



Executive Summary

Overview of revenue, expenses, and budget execution



2022

2023

2024

Actual Expenses

\$8,38M

VS Budget

(\$0,62M)

Budgeted Expenses : \$9,00M

YoY Actual Expenses : \$0,91M ▲ +12.15%

Actual Revenue

\$8,68M

VS Budget

\$0,38M

Budgeted Revenue : \$8,30M

YoY Actual Revenue : 2,57M ▲ +42.10%

Net Result

\$0,30M

VS Budget

\$1,00M

Net Budgeted Result : (\$0,70M)

YoY Net Result : \$1,66M ▼ -122.00%

Budget Execution %

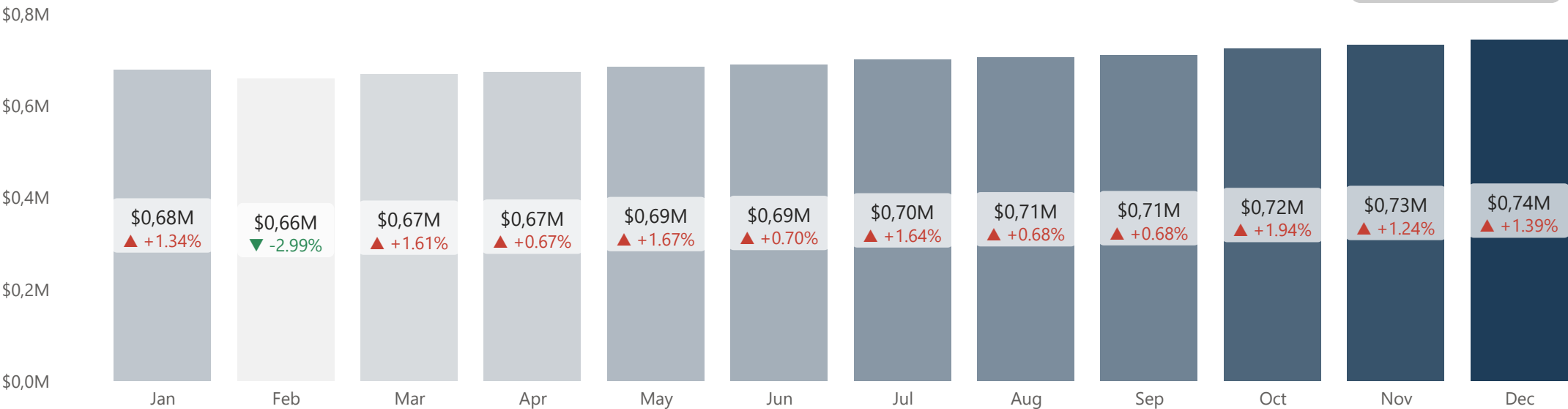
93,08 %

Execution : \$8.38M / \$9.00M

YoY Budget Execution : ▼ -7.60%

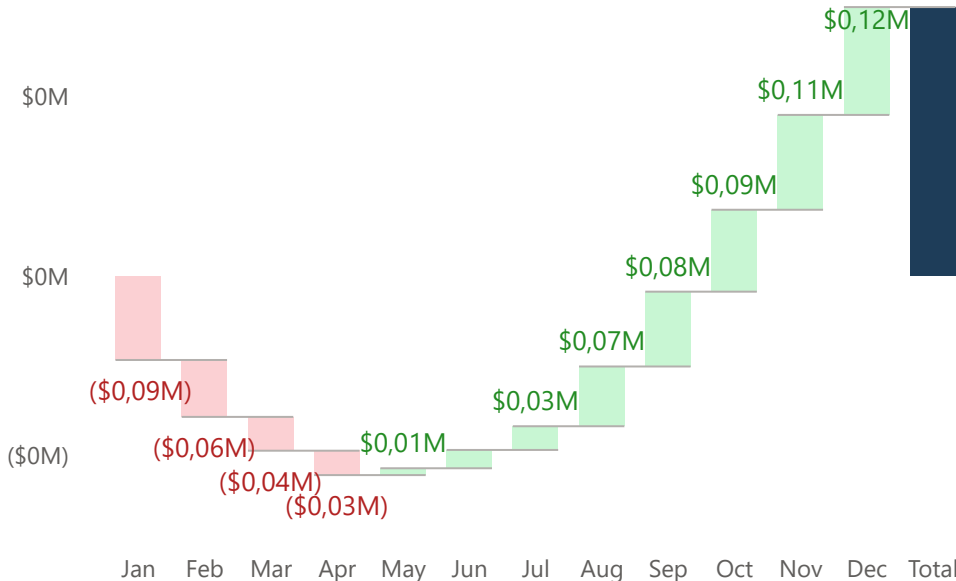
