

# SaaS Financial Statements Analysis Report

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# **Abstract**

This report presents a comprehensive analysis of the financial performance of a SaaS (Software-as-a-Service) company by comparing actual financial data against the company's budgeted expectations. Using Power BI, I transformed structured financial data into an interactive report that highlights key trends, variances, and performance metrics across income and expense categories. This analysis aims to identify areas of over- and under-performance, assess operational efficiency, and provide actionable insights that support strategic financial decision-making. The report serves as a data-driven narrative for stakeholders, clarifying the company's financial health and future outlook.

## **Introduction**

### **Context**

In today's fast-evolving digital economy, SaaS companies must maintain strong financial discipline while adapting to shifting market demands. This analysis centers on a real-world dataset containing two critical components: the actual financial outcomes recorded over a defined period and the company's original budgetary plans. By interpreting this data through the lens of financial reporting and analysis, I aim to bridge the gap between expectations and reality. The focus is on understanding revenue growth, expense management, and identifying variances that signal either strategic misalignment or operational success. This report is designed to inform key stakeholders, such as CFOs, financial analysts, and executives, enabling them to make informed and timely decisions.

### **Problem Statement**

In dynamic SaaS environments, financial planning and control are critical for sustainable growth. However, discrepancies between budgeted projections and actual financial performance can obscure operational inefficiencies, misaligned strategies, or emerging growth opportunities. The challenge lies in effectively interpreting these variances to provide a clear picture of the company's financial health. Without a structured comparison and analysis of actual versus planned figures, decision-makers risk acting on incomplete or misleading insights.

## Objective

The primary objective of this analysis is to evaluate the financial performance of the SaaS company by comparing actual income and expenditure data against its budgeted forecasts. Through this comparison, the report aims to:

- Identify key variances and trends in revenue and expense categories.
- Uncover areas of overperformance and underperformance.
- Assess the company's operational efficiency and budgetary discipline.
- Provide actionable, data-driven insights to support financial planning and strategic decision-making.

## Scope of the Analysis

This report focuses on structured financial data covering both actual and budgeted records over a defined reporting period. The scope includes:

- **Revenue analysis:** Trends, variances, and growth metrics across product/service categories.
- **Expense analysis:** Evaluation of cost centers, overspending, and cost-saving opportunities.
- **Variance analysis:** Detailed comparison between actual and planned figures.
- **Trend analysis:** Time-based examination of financial metrics for pattern recognition.
- **Data visualization:** Use of Power BI dashboards to enhance insight accessibility.

The analysis excludes non-financial factors such as market conditions or customer satisfaction metrics and focuses solely on internal financial performance.

# Methodology

The financial analysis was conducted through a structured and iterative approach, leveraging Excel and Power BI to ensure data integrity, analytical depth, and visual clarity.

The methodology followed these key stages: 1. **Preliminary Data Exploration and Cleaning (Excel & Power Query):**

The raw dataset, comprising actual financial records, accounts, and budget projections, was first examined in **Excel** for preliminary exploratory data analysis (EDA). Key cleaning steps included handling missing values, correcting data types, standardizing formats, and checking for inconsistencies across tables. Using **Power Query**, further data normalization was performed to ensure the dataset adhered to a clean and relational model, facilitating seamless import into Power BI for further analysis. 2. **Data Importation and Modelling (Power BI):**

After data cleaning, the structured tables—**ACCOUNTS**, **TRANSACTIONS**, and **BUDGETS**—were imported into **Power BI**. I developed a robust **data model**, establishing appropriate relationships between the tables. 3. **Date Table Creation (DAX):**

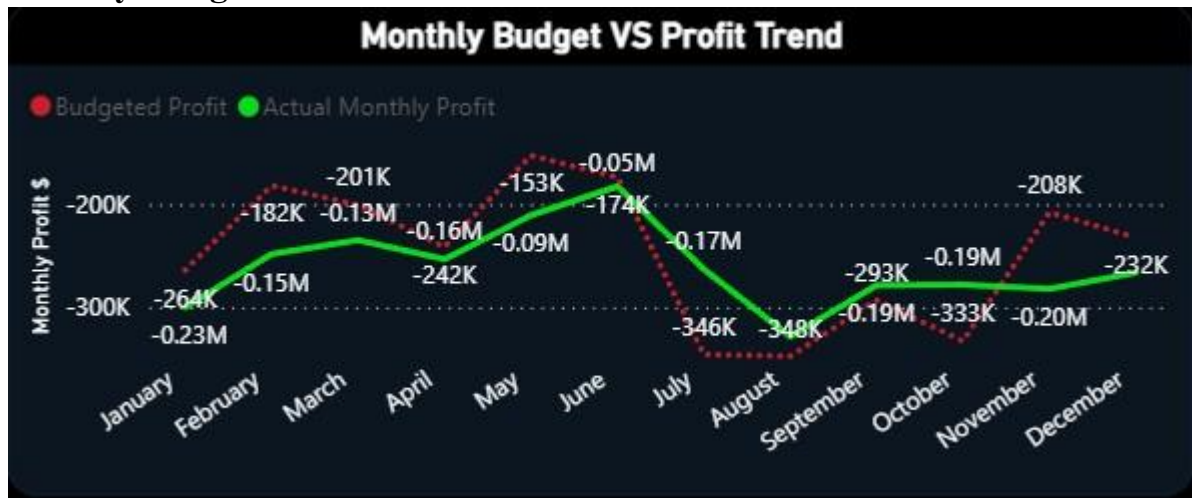
A comprehensive **Date Table** was created using DAX formulas, serving as the central time intelligence component of the model. This enabled the use of advanced time-based metrics such as YTD (Year-To-Date), MTD (Month-To-Date), and period-over-period comparisons. 4. **Analytical Computations (DAX):**

