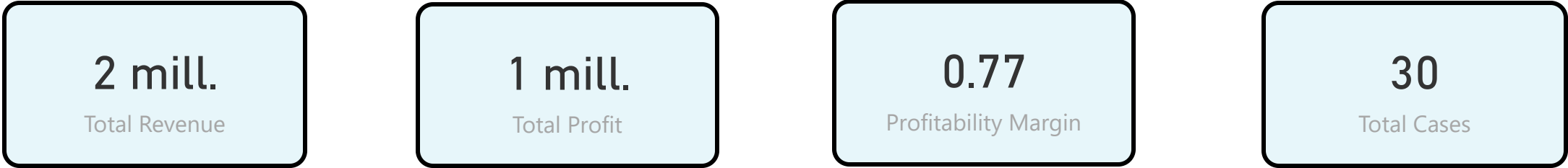
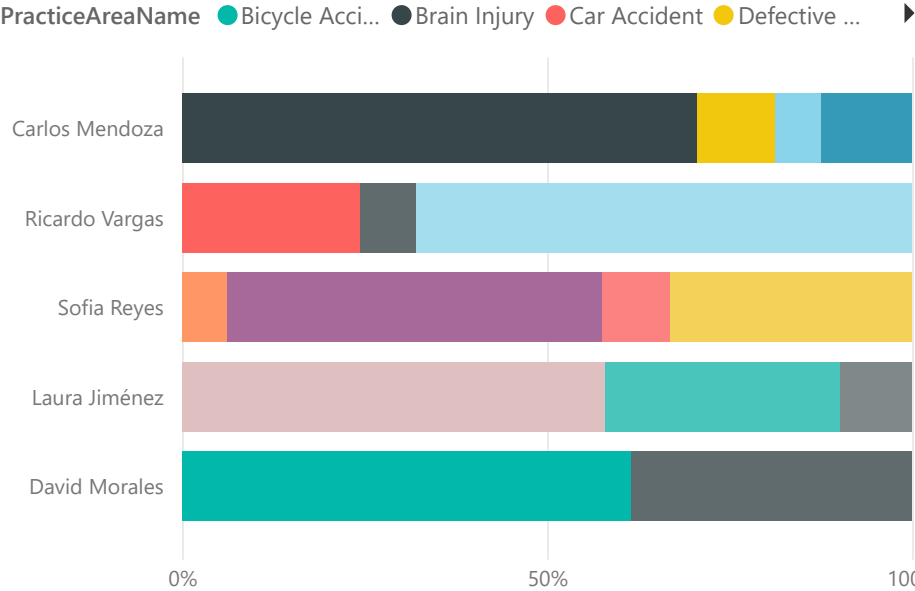


