

HOME PAGE

OVERVIEW

LINE ITEM ANALYSIS

MONTHLY ACTUAL/BUDGET

MONTHLY ACTUAL VS. LAST YEAR

YEAR-ON-YEAR ANALYSIS

PERFORMANCE COMPARISON



Financial Analytics



Financial Analytics



Q1

Q2

Q3

Q4

2016

2017

Revenue

\$32,134✓

LY: \$25,356 (+26.73%)

Expenses

\$4,320!

LY: 7,896 (-45.29%)

Net Income

\$11,035✓

LY: 5809 (+89.97%)

Net Income %

34.34%✓

LY: 22.91% (+49.9%)

Org Name

All

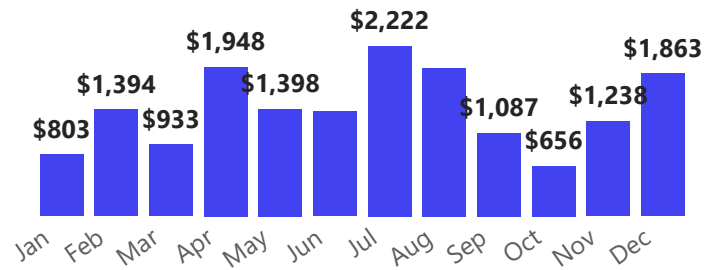
Category

All

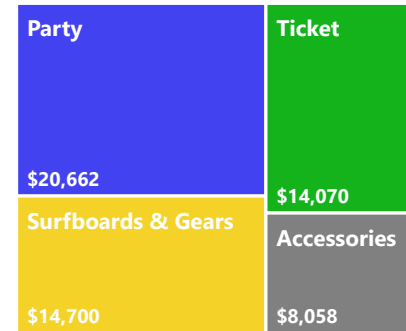
Products

All

Net Income by Month

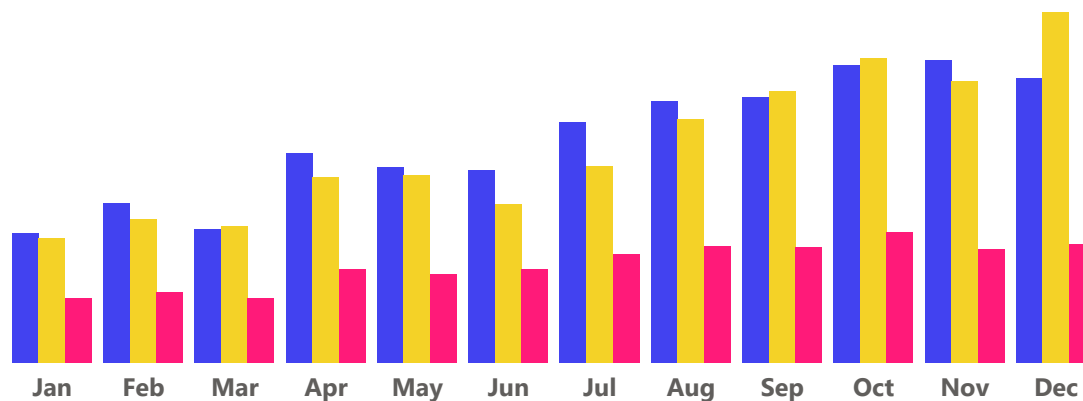


Revenue Breakdown



Revenue

● Actual ● Budget ● Last Year



Account Type	Account	Actual	vs Budget %	vs LY
Revenue	Accessories	\$8,058	9.41%	13
	Party	\$20,662	1.58%	12
	Surfboards & Gears	\$14,700	12.05%	12
	Ticket	\$14,070	-4.74%	13
	Net Income	\$57,491	3.41%	12
Direct Costs	COGS - Accessories	(\$4,873)	-289.22%	-17
	COGS - Party	(\$10,112)	-25.46%	-9
	COGS - Surfboards & Gears	(\$6,469)	-21.14%	-9
	COGS - Ticket	(\$3,243)	44.85%	
	Net Income	(\$24,697)	-20.28%	-13
Gross Profit		\$32,794	-6.47%	11
Other Income	Interest Income	\$364	21.33%	17
	Net Income	\$364	21.33%	17
Expenses	Accounting & Consulting	(\$1,818)	52.19%	-2
	Advertising & Marketing	(\$2,370)	0.47%	-2
	Bank Fees	(\$71)	-95.33%	-16
	Insurance	(\$310)	-50.24%	-17
	Office Supplies, Printing & Stationary	(\$609)	-40.86%	-20
	Rent	(\$1,912)	-55.57%	-20