Crucial calculated columns and measures were developed using **DAX**. These included revenue variances, budget vs. actual comparisons, cumulative totals, percentage changes, and profitability ratios. The use of DAX allowed for dynamic calculations and flexible report slicing across time, accounts, and categories. 5. **Visualization and Reporting (Power BI):**

The final phase involved designing an interactive Power BI dashboard to visualize the insights. Charts, tables, and KPIs highlighted financial trends, budget adherence, and key performance indicators. The various charts and visuals have drill-down options, allowing the user an opportunity to have a deeper analysis of a visual. The visual report provided stakeholders with an intuitive interface to explore the company's financial health from multiple perspectives.

# Data Analysis

## A. Monthly Budget Profit vs Actual Profit Trend



### Key Insights

1. **June** stands out as the best-performing month:

- **Actual Profit:** +0.17M • **Budgeted Profit:** -0.05M

Exceeded budget by +0.22M, marking the only month with a **positive actual profit**.

2. **February to May** showed relatively strong alignment:

- **February:** Actual (-0.15M) vs Budgeted (-0.18M)
- **March:** Actual (-0.13M) vs Budgeted (-0.20M)
- **May:** Actual (-0.09M) vs Budgeted (+0.15M)

These months had minimal negative variance and demonstrated improved performance.

### Underperformance Periods:

3. **Q3 (July to September)** was the weakest quarter:

- **July:** Actual (-0.17M) vs Budgeted (+0.05M) → shortfall of -0.22M
- **August:** Actual (-0.35M) vs Budgeted (-0.35M) → both worst performing
- **September:** Actual (-0.19M) vs Budgeted (-0.29M) Operational or seasonal issues likely impacted profitability.

4. **November:** Notable gap of ~0.13M

- Actual Profit: **-0.33M**
- Budgeted Profit: **-0.20M**

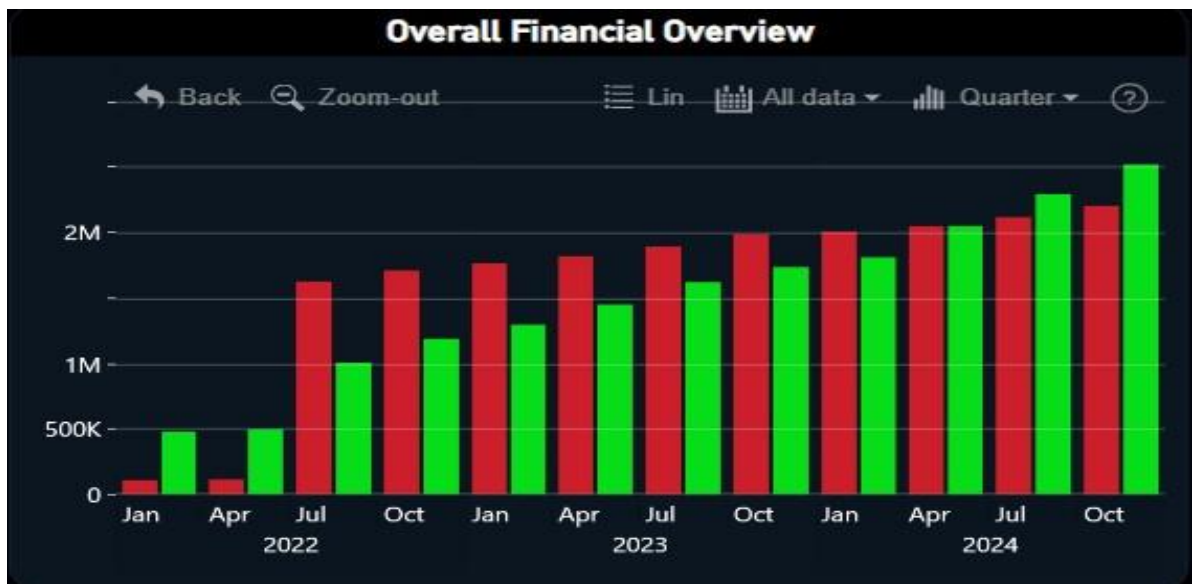
### High Volatility in Actual Profit:

5. Actual monthly profit fluctuates dramatically, ranging from:
- **Best:** +0.17M (June)
  - **Worst:** -0.35M (August)

### Insight Summary

The company experienced its strongest profit performance in June, with actual profits exceeding the budget by \$220K, making it the only month in the green. From February to May, there was steady improvement and alignment with budget expectations. However, Q3 (July–September) revealed sharp underperformance, particularly in August, which saw an actual loss of \$350K, matching the worst monthly result. November also stands out due to its wide negative variance. These fluctuations suggest a need for more accurate forecasting and better cost controls during mid-year operations. Strategic intervention in Q3 is essential to improve annual profit consistency.