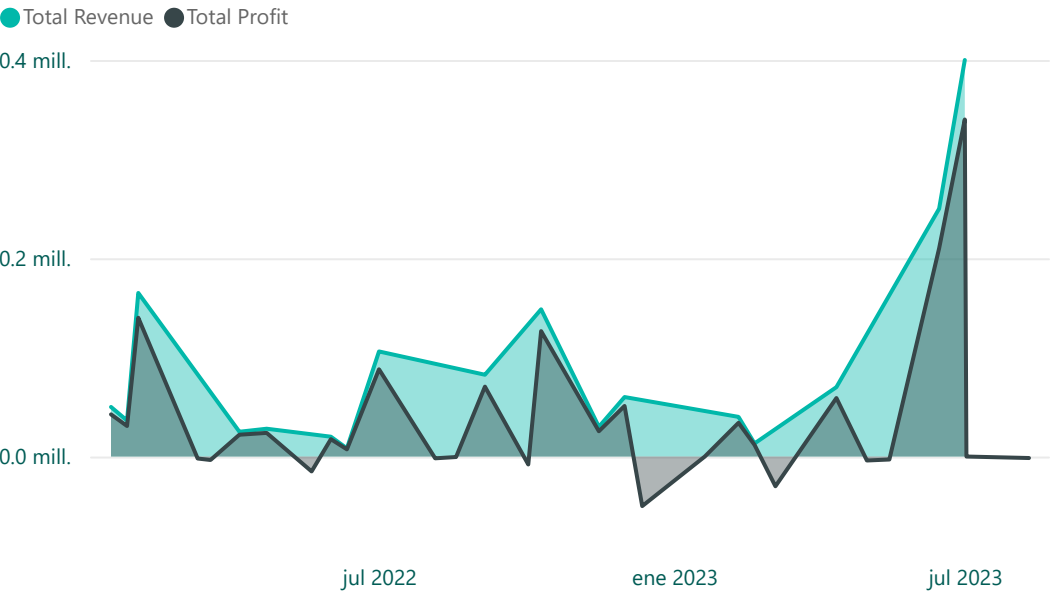
Executive Financial Overview



Total Revenue por AttorneyName y PracticeAreaName

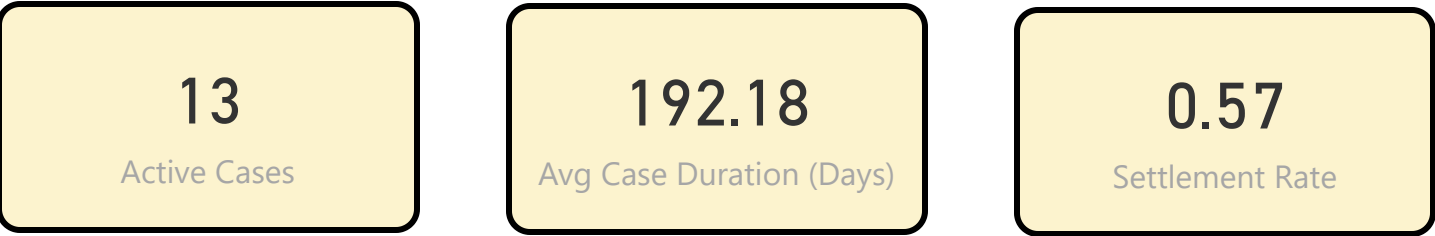


Total Revenue y Total Profit por Date

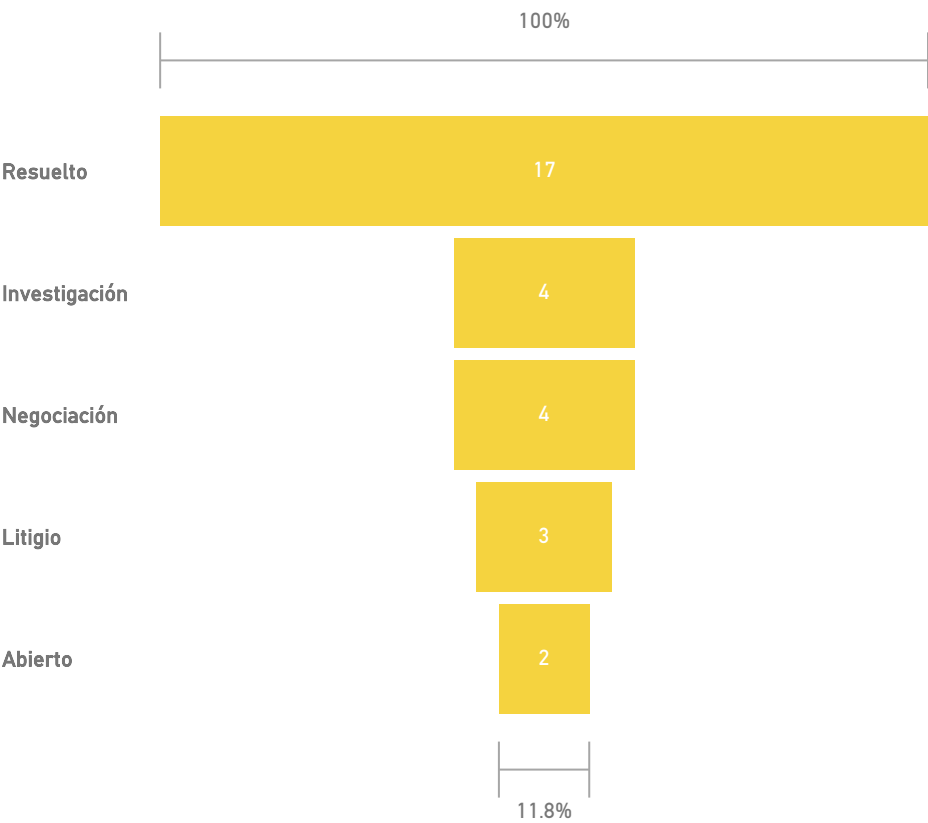


PracticeAreaName	Total Revenue	Total Profit	Profitability Margin	Avg Settlement
Brain Injury	400000	340000	0.85	1,200,000.00
Wrongful Death	250000	195000	0.78	750,000.00
Medical Malpractice	165000	110000	0.67	500,000.00
Nealigence	148500	126500	0.85	450.000.00
Total	1532800	1180800	0.77	271,470.59