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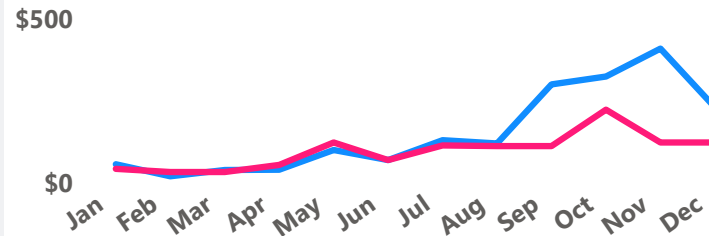
All

Products

All

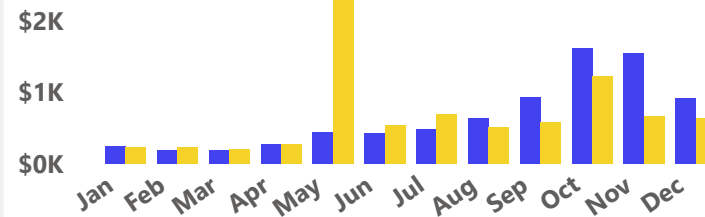
Advertising & Marketing

● Advertising & Marketing ● Budget Adv & Marketing



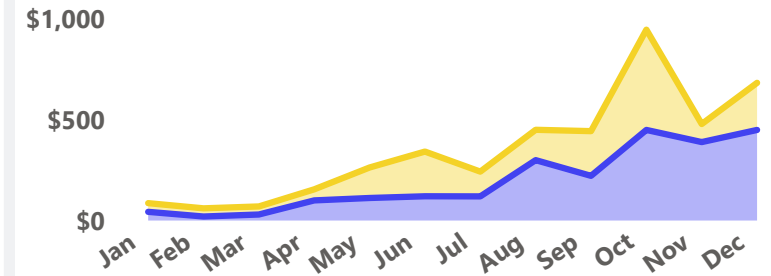
Expenses

● Expenses ● Budget Expenses



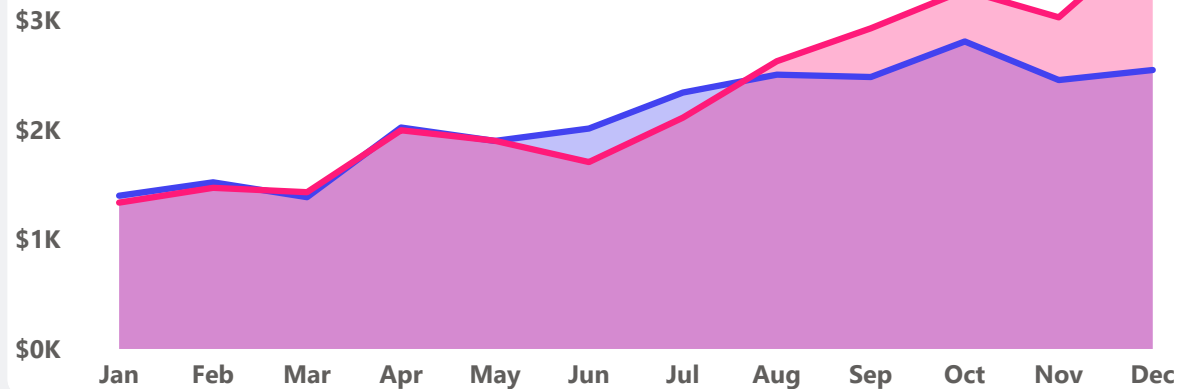
Salaries & Wages

● Salaries & Wages ● Budget Salaries & Wages



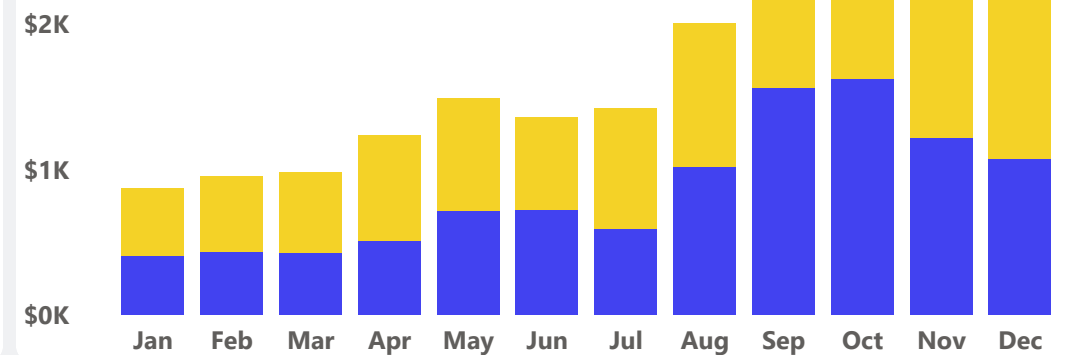
Revenue

● Revenue ● Budget Revenue



Cost of Sales

● Cost of Sales ● Budget Cost of Sales



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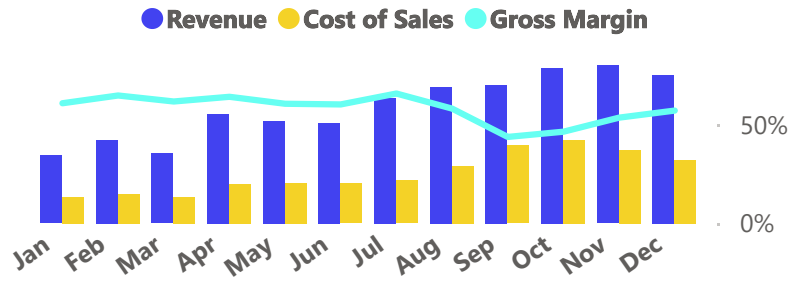
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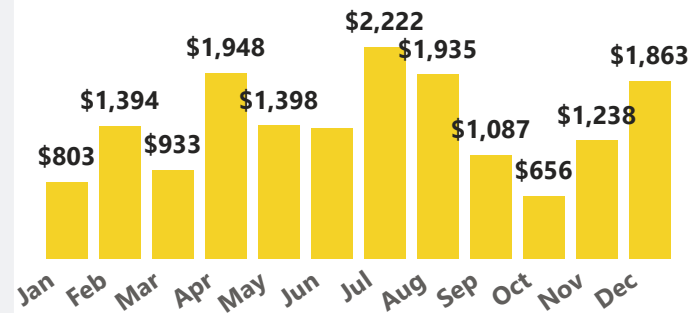
Products

All

Revenue, Cost of Sales and Gross Margin by Month



Monthly Net Income



Details

Description	Actual
Accounting & Consulting	(\$1,818)
Advertising & Marketing	(\$2,370)
Bank Fees	(\$71)
Cos of Goods Sold	(\$24,697)
Depreciation	(\$1,413)