## B. Overall Financial Overview



### Key Insights

#### 1. Revenue Trends (Green):

- **2022:** Revenue started around **500K** in January, peaked at **1.5M** by mid-year, and ended the year at approximately **1M**.
- **2023:** Revenue began at **1M**, showed fluctuations, and reached its highest point of **2M** by the end of the year.

- **2024:** Revenue started strong at **1.8M**, dipped slightly in the middle of the year, and rebounded to **1.5M** by October.

## 2. Expense Trends (Red):

- **2022:** Expenses were relatively stable, ranging between **200K** and **400K** throughout the year.
- **2023:** Expenses increased gradually, starting at **300K** and peaking at **600K** by year-end.
- **2024:** Expenses rose sharply, starting at **500K** and reaching **800K** by October.

## 3. Key Observations:

- Revenue growth was strong in 2023, doubling from **1M** to **2M**.
- Expenses saw a significant uptick in 2024, increasing by **60%** from 2023 levels.
- The gap between revenue and expenses is shrinking in 2024, indicating potential pressure on profitability.

### Insight Summary:

The chart highlights robust revenue growth from 2022 to 2023, peaking at **2M**, but expenses have been rising steadily, especially in 2024 (**800K**). While profits remain positive, the narrowing margin in 2024 suggests a need to control costs or boost revenue to sustain financial health. The sharp expense increases in 2024 (**300K jump from 2023**) is a critical area for further analysis.

## C. Top Accounts Variance



### Key Insights

#### 1. 40100 SaaS Revenue

- Actual (Green) is mildly lower than budgeted revenue (Red).

- This indicates a slight underperformance of the account.

## 2. 40200 Product Revenue

- Actual revenue is noticeably lower than the budget.
- Indicates underperformance relative to expectations. Potential causes:
  - ✓ Weak market demand,
  - ✓ Sales delays or disruptions in product supply, Misaligned pricing strategy.

## 3. 50100 Web Domain & Hosting Fees

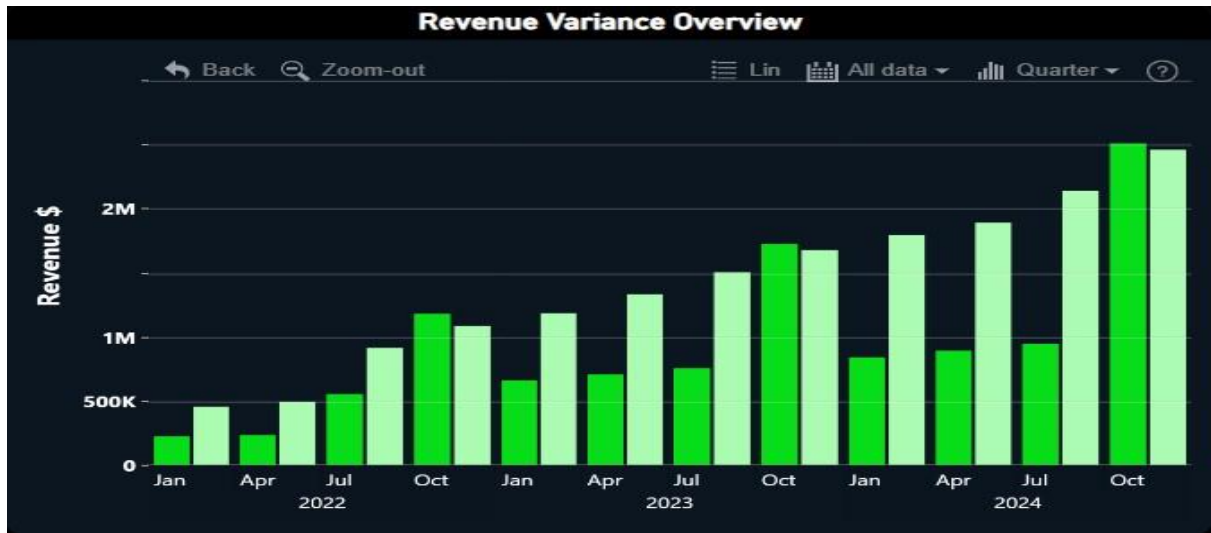
- **Actual expense** is **lower** than the budget.
- This is **favorable**, showing **cost savings** in hosting services, which may be due to:
  - ✓ Vendor negotiation,
  - ✓ Optimized usage or platform consolidation,

### Insight Summary

The **40100 SaaS Revenue** account significantly has a small difference in the actual and budget expense its budget. In contrast, **40200 Product Revenue** fell short, highlighting a potential issue in company strategy or market traction. On the expense side, **50100 Web Domain & Hosting Fees** came in under budget, indicating effective cost control. The variance across these key accounts suggests a need to **reallocate focus** from weaker performing accounts toward high-growth SaaS offerings, while continuing to optimize infrastructure costs.



