



Key Financial Insights

The company ended the year with a Net Profit Ratio of -8.07%, indicating expenses exceeded revenue and resulted in an overall loss. While revenue showed seasonal growth and strong contributions from key clients, high spending in categories like administration and sales drove the negative outcome. To improve financial health, the company must control costs more effectively and enhance revenue efficiency.

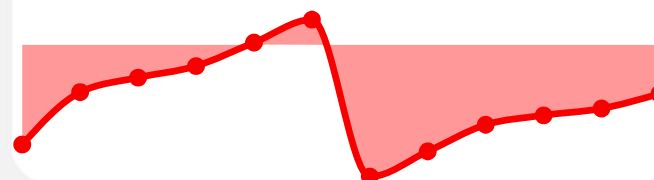


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Financial Summary

-8.07%

Net Profit Margin



2022



2023



2024



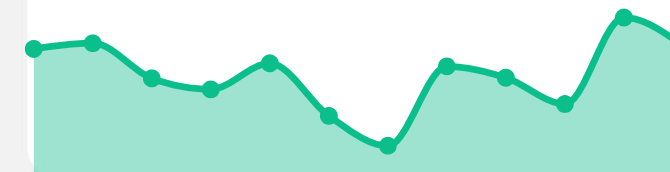
108.07%

Cost to Revenue



94.21%

Revenue Accuracy %



97.28%

Expense Accuracy %



\$8.68M

Revenue YTD



Year

☐ 2022

☐ 2023

☐ 2024



Ratios



Financial Overview



Revenue Insights



Expense Insights



Refresh

Financial Overview & Performance

Hover over
"i" button

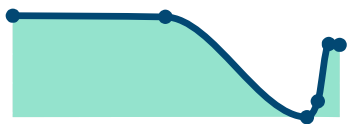


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Growth % YOY

93.45%



Profit - Actual V/S Budget

Actual

(\$1.45M)

Budget

(\$2.97M)