Income from any normal business activity	\$35,362
INS	(\$310)
Interest Paid	(\$2,685)
Light, Power, Heating	(\$1,528)
Office Supplies	(\$609)
Other income	\$364
Other Revenue	\$8,058
R&M	(\$226)
Rent	(\$1,912)
Revenue from Ticket Sales	\$14,070
Salaries & Wages	(\$710)
Salaries and Wages	(\$2,301)
Subscription	(\$362)

Account Type	Month Account	Jan					
		Actual	Budget	Var	Var %	Actual	Budget
Revenue	Ticket	\$517	\$500	16.75	3.35%	\$873	\$803
	Surfboards & Gears	\$486	\$460	25.73	5.59%	\$685	\$560
	Party	\$1,151	\$1,100	51.18	4.65%	\$977	\$933
	Accessories	\$642	\$610	32.48	5.32%	\$890	\$790
	Net Income	\$2,796	\$2,670	126.14	4.72%	\$3,425	\$3,080
Direct Costs	COGS - Ticket	(\$95)	(\$200)	105.00	52.50%	(\$184)	(\$300)
	COGS - Surfboards & Gears	(\$144)	(\$180)	36.00	20.00%	(\$247)	(\$240)
	COGS - Party	(\$466)	(\$440)	-26.00	-5.91%	(\$396)	(\$400)
	COGS - Accessories	(\$388)	(\$106)	-282.00	-266.04%	(\$377)	(\$98)
	Net Income	(\$1,003)	(\$220)	167.00	16.83%	(\$1,304)	(\$1,020)