## D. Revenue Variance Overview



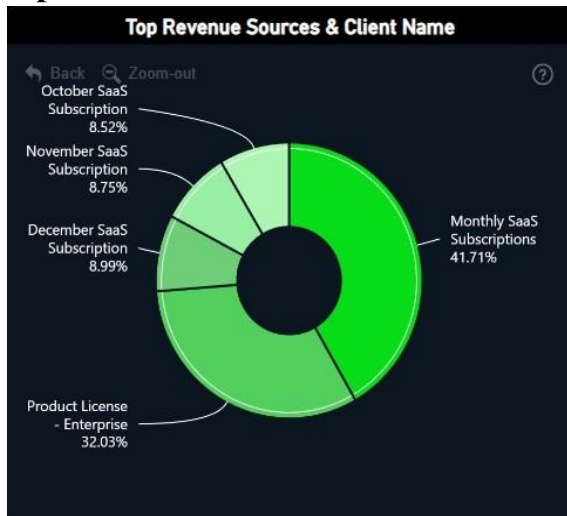
### Key Insights

- Consistent Revenue Growth:** The chart shows a clear upward trend in revenue from 2022 through 2024, with both actual (dark green) and budgeted (light green) revenue increasing over time.
- Q4 2024 Performance:** October 2024 shows the highest revenue point on the chart, with actual revenue significantly exceeding the budget.
- 2024 Revenue Acceleration:** The growth rate appears to accelerate in 2024, with steeper increases compared to previous years.
- Budget vs. Actual Patterns:**
  - ✓ In 2022-2023: Actual revenue (dark green) frequently fell short of budgeted targets (light green)
  - ✓ In 2024: This pattern reversed, with actual revenue consistently meeting or exceeding the budget
- Seasonal Patterns:** Q4 (October) seems to consistently show revenue spikes across years, suggesting possible seasonal effects or year-end sales pushes.

### Insight Summary

The company has demonstrated strong and accelerating revenue growth over the past three years. While the company initially struggled to meet budgeted targets in 2022-2023, there has been a significant positive shift in 2024 with actual performance consistently exceeding expectations. This suggests improved forecasting accuracy, more effective sales execution, or both. The October 2024 performance represents a particularly notable achievement, with actual revenue substantially surpassing the budgeted amount and reaching the highest level in the company's history shown on this chart.

## E. Top Revenue Sources



### Key Insights

- 1. Monthly SaaS Subscriptions Dominance:** Monthly SaaS subscriptions are the largest revenue source at 41.71% of total revenue, indicating a strong recurring revenue model.
- 2. Product License - Enterprise:** The second largest revenue source is Product License - Enterprise at 32.03%, showing significant revenue from enterprise licensing alongside subscription offerings.
- 3. SaaS Subscription Distribution:** The remaining SaaS subscription revenue is distributed across three months:
  - December SaaS Subscription: 8.99%
  - November SaaS Subscription: 8.75%
  - October SaaS Subscription: 8.52%
- 4. Subscription vs. License Balance:** SaaS subscriptions collectively account for approximately 67.97% of revenue (41.71% + 8.99% + 8.75% + 8.52%), while Enterprise Product Licenses represent 32.03%.
- 5. End-of-Year Growth:** There's a slight progressive increase in subscription percentages from October (8.52%) to November (8.75%) to December (8.99%), suggesting end-of-year growth in subscription revenue.

### Insight Summary

The company has successfully established a business model heavily weighted toward recurring revenue, with nearly 68% of income derived from SaaS subscriptions. The dominant revenue stream is Monthly SaaS Subscriptions at 41.71%, complemented by a substantial Enterprise Product License segment (32.03%). The company also shows modest month-over-month growth in subscription percentages during Q4 2024, with December representing the strongest month at 8.99%. This revenue distribution indicates

a healthy mix of predictable subscription income and higher-value enterprise licensing, providing both stability and significant revenue opportunities from large clients.