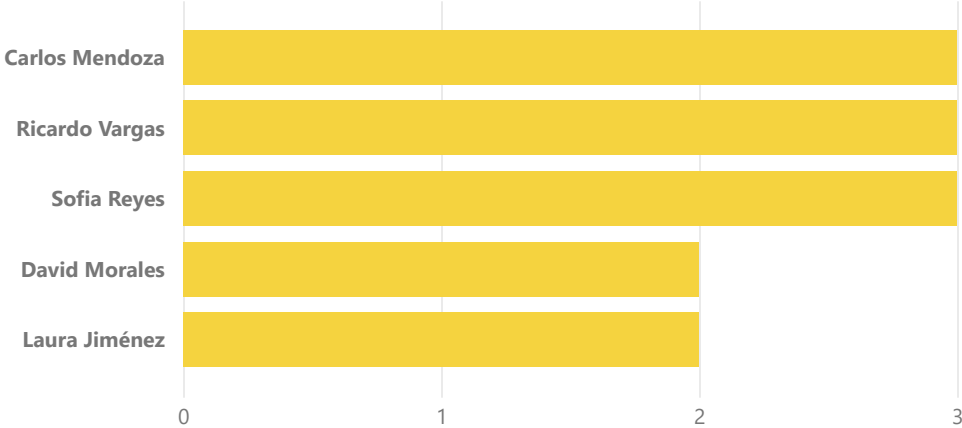
Case Management & Operations



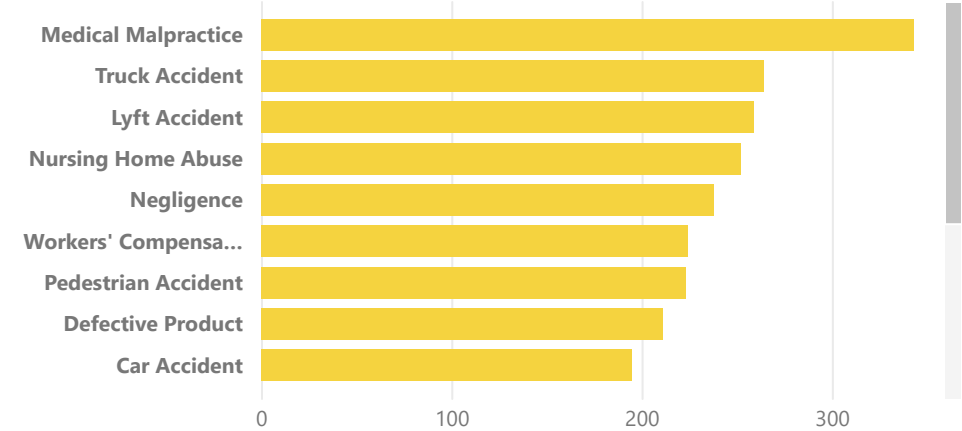
Total Cases por StatusName



Active Cases por AttorneyName



Avg Case Duration (Days) por PracticeAreaName



Case Management & Operations

52 mil

Total Marketing Spend

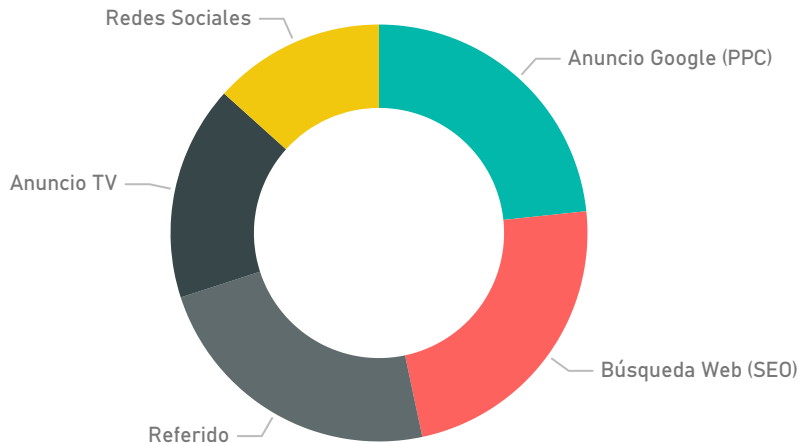
1.75 mil

CAC

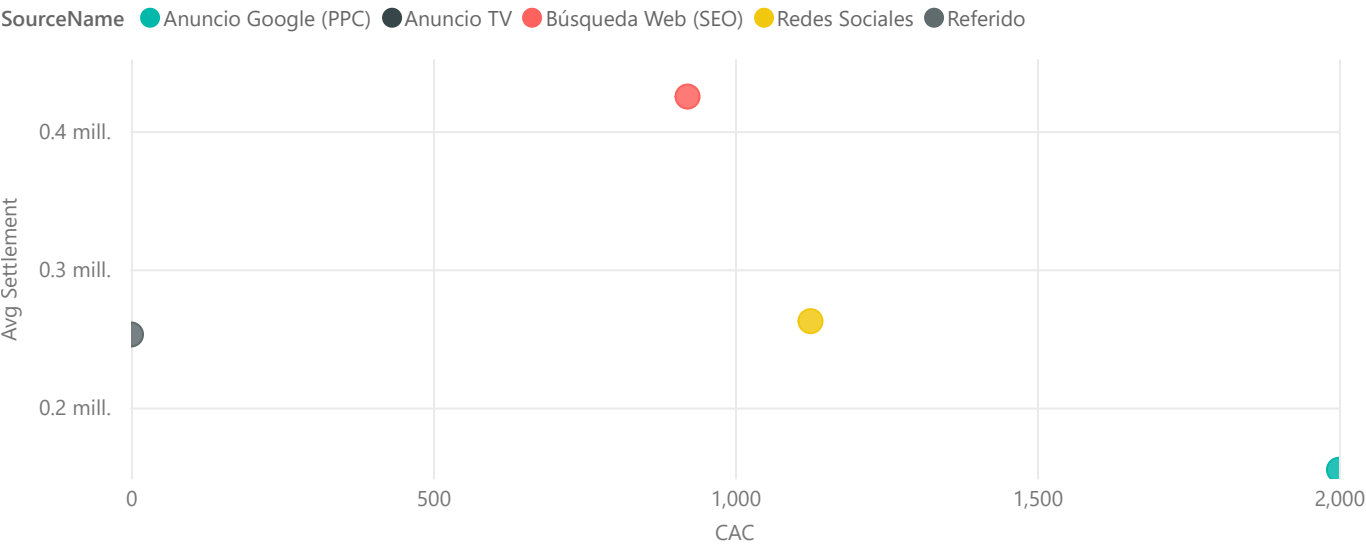
30

Total Cases

Total Cases por SourceName