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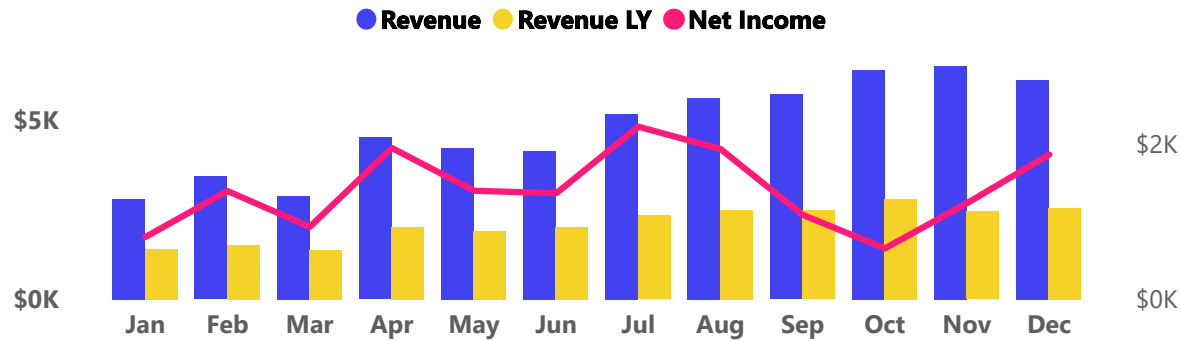
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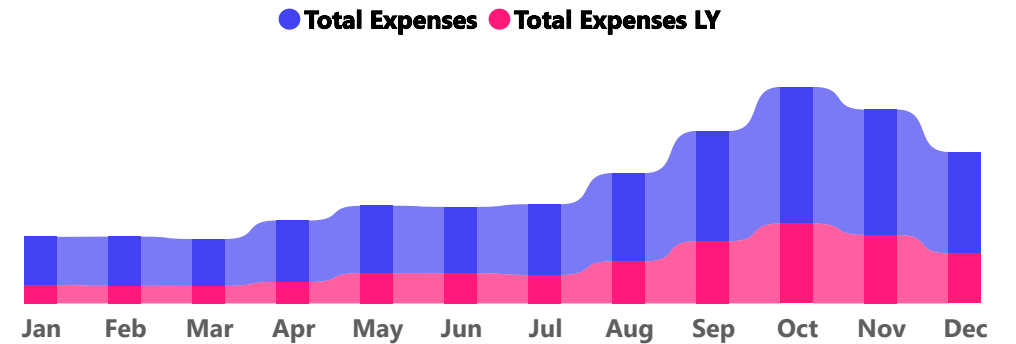
Products

All

Revenue, Revenue LY and Net Income by Month



Total Expenses and Total Expenses LY by Month



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ANALYSISPERFORMANCE
COMPARISON

Account Type	Month Account	Jan				Feb				Mar		
		Actual	Last Year	Change	% Change	Actual	Last Year	Change	% Change	Actual	Last Year	Change
Revenue	Accessories	\$642	\$321	\$321	100.00%	\$890	\$300	\$590	196.67%	\$316	\$151	\$165
	Party	\$1,151	\$576	\$576	100.00%	\$977	\$489	\$489	100.00%	\$1,103	\$552	\$552
	Surfboards & Gears	\$486	\$243	\$243	99.99%	\$685	\$342	\$342	100.00%	\$770	\$385	\$385
	Ticket	\$517	\$258	\$258	100.03%	\$873	\$389	\$484	124.31%	\$686	\$297	\$389
	Operating Income	\$2,796	\$1,398	\$1,398	100.00%	\$3,425	\$1,520	\$1,905	125.30%	\$2,875	\$1,385	\$1,490
Direct Costs	COGS - Accessories	(\$388)	(\$130)	(\$258)	-198.46%	(\$377)	(\$127)	(\$250)	-196.85%	(\$230)	(\$80)	(\$150)
	COGS - Party	(\$466)	(\$233)	(\$233)	-100.00%	(\$396)	(\$198)	(\$198)	-100.00%	(\$436)	(\$218)	(\$218)
	COGS - Surfboards & Gears	(\$144)	(\$43)	(\$101)	-234.88%	(\$247)	(\$112)	(\$135)	-120.54%	(\$284)	(\$132)	(\$152)
	COGS - Ticket	(\$95)	\$0	(\$95)	0.00%	(\$184)	\$0	(\$184)	0.00%	(\$148)	\$0	(\$148)
Operating Income		\$1,000	\$1,000	\$0	0.00%	\$1,000	\$1,000	\$0	0.00%	\$1,000	\$1,000	\$0