## F. Client Individual Payments

Client Individual Payments				
NAME	Short_CLASS	REVENUE/EXPENSES	ACCOUNT	Sum of AMOUNT
Various SMB	G&A	REVENUE	40100 SaaS Revenue	\$4,700,000
GlobalTech	G&A	REVENUE	40200 Product Revenue	\$3,610,000
TechCorp Inc	G&A	REVENUE	40100 SaaS Revenue	\$1,991,100
DataFlow Ltd	G&A	REVENUE	40100 SaaS Revenue	\$1,714,700
InnovateX Corp	G&A	REVENUE	40100 SaaS Revenue	\$968,300
TechMatrix Solutions	G&A	REVENUE	40100 SaaS Revenue	\$965,800
Quantum Systems	G&A	REVENUE	40100 SaaS Revenue	\$925,000
CloudServe Pro	G&A	REVENUE	40100 SaaS Revenue	\$864,100
AgileTech Solutions	G&A	REVENUE	40100 SaaS Revenue	\$717,300

### Key Insights

#### 1. Top Client Payments by Amount:

- Various SMB: \$4,700,000
- GlobalTech: \$3,610,000
- TechCorp Inc: \$1,991,100
- DataFlow Ltd: \$1,714,700
- InnovateX Corp: \$968,300
- TechMatrix Solutions: \$965,800
- Quantum Systems: \$925,000
- CloudServe Pro: \$864,100
- AgileTech Solutions: \$717,300

2. **Revenue Concentration:** The top two clients (Various SMB and GlobalTech) account for approximately \$8,310,000, representing a significant portion of the total revenue.

3. **Mid-Tier Clients:** There's a cluster of mid-sized clients (TechCorp Inc and DataFlow Ltd) in the \$1.7M-\$2M range.

4. **Lower-Tier Clients:** Five clients contribute between \$700K-\$970K each, providing a foundation of smaller but still substantial revenue sources.

### Insight Summary

The client payment analysis reveals a tiered client structure with Various SMB (\$4.7M) and GlobalTech (\$3.61M) as dominant revenue sources. There's a noticeable step down to the next tier with TechCorp Inc (\$1.99M) and DataFlow Ltd (\$1.71M), followed by five clients in the \$700K-\$970K range. This distribution suggests some revenue concentration in the top clients, but with sufficient diversification across several significant accounts to provide stability. The

"Various SMB" category likely represents aggregated smaller clients, indicating success in both enterprise and small/medium business markets

## G. Expense Variance Overview



### Key Insights (Year 2022)

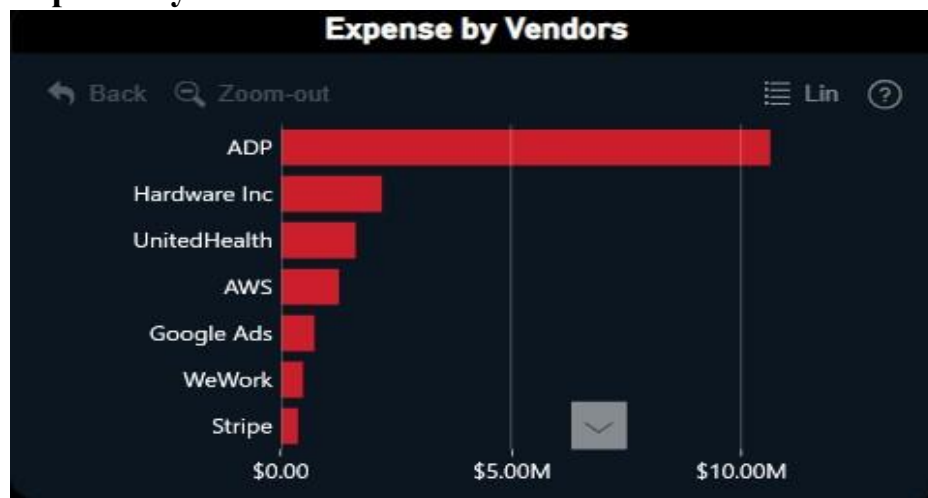
- Dramatic Expense Increase in Q3-Q4:** Expenses jumped significantly in the second half of the year, from approximately \$150K-\$300K in Q1-Q2 to approximately \$1.5M-\$1.7M in Q3-Q4.
- Budget vs. Actual Patterns:**
  - Q1: Actual expenses (dark red) at approximately \$150K are lower than budgeted expenses (light red) of approximately \$275K
  - Q2: Actual expenses around \$175K remain below budget of approximately \$300K
  - Q3: Actual expenses spike to approximately \$1.5M, significantly exceeding the budget of approximately \$1.25M
  - Q4: Actual expenses increase further to approximately \$1.7M, exceeding the budget of approximately \$1.5M
- Consistent Overspending in Q3-Q4:** Both Q3 and Q4 show actual expenses exceeding budgeted amounts by approximately \$250K and \$200K respectively.
- Expense Control in Q1-Q2:** The company maintained expenses below budget in the first half of the year by approximately \$125K each quarter.
- Scale of Variance:** The magnitude of budget variance shifted from favorable (under budget) by about \$125K in Q1-Q2 to unfavorable (over budget) by \$200K-\$250K in Q3Q4.

### Insight Summary

The Expense Variance Overview reveals a concerning pattern of expense management throughout the year. While the company successfully kept expenses below budget during Q1-Q2 (approximately \$150K-\$175K actual vs. \$275K-\$300K budgeted), there was a dramatic expense increase in Q3-Q4 that not only represented a roughly 6-fold increase in spending but also consistently exceeded budgeted amounts.

The sharp expense increase to approximately \$1.5M-\$1.7M in the second half, coupled with the inability to stay within budget during this period, suggests either a planned major business expansion that cost more than anticipated, unexpected operational challenges requiring additional spending, or potentially concerning cost control issues.