Expense V/S Revenue - Actuals

Actual Expense

\$19.41M

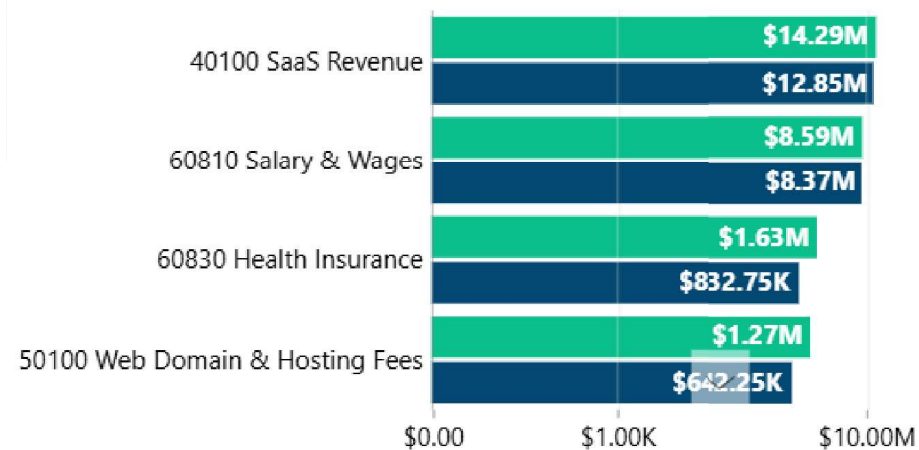
Actual Revenue

\$17.96M

Top Variance Accounts: Budget vs Actual

Back Zoom-out

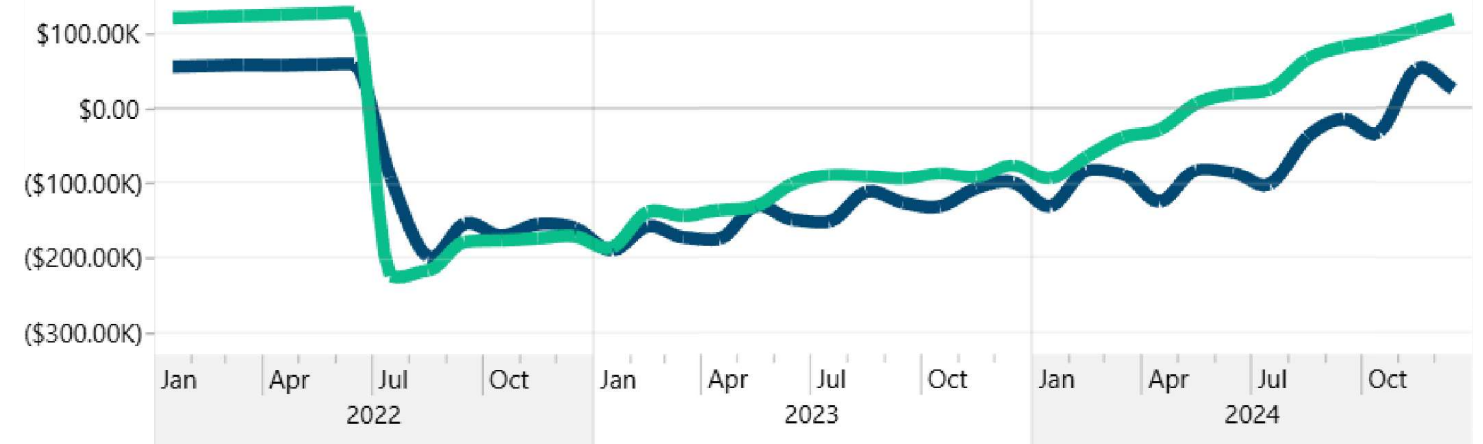
Log ?



Monthly Profit Trend: Actual vs Budget

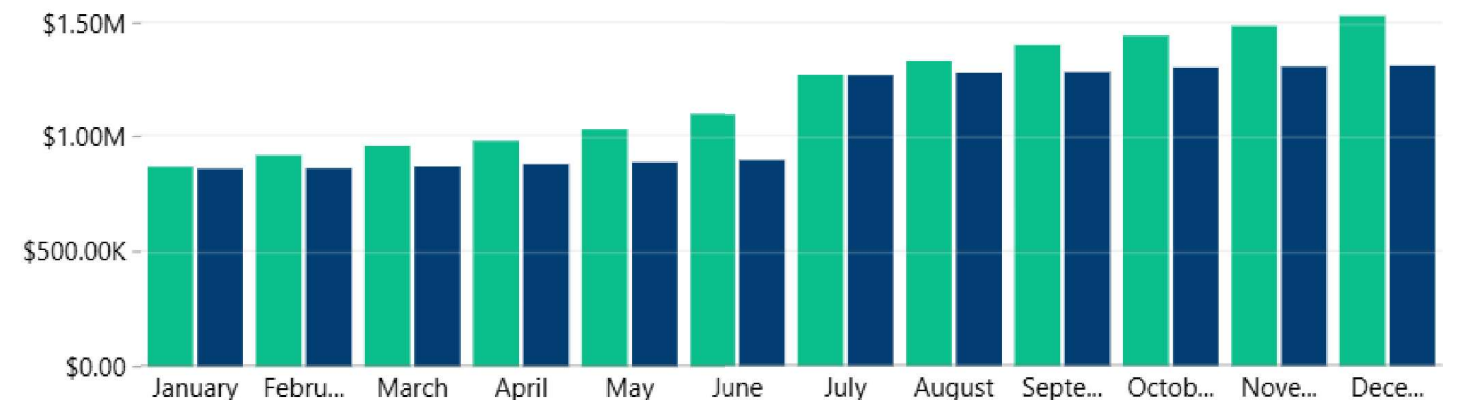
Back Zoom-out Reset

Lin All data Month ?



MEMO/DESCRIPTION	Total Actual Amt	Percent of Total
Monthly SaaS Subscriptions	\$47,00,000	12.58%
Product License - Enterprise	\$36,10,000	9.66%
Payroll - R&D Team	\$29,10,000	7.79%
Payroll - Sales Team	\$22,73,250	6.08%
Product Manufacturing Costs	\$22,00,500	5.89%
Payroll - Support Team	\$19,06,500	5.10%
Payroll - G&A Team	\$15,71,250	4.21%
Sales Commissions	\$12,38,500	3.31%
December SaaS Subscription	\$10,13,000	2.71%
Total	\$3,73,65,440	100.00%