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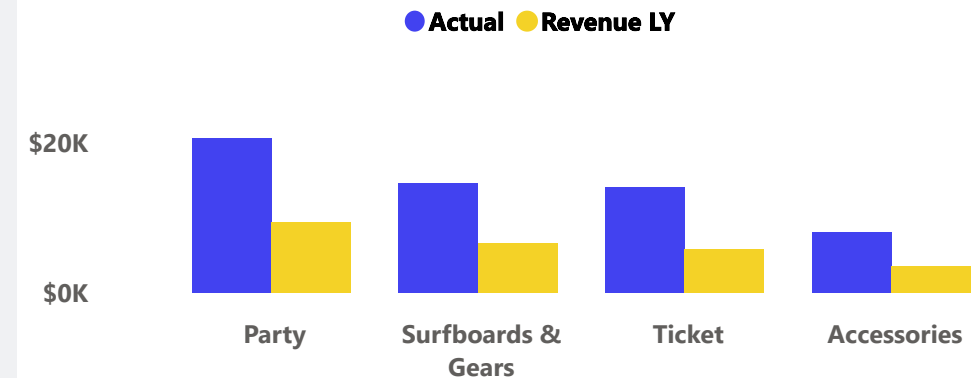
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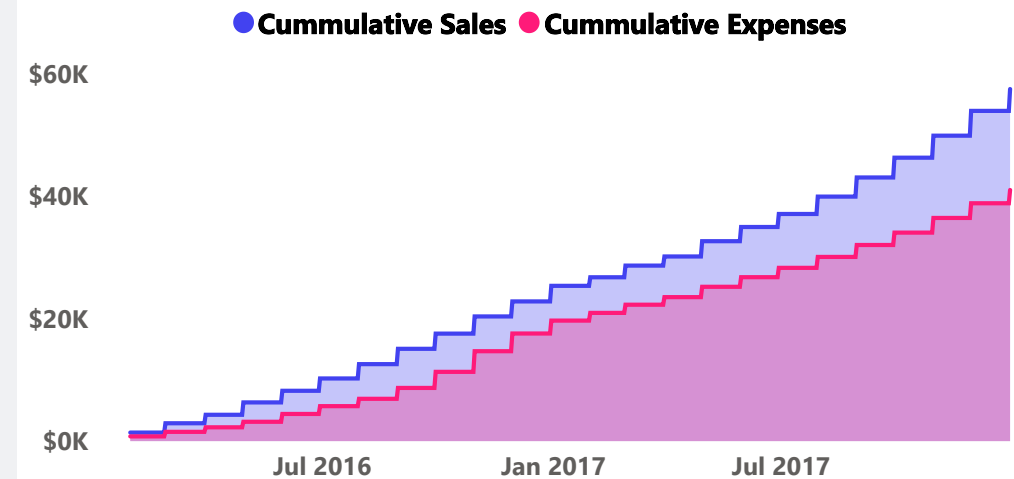
All