## H. Expense by Vendors



### Key Insights

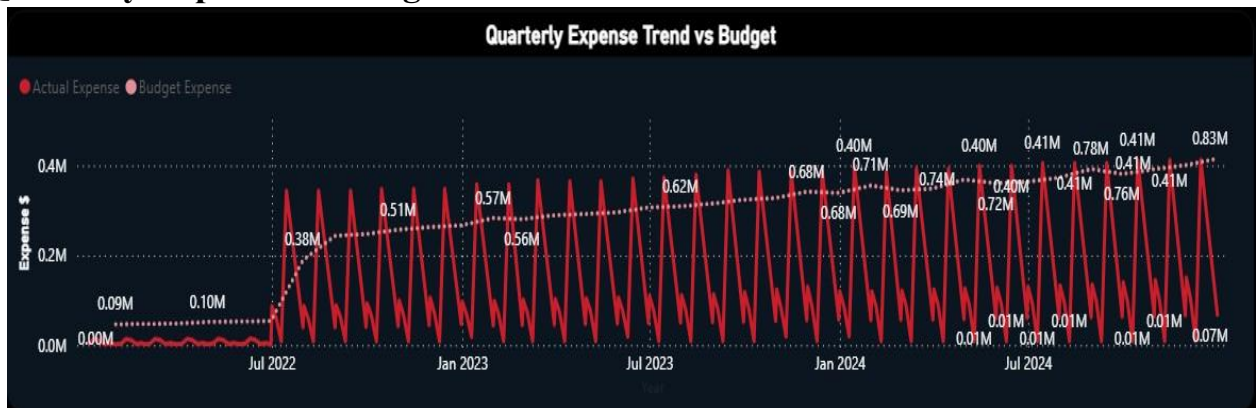
1. **ADP Dominance:** ADP is by far the largest expense vendor, with costs approximately \$9.5M, significantly outpacing all other vendors.
2. **Secondary Vendors:** Hardware Inc and UnitedHealth form a second tier of vendors with expenses around:
  - Hardware Inc: approximately \$2M
  - UnitedHealth: approximately \$1.7M
3. **Technology Infrastructure Costs:** AWS represents the fourth largest expense at approximately \$1.3M, indicating meaningful cloud infrastructure spending.
4. **Marketing Expenses:** Google Ads shows expenses of approximately \$0.8M, representing a relatively small portion of overall vendor spend.
5. **Operational Tools:** WeWork and Stripe have the smallest expenses among major vendors at approximately:
  - WeWork: \$0.6M (likely office/workspace costs)
  - Stripe: \$0.5M (payment processing fees)

6. **Spending Hierarchy:** The steep drop-off from ADP to other vendors indicates a heavy concentration of expenses with a single provider.

### Insight Summary

The Expense by Vendors chart reveals a heavily concentrated vendor expense structure dominated by ADP at approximately \$9.5M, which is nearly 5 times larger than the next highest vendor (Hardware Inc at \$2M). This expense distribution provides insights into the company's priorities, with workforce management (ADP) and hardware representing the largest expenditure categories.

## I. Quarterly Expense vs Budget Trend



### Key Insights

1. **Increasing Budget Trend:** Budget expenses (pink dotted line) show a steady upward trend from approximately \$0.09M in mid-2022 to about \$0.83M by late 2024.
2. **Budget vs. Actual Variance:**
  - In 2022: Actual expenses typically stayed below budget (around \$0.10M budget vs. lower actual expenses)
  - By 2023-2024: Actual expenses regularly spike above budget, with peaks reaching approximately \$0.57M-\$0.78M versus budgets of \$0.40M-\$0.70M
3. **Expense Growth:** Peak expense amounts have increased from approximately:
  - 2022: \$0.38M-\$0.51M • 2023: \$0.56M-\$0.69M
  - 2024: \$0.72M-\$0.78M
4. **Month-to-Month Volatility:** The company experiences significant month-to-month fluctuations, with expenses sometimes dropping to near \$0.01M before spiking to \$0.40M+ the following month.

5. **2024 Performance:** In 2024, the pattern shows several notable expense spikes reaching approximately \$0.78M, with the most recent month showing a substantial drop to approximately \$0.07M.

### **Insight Summary**

The Quarterly Expense Trend vs Budget chart reveals a highly cyclical spending pattern with consistent alternating high and low months throughout 2022-2024. While budgeted expenses have increased steadily from approximately \$0.09M to \$0.83M over this period, actual expenses show dramatic month-to-month volatility. The company began with expenses generally below budget in 2022, but shifted to frequently exceeding budget in 2023-2024, particularly during peak spending months.

The magnitude of expense peaks has grown year over year, from maximums of about \$0.51M in 2022 to \$0.69M in 2023 and \$0.78M in 2024. This pattern suggests a business with highly predictable cyclical expenses, possibly related to billing cycles, seasonal operations, or recurring project timelines.