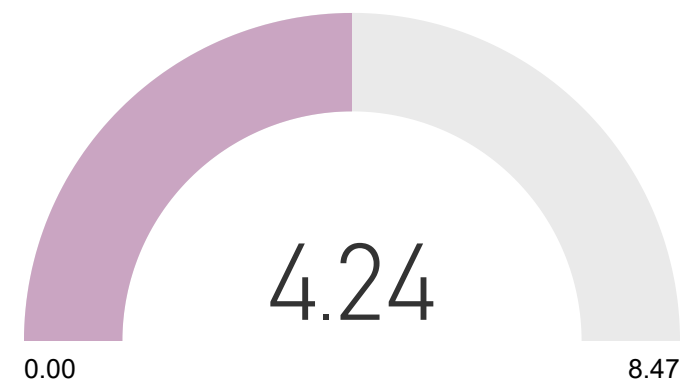
CAC y Avg Settlement por SourceName



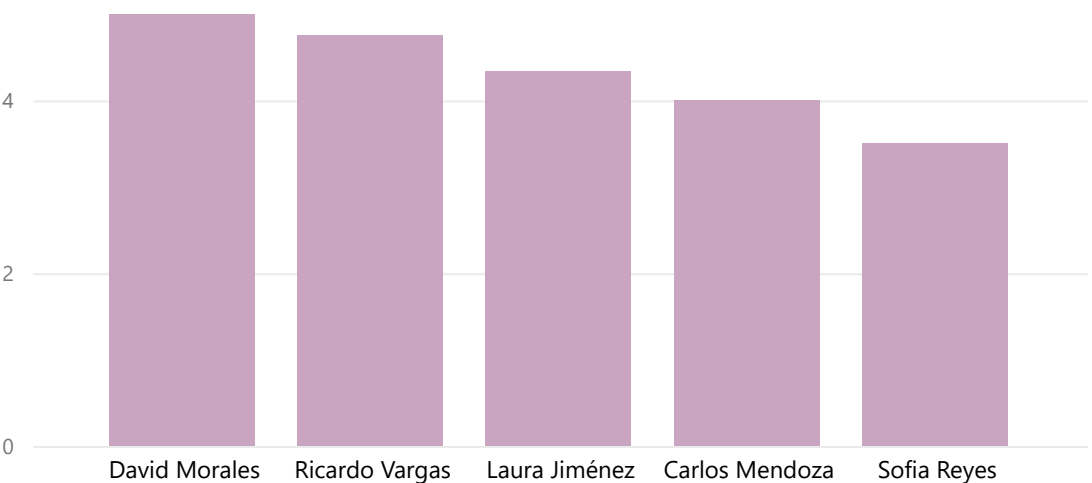
SourceName	Total Cases	Total Revenue	Total Marketing Spend	CAC
Anuncio Google (PPC)	7	206000	14000	2,000.00
Búsqueda Web (SEO)	7	566300	6450	921.43
Referido	7	587000	0	0.00
Anuncio TV	5		27500	5,500.00
Redes Sociales	4	173500	4500	1,125.00
Total	30	1532800	52450	1,748.33

Client Satisfaction & Service Quality

