

if x is cost per subscriber
and 90% is onboarding.

for last quarter,
costs split as follows

$$680 \times 0.9x = 612x$$

$$3120 \times 0.1x = 312x$$

$$\Rightarrow \text{onboarding takes } \frac{612}{612+312} = 66\%$$

$$\text{ongoing} = 34\%$$