Monthly Expenses Trend

Breakdown of actual expenses by month with YoY variation



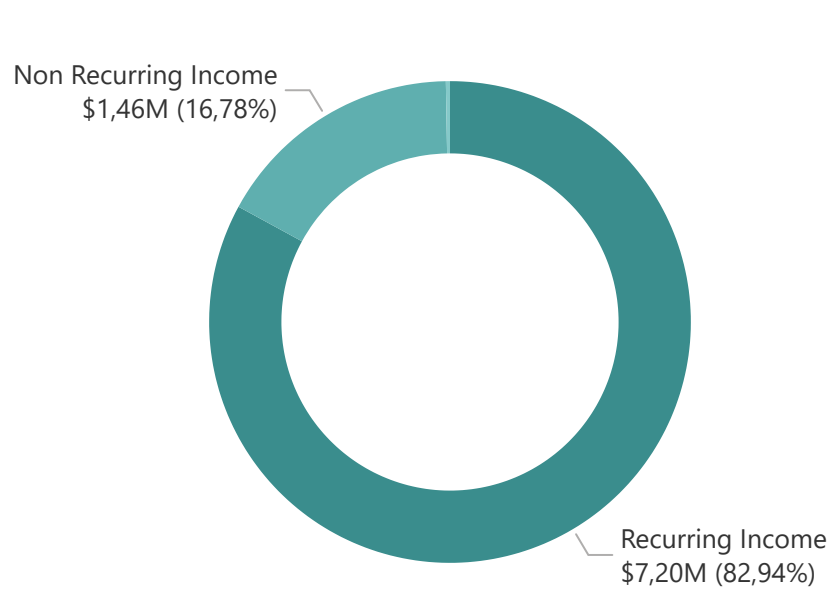
Cumulative Net Result

Monthly evolution of net result vs. budget



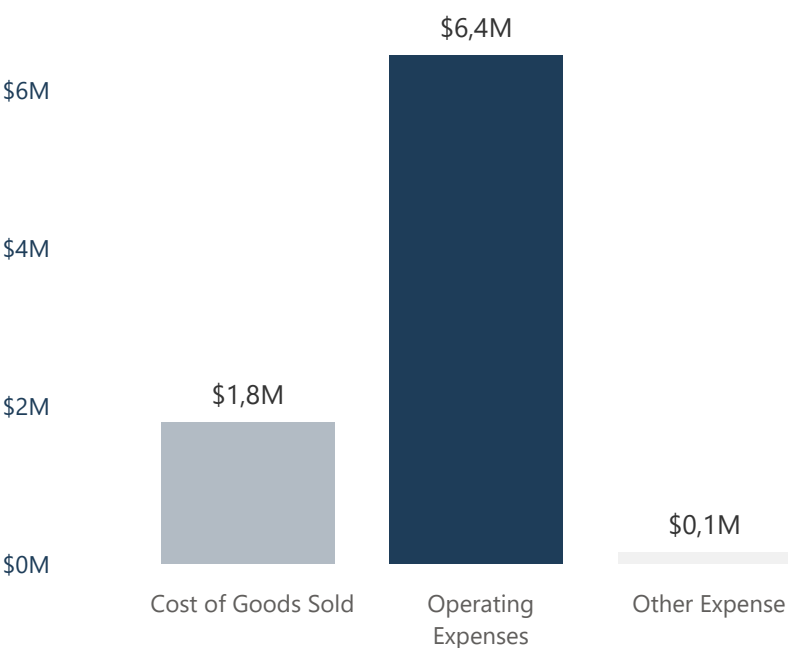
Recurring vs. Non-Recurring Income

Revenue breakdown by recurrence



Expenses Breakdown by Category

Cost structure: COGS vs. operating vs. other expenses



Detailed Budget vs. Actual by Category

Variance analysis by cost type and execution ratio

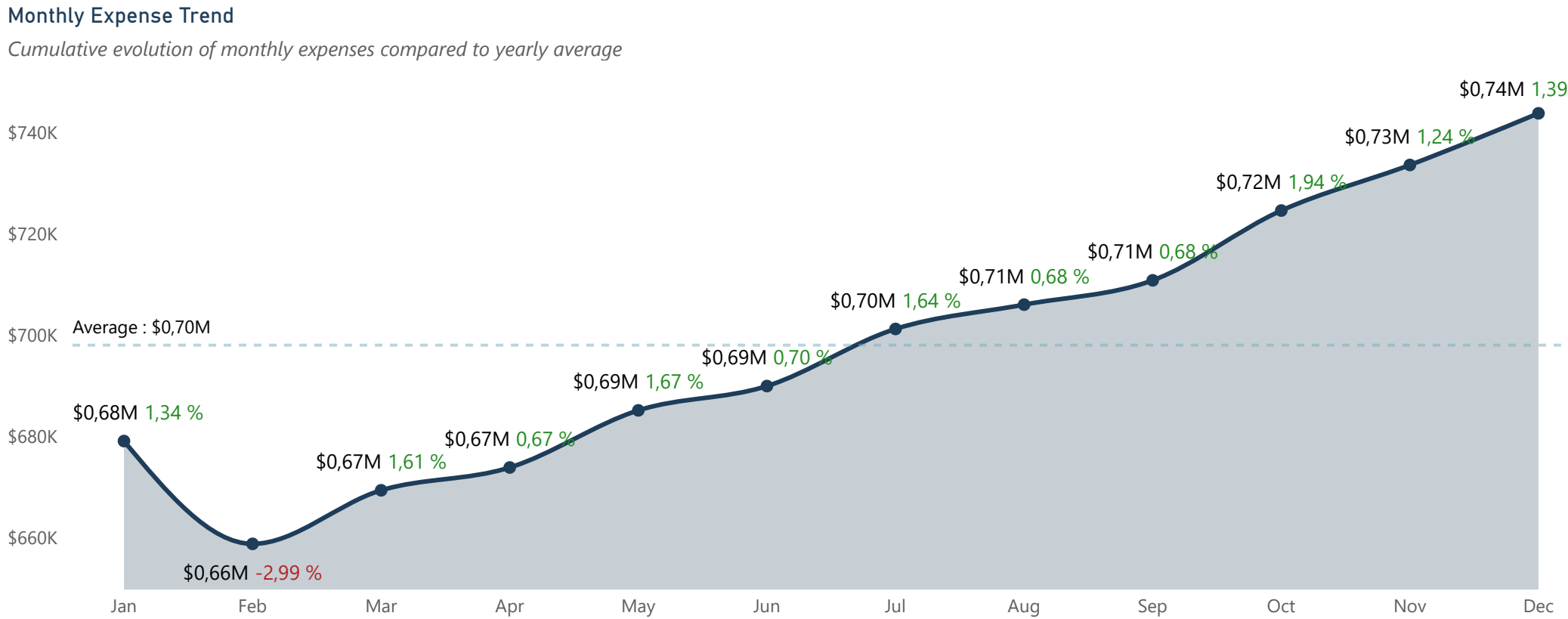
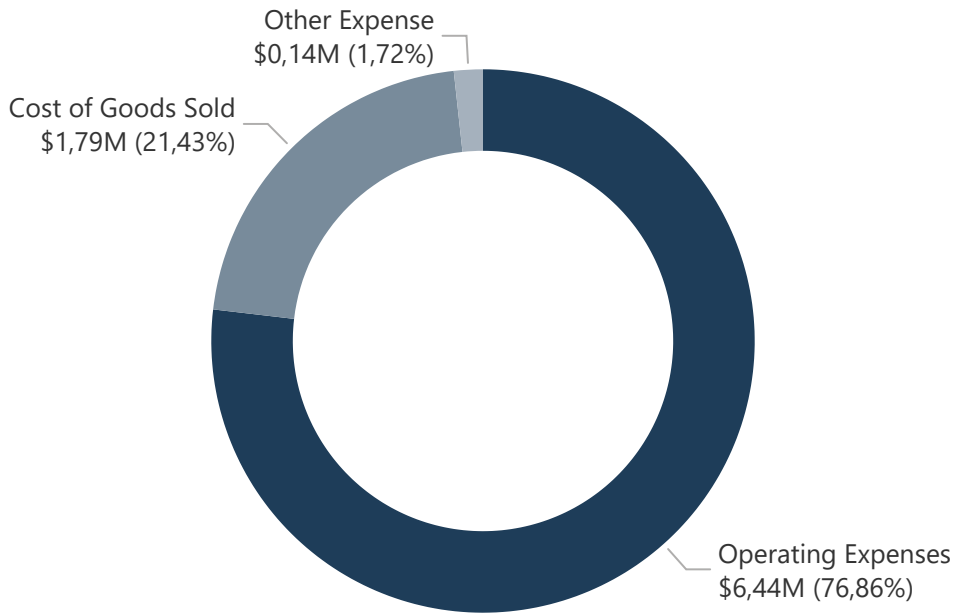
Level 2	Actual Expenses	Budgeted Expenses	YoY % Expenses	Net Result Gap	Budget Execution %
Payroll	\$5 232 400	\$5 161 145	↑ 9,93 %	(\$71 255)	101,38 %
Product COGS	\$1 019 200	\$1 050 000	↑ 22,62 %	\$30 800	97,07 %
SaaS COGS	\$775 300	\$660 750	↑ 27,50 %	(\$114 550)	117,34 %
Advertising & Marketing	\$498 500	\$1 020 500	↑ 23,91 %	\$522 000	48,85 %
Other G&A	\$362 000	\$344 400	↑ 4,65 %	(\$17 600)	105,11 %
Professional Fees	\$333 600	\$608 400	↑ 1,09 %	\$274 800	54,83 %
Other Expense	\$144 000	\$60 000	↑ 1,27 %	(\$84 000)	240,00 %
Travel & Entertainment	\$10 500	\$92 500	↓ -78,57 %	\$82 000	11,35 %
Total	\$8 375 500	\$8 997 695	12,15 %	\$622 195	93,08 %