Account Type	Account	Actual	Last Year	Change
Revenue	Ticket	\$14,070	\$5,873	\$8,197
	Surfboards & Gears	\$14,700	\$6,627	\$8,073
	Party	\$20,662	\$9,379	\$11,283
	Accessories	\$8,058	\$3,477	\$4,581
	Net Income	\$57,491	\$25,356	\$32,134
Direct Costs	COGS - Ticket	(\$3,243)	\$0	(\$3,243)
	COGS - Surfboards & Gears	(\$6,469)	(\$3,249)	(\$3,220)
	COGS - Party	(\$10,112)	(\$5,287)	(\$4,825)
	COGS - Accessories	(\$4,873)	(\$1,780)	(\$3,093)
	Net Income	(\$24,697)	(\$10,316)	(\$14,381)
Gross Profit	Net Income	\$32,794	\$15,041	\$17,753
Other Income	Interest Income	\$364	\$132	\$232
	Net Income	\$364	\$132	\$232
Expenses	Utilities	(\$1,528)	(\$1,097)	(\$431)
	Subscription	(\$362)	(\$132)	(\$230)
	Salaries and Wages	(\$3,011)	(\$2,357)	(\$654)
	Repair & Maintenance	(\$226)	(\$58)	(\$168)
	Rent	(\$1,912)	(\$624)	(\$1,288)
	Office Supplies, Printing & Stationary	(\$609)	(\$197)	(\$412)
	Insurance	(\$310)	(\$114)	(\$196)

Revenue Breakdown



Cumulative Sales vs Cumulative Expenses Trend



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Net Income

\$5,809✓

LY: (Blank) (+Infinity%)

Net Income %

22.91%✓

LY: (Blank) (+Infinity%)

Org Name

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Category

All

Products

All

Account Type	Account	MTD	MTD Budget	MTD Variance	MTD Variance %	YTD	YTD Budget	YTD Variance	YTD Variance %	YTD
Revenue	Ticket	\$838	\$1,100	(\$262)	-23.80%	\$5,873	\$7,385	(\$1,512)	-20.47%	
	Surfboards & Gears	\$727	\$950	(\$223)	-23.50%	\$6,627	\$6,560	\$67	1.03%	
	Party	\$808	\$1,375	(\$567)	-41.23%	\$9,379	\$10,145	(\$766)	-7.55%	
	Accessories	\$172	\$350	(\$178)	-50.98%	\$3,477	\$3,477	(\$1)	-0.01%	
	Net Income	\$2,545	\$3,775	(\$1,230)	-32.59%	\$25,356	\$27,567	(\$2,211)	-8.02%	
Direct Costs	COGS - Ticket	\$0	(\$440)	\$440	100.00%	\$0	(\$2,940)	\$2,940	100.00%	
	COGS - Surfboards & Gears	(\$306)	(\$380)	\$74	19.59%	(\$3,249)	(\$2,670)	(\$579)	-21.67%	
	COGS - Party	(\$646)	(\$550)	(\$96)	-17.40%	(\$5,287)	(\$4,030)	(\$1,257)	-31.19%	
	COGS - Accessories	(\$120)	(\$39)	(\$81)	-207.69%	(\$1,780)	(\$680)	(\$1,100)	-161.76%	
	Net Income	(\$1,071)	(\$1,409)	\$338	23.97%	(\$10,316)	(\$10,320)	\$4	0.04%	
Gross Profit	Net Income	\$1,473	\$2,366	(\$893)	-37.72%	\$15,041	\$17,247	(\$2,206)	-12.79%	
Other Income	Interest Income	\$11	\$14	(\$3)	-21.43%	\$132	\$168	(\$36)	-21.43%	
	Net Income	\$11	\$14	(\$3)	-21.43%	\$132	\$168	(\$36)	-21.43%	
Expenses	Utilities	(\$19)	(\$23)	\$4	17.39%	(\$1,097)	(\$666)	(\$431)	-64.76%	
	Subscription	(\$11)	(\$14)	\$3	21.43%	(\$132)	(\$146)	\$14	9.59%	
	Salaries and Wages	(\$450)	(\$234)	(\$216)	-92.31%	(\$2,357)	(\$1,870)	(\$488)	-26.09%	
	Repair & Maintenance	(\$4)	(\$5)	\$1	22.22%	(\$58)	(\$54)	(\$4)	-7.41%	
	Rent	(\$52)	(\$52)	\$0	0.00%	(\$624)	(\$624)	\$0	0.00%	
	Office Supplies, Printing & Stationary	(\$17)	(\$20)	\$3	15.38%	(\$197)	(\$234)	\$38	16.03%	

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