Industry Average

METRIC SEGMENT	ACTUAL VALUE	TARGET VALUE	VARIANCE
Customer Acquisition	\$4,200	\$4,000	+5.0%
Retention Rate	78.2%	82.0%	-3.8%
Organic Reach	124k	110k	+12.7%

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