Detailed Budget Analysis

Performance vs. budget by account

How We Spend

Explore spending by category with drill-down to detailed account level



Level 1	Level 2	Account	Actual Expenses	Actual Expenses by Month	% of Total	Budgeted Expenses	Net Result Gap	YoY % Actual Expenses	Budget Execution %	Budget Execution Status
Operating Expenses	Payroll	60810 Salary & Wages	\$3 672 000	<div><div></div></div>	43,84 %	\$3 709 000	\$37 000	↑ 9,09 %	99,00 %	On Track
		60830 Health Insurance	\$664 800	<div><div></div></div>	7,94 %	\$370 900	(\$293 900)	↑ 1,74 %	179,24 %	Over Budget
		60850 Commissions Expense	\$590 800	<div><div></div></div>	7,05 %	\$691 800	\$101 000	↑ 28,41 %	85,40 %	Under Budget
		60820 Payroll Taxes	\$293 760	<div><div></div></div>	3,51 %	\$296 720	\$2 960	↑ 9,09 %	99,00 %	On Track
		60840 Payroll Processing Fees	\$11 040	<div><div></div></div>	0,13 %	\$92 725	\$81 685	↑ 1,10 %	11,91 %	Under Budget
		Sub-total	\$5 232 400	<div><div></div></div>	62,47 %	\$5 161 145	(\$71 255)	9,93 %	101,38 %	Over Budget
	Advertising & Marketing	60100 Advertising & Marketing	\$486 500	<div><div></div></div>	5,81 %	\$1 020 500	\$534 000	↑ 20,93 %	47,67 %	Under Budget
		60300 Conferences & Events	\$12 000	<div><div></div></div>	0,14 %		(\$12 000)		Infini	Over Budget
		Sub-total	\$498 500	<div><div></div></div>	5,95 %	\$1 020 500	\$522 000	23,91 %	48,85 %	Under Budget
	Other G&A	60620 Rent & Lease	\$198 000	<div><div></div></div>	2,36 %	\$61 200	(\$136 800)	↑ 1,54 %	323,53 %	Over Budget
		60500 Insurance	\$61 200	<div><div></div></div>	0,73 %	\$49 200	(\$12 000)	↑ 2,00 %	124,39 %	Over Budget
		60630 Utilities	\$53 600	<div><div></div></div>	0,64 %	\$198 000	\$144 400	↑ 24,94 %	27,07 %	Under Budget
		60400 Dues & Subscriptions	\$49 200	<div><div></div></div>	0,59 %	\$36 000	(\$13 200)	↑ 2,50 %	136,67 %	Over Budget
		Sub-total	\$362 000	<div><div></div></div>	4,32 %	\$344 400	(\$17 600)	4,65 %	105,11 %	Over Budget
	Professional Fees	60720 Consulting Fees	\$110 400	<div><div></div></div>	1,32 %	\$66 000	(\$44 400)	↑ 1,10 %	167,27 %	Over Budget
		60740 Recruiting Fees	\$98 400	<div><div></div></div>	1,17 %	\$333 600	\$235 200	↑ 1,23 %	29,50 %	Under Budget
		60730 Legal Fees	\$66 000	<div><div></div></div>	0,79 %	\$98 400	\$32 400	↑ 0,92 %	67,07 %	Under Budget
		60710 Accounting Fees	\$58 800	<div><div></div></div>	0,70 %	\$110 400	\$51 600	↑ 1,03 %	53,26 %	Under Budget