Avg Client Satisfaction

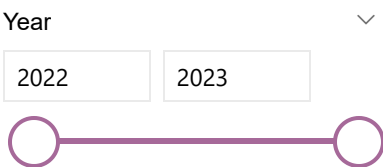
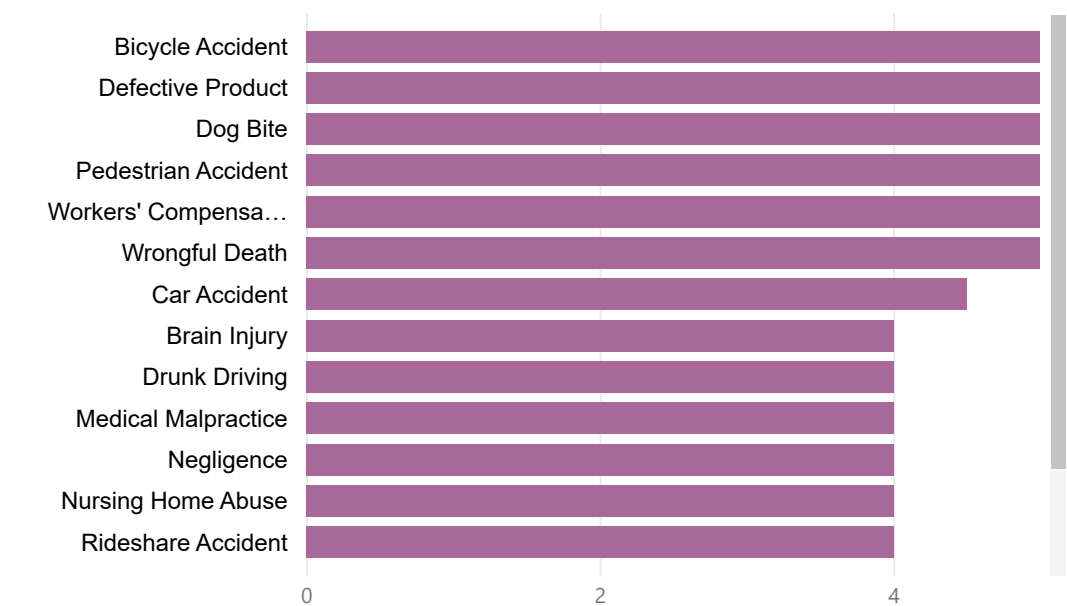


Avg Client Satisfaction por AttorneyName



- SourceName
- (En blanco)
 - Anuncio Google (PPC)
 - Anuncio TV
 - Búsqueda Web (SEO)
 - Redes Sociales
 - Referido

Avg Client Satisfaction por PracticeAreaName



- SeniorityLevel
- (En blanco)
 - Asociado
 - Junior
 - Socio

Avg Case Duration (Days), Avg Client Satisfaction y Tot...