# Discussion

The financial analysis reveals a SaaS company undergoing both significant growth and operational volatility. The most notable trend is the positive shift in profitability and revenue performance in 2024, driven primarily by strong SaaS subscription growth and improved alignment between actual and budgeted revenues. However, this progress is counterbalanced by rising expenses, volatile profit margins, and quarterly cost overruns, signaling areas where financial discipline must be strengthened.

## 1. Profitability Patterns and Operational Fluctuations

June 2024 emerged as the standout month, delivering the only positive monthly profit (+\$0.17M), outperforming budget expectations by \$220K. From February through May, the company maintained relative alignment with budgeted profits, suggesting improved forecasting and cost control during this period. However, profitability sharply declined during Q3—especially in August, which saw the worst monthly result (-\$0.35M). These losses indicate either seasonal downturns, operational inefficiencies, or unplanned costs. November also presented a concerning \$0.13M negative variance, reinforcing the need for better cost containment in the latter half of the year.

## 2. Revenue Growth and Composition

The company demonstrated robust top-line growth, particularly from 2022 to 2024, where actual revenues increasingly met or exceeded budget expectations—reversing underperformance trends from previous years. October 2024 was a high point, reaching the company's all-time highest revenue figure. This growth is underpinned by a healthy recurring revenue model, with SaaS subscriptions comprising nearly 68% of total revenue. The end-of-year uptick in monthly subscriptions (October to December) further confirms a seasonal acceleration in subscription sign-ups, likely from year-end contract renewals or promotions. Despite this progress, Product License revenues lagged behind expectations, suggesting challenges in enterprise sales strategy, product-market fit, or pricing. A strategic review of this segment is warranted to either reinvigorate performance or reallocate resources toward more reliable revenue drivers like SaaS.

## 3. Expense Management and Budget Variance

Expenses have grown substantially—increasing by over 60% in 2024 alone—and show clear signs of cyclical volatility. In 2022, cost control was relatively effective, with Q1 and Q2 showing favorable variances. However, from Q3 2022 onward, expenses spiked dramatically, peaking in late 2024 at ~\$1.7M. Vendor-specific data reveals a heavy concentration of spend with ADP (\$9.5M), likely reflecting payroll or HR-related costs. This dependence poses a financial concentration risk and should be regularly audited for efficiency and ROI.

The company's Quarterly Expense Trend chart further highlights a concerning pattern of high spend months frequently exceeding budget, suggesting recurring yet unbudgeted expenses. This volatility makes financial planning difficult and erodes potential profit gains from rising revenue.



#### **4. Client and Account Contributions**

Client payment data indicates a somewhat balanced but still concentrated revenue base. Two clients—Various SMB and GlobalTech—contribute over \$8.3M, a significant share of overall income. While this mix includes a strong presence in both SMB and enterprise sectors, overreliance on a few major clients increases revenue risk. From an account standpoint, Web Domain & Hosting expenses came in under budget—an encouraging sign of successful vendor management or technology consolidation.

# Recommendations

## 1. Strengthen Q3 Operational Planning

- **Insight Link:** Q3 (July–September) of every year consistently underperformed in both revenue and profit metrics.
- **Recommendation:** Conduct a root-cause analysis of Q3 operations to uncover seasonal challenges, market downturns, or internal inefficiencies. Consider proactive strategies such as mid-year marketing pushes, staggered cost allocations, or short-term promotional offers to boost profitability during this weak quarter.

## 2. Implement Tighter Cost Controls and Forecasting Discipline

- **Insight Link:** Volatile and rising expense trends, especially in Q3–Q4 of 2022 and throughout 2024, are eroding profit margins.
- **Recommendation:** Introduce rolling forecasts and monthly variance analysis to better anticipate and respond to budget deviations. Implement approval thresholds for discretionary expenses and explore vendor renegotiations, particularly with ADP and other top-tier expense contributors.

## 3. Reinforce Profitability Monitoring

- **Insight Link:** While revenue is growing, actual profit fluctuates heavily month-to-month, with only June posting a positive result.
- **Recommendation:** Integrate a monthly profitability dashboard that tracks actual vs. budgeted profit. Apply predictive analytics to identify early warning signs of potential losses, and align department-level KPIs to profit goals rather than revenue alone.

## 4. Optimize High-Cost Vendor Relationships

- **Insight Link:** A significant portion of expenses is concentrated in ADP and infrastructure providers such as AWS.
- **Recommendation:** Evaluate the scope and cost of services provided by top vendors. For ADP, assess alternative payroll solutions or renegotiate contract terms. For cloud costs, explore rightsizing, auto-scaling, or architectural optimizations to reduce waste.

## 6. Address Revenue Concentration Risks

- **Insight Link:** The top two clients (Various SMB and GlobalTech) contribute over \$8.3M, representing a high concentration of total revenue.

- **Recommendation:** Diversify the client base further by investing in SMB acquisition strategies and vertical-specific outreach. Develop risk mitigation plans to handle revenue shocks if top clients reduce spending or churn.