Top Contributors Analysis

Vendors and clients driving your financial performance



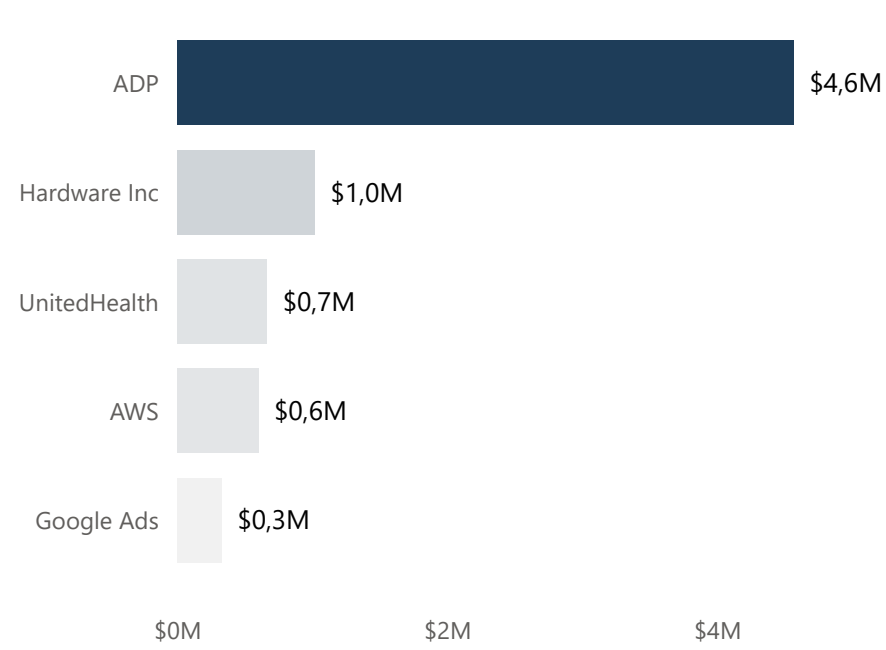
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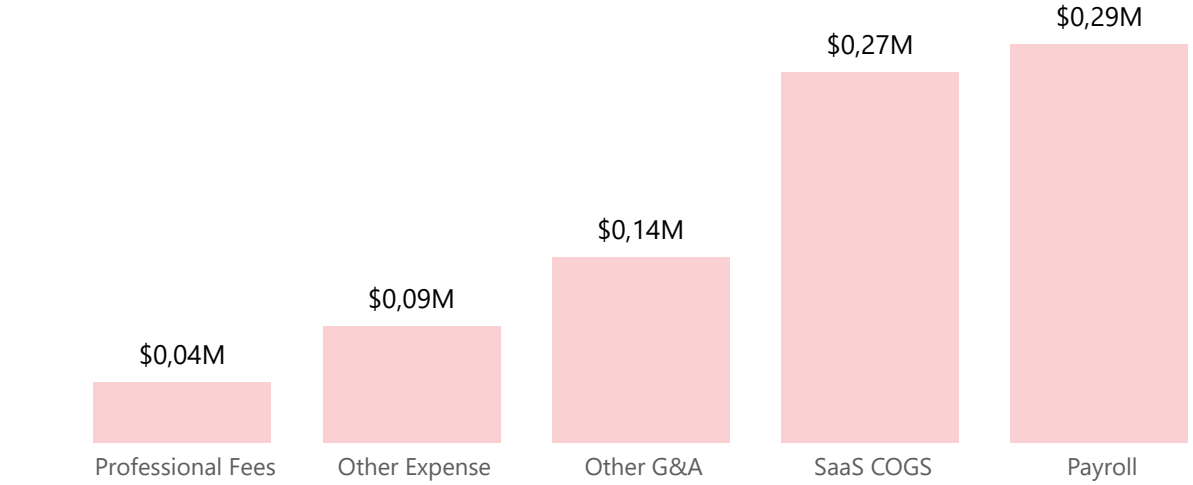
Top 5 Vendors by Actual Expenses