Monthly Financials Overview





Year

☐ 2022

☐ 2023

☐ 2024



Ratios



Financial Overview



Revenue Insights



Expense Insights



Refresh

Revenue Insights

Hover over
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Transaction Type

Deposit

Invoice

Total Clients

14

Top Revenue Month

December
\$2M

Actual Revenue

\$17.96M

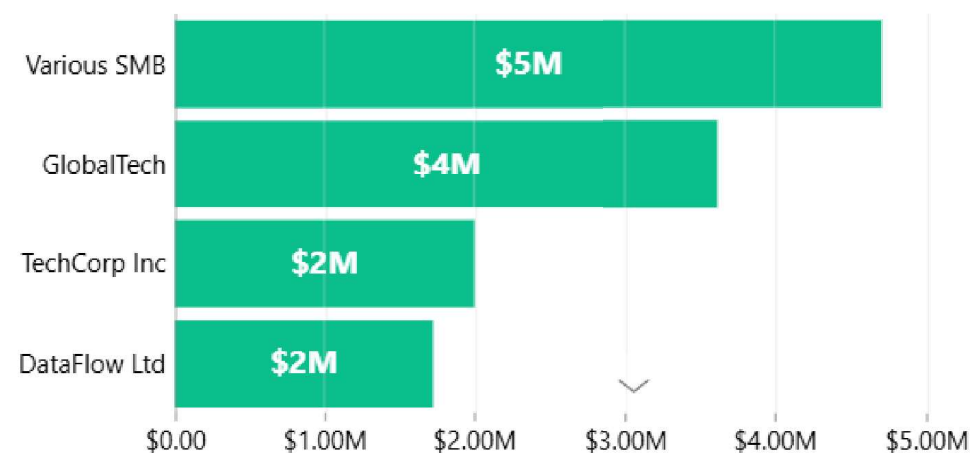
Variance...

\$983.5K

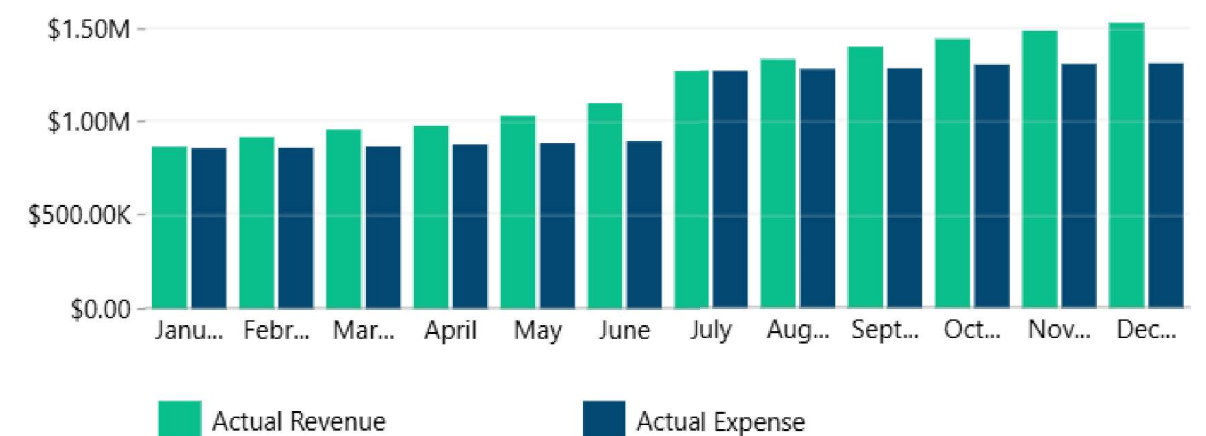
Revenue Performance: Actual vs Plan



Revenue By Clients



Monthly Financials Overview



Year

2022

2023

2024

Ratios

Financial Overview

Revenue Insights

Expense Insights

Refresh

Expense Insights

Hover over "i" button

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Crystal Analytics

+++

Transaction Type

Bill

Expense

Journal Entry

Total Vendors

23

Top Vendor Payments

ADP

\$2M

Actual Expense

\$19.41M

Expense Overruns

(\$542K)

Top Spending Categories

CS 12.44%

R&D 19.31%

S&M 27.56%

G&A 40.68%

Expense Trend: Actual vs Planned

Actual Expense

Budgeted Expense

Back

Zoom-out

Lin

All data

Month

Jan

Apr

Jul

Oct

Jan

Apr

Jul

Oct

Jan

Apr

Jul

Oct

2022

2023

2024

Expense By Clients

ADP

\$10.61M

Hardware Inc

\$2.20M

UnitedHealth

\$1.63M

AWS

\$1.27M

Actual Expense and Budgeted Expense by Short_CLASS

\$7.90M

\$5.35M

\$3.75M

\$2.41M

G&A

S&M

R&D

CS