## 7. Improve Budget Accuracy and Stability

- **Insight Link:** Budgeting often underestimates actual performance, particularly in expenses and revenue variability.
- **Recommendation:** Enhance budget accuracy through historical trend analysis and machine learning forecasting tools. Align financial planning with operational cycles to reduce volatility and improve predictability.

## 8. Capitalize on Seasonal Revenue Spikes

- **Insight Link:** October and Q4 generally show strong revenue performance, particularly in 2024.
- **Recommendation:** Double down on year-end campaigns and client renewals during Q4. Launch bundled offerings or limited-time deals to maximize this seasonal trend and lock in annual recurring revenue before year-end

## Conclusion

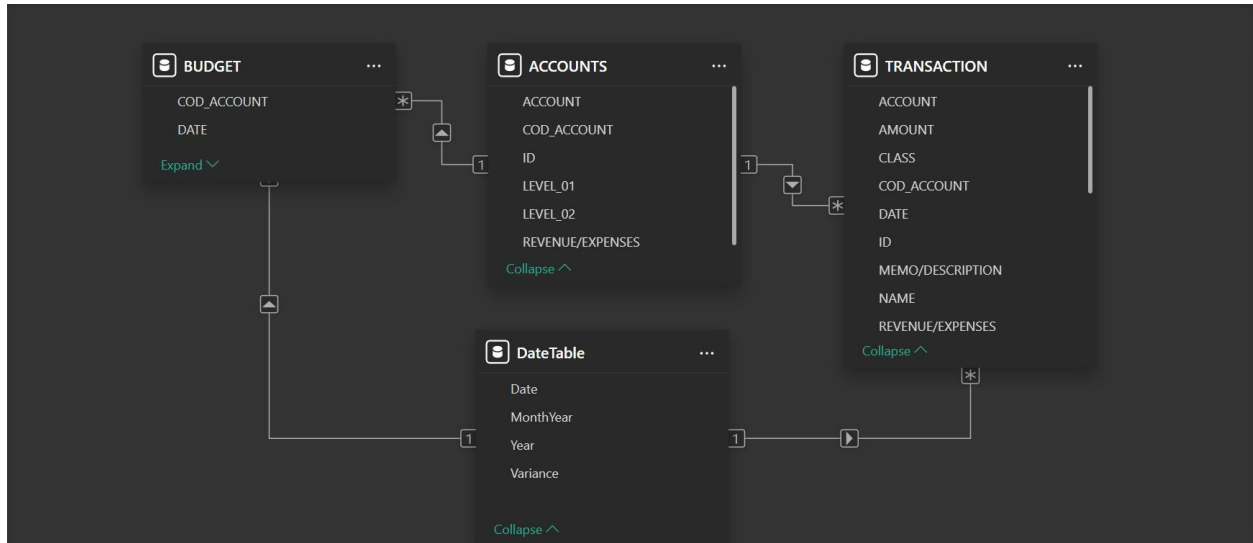
The financial analysis reveals that the SaaS company is experiencing rapid growth but also faces emerging challenges in cost control and revenue consistency. The company has demonstrated a robust and improving revenue performance, particularly in 2024, with actual revenues surpassing budgets and reaching historic highs in Q4. The dominance of recurring SaaS subscriptions—accounting for nearly 68% of total revenue—has created a solid foundation for long-term financial stability, further supported by strong enterprise licensing income.

However, this growth has come alongside rising operational costs and notable volatility in profitability. Actual monthly profits fluctuate significantly, with several months, particularly in Q3 and November, falling well below budgeted expectations. These patterns highlight operational inefficiencies, especially during mid-year periods, and raise concerns about forecasting accuracy and cost governance. Its profit margins are low and do not regularly meet the budgeted target seasonally. Expense analysis across vendors and quarters shows that while spending has scaled up with the business, the magnitude and frequency of over-budget months are increasing, especially in 2023–2024.

Overall, while the company is well-positioned for continued success due to its scalable recurring revenue model and expanding client base, its financial health would benefit from tighter cost controls, more accurate forecasting, and focused strategic interventions during historically weak periods. Addressing these areas proactively will strengthen profitability, enhance planning, and ensure sustained growth in a competitive SaaS market.

# Appendices

Link to Live Dashboard : [SaaS Financial Report](#)



*(Data Modelling View)*

```
1 Top Service Provider =
2 VAR SummaryTable =
3     ADDCOLUMNS(
4         FILTER(
5             VALUES('TRANSACTION'[NAME]),
6             CALCULATE(
7                 COUNTROWS('TRANSACTION'),
8                 'TRANSACTION'[REVENUE/EXPENSES] = "EXPENSES"
9             ) > 0
10        ),
11        "NameCount", CALCULATE(
12            COUNTROWS('TRANSACTION'),
13            'TRANSACTION'[REVENUE/EXPENSES] = "EXPENSES"
14        )
15    )
16 RETURN
17     MAXX(
18         TOPN(1, SummaryTable, [NameCount], DESC),
19         'TRANSACTION'[NAME]
20    )
21
```

*(DAX Query Sample)*