Identify your main expense contributors by vendor



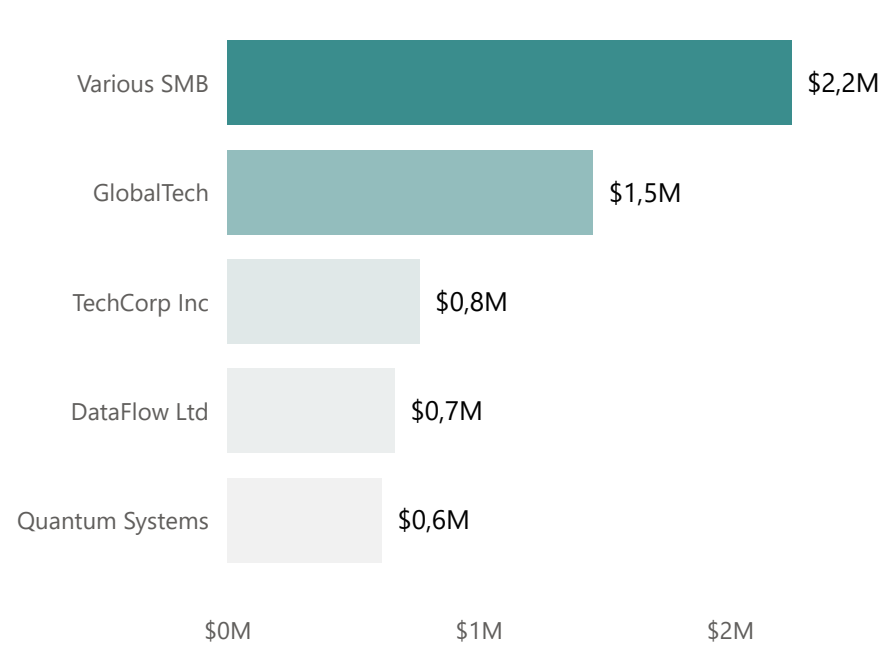
Budget Overruns by Expense Category and Account

Highlight where actual expenses exceeded budget by category



Top 5 Clients by Actual Revenue

Explore your largest revenue-generating clients



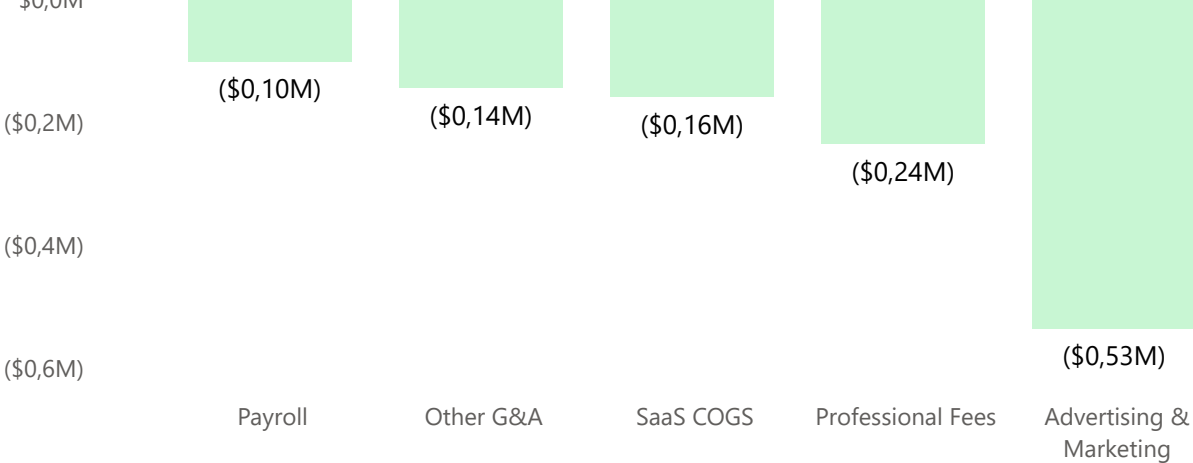
Vendor Expense Breakdown

Detailed view of vendor spending with YoY variation

Name	Bar	Expenses	YoY %
ADP	<div></div>	\$4 567 600	↑ 11,23 %
Hardware Inc	<div></div>	\$1 019 200	↑ 22,62 %
UnitedHealth	<div></div>	\$664 800	↑ 1,74 %
AWS	<div></div>	\$601 900	↑ 27,93 %
Google Ads	<div></div>	\$328 500	↑ 23,96 %
WeWork	<div></div>	\$198 000	↑ 1,54 %
Stripe	<div></div>	\$173 400	↑ 26,02 %
LinkedIn	<div></div>	\$158 000	↑ 15,08 %
Monthly Depreciation	<div></div>	\$110 400	↑ 1,10 %
TechConsult	<div></div>	\$110 400	↑ 1,10 %
TalentCo	<div></div>	\$98 400	↑ 1,23 %
Legal Corp	<div></div>	\$66 000	↑ 0,92 %
Hartford	<div></div>	\$61 200	↑ 2,00 %
Deloitte	<div></div>	\$58 800	↑ 1,03 %
Utility Co	<div></div>	\$53 600	↑ 24,94 %
Bank	<div></div>	\$23 900	↑ 9,13 %

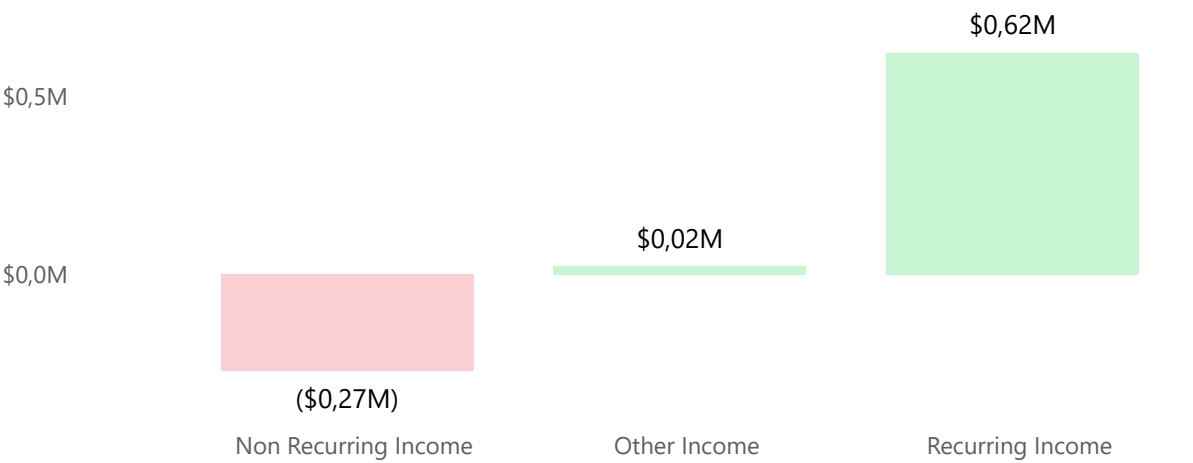
Budget Savings by Expense Category and Account

Identify where budget was underspent compared to actuals



Budget Gap by Revenue Type

Compare actual vs. budget by revenue source (recurring, non-recurring)



Client Revenue Breakdown

Client-level revenue overview with YoY growth rates

Name	Bar	Revenue	YoY %
Various SMB	<div></div>	\$2 244 500	↑ 27,31 %
GlobalTech	<div></div>	\$1 456 000	↑ 22,61 %
TechCorp Inc	<div></div>	\$765 200	↑ 17,00 %
DataFlow Ltd	<div></div>	\$666 200	↑ 18,33 %
Quantum Systems	<div></div>	\$614 500	↑ 97,91 %
TechMatrix Solutions	<div></div>	\$547 300	↑ 30,78 %
InnovateX Corp	<div></div>	\$471 000	↑ 23,20 %
CloudServe Pro	<div></div>	\$404 500	↑ 26,33 %
DataVision Corp	<div></div>	\$349 000	
AgileTech Solutions	<div></div>	\$341 300	↑ 30,27 %
CloudScale Tech	<div></div>	\$329 500	
Digital Dynamics	<div></div>	\$288 500	↑ 29,78 %
SynergySoft Inc	<div></div>	\$174 000	
Bank	<div></div>	\$23 900	↑ 9,13 %