



FILTERS (2)

Benchmarks

vs Budget

vs LY

Year

2022

2023

2024

Quarter

Q1

Q2

Q3

Q4

Month

All

Clear all slicers

Values are in \$

Financial Overview

Financial Overview

Revenue Analysis

Expense Analysis



Total Revenue

8.68M

BM: 8.3M (+4.52%) ▲



Gross Margin %

79.26%

BM: 79.39% (-0.16%) ▼



Operating Income

420.00K

BM: -637.7K (+165.86%) ▲



Net Profit Before Tax %

3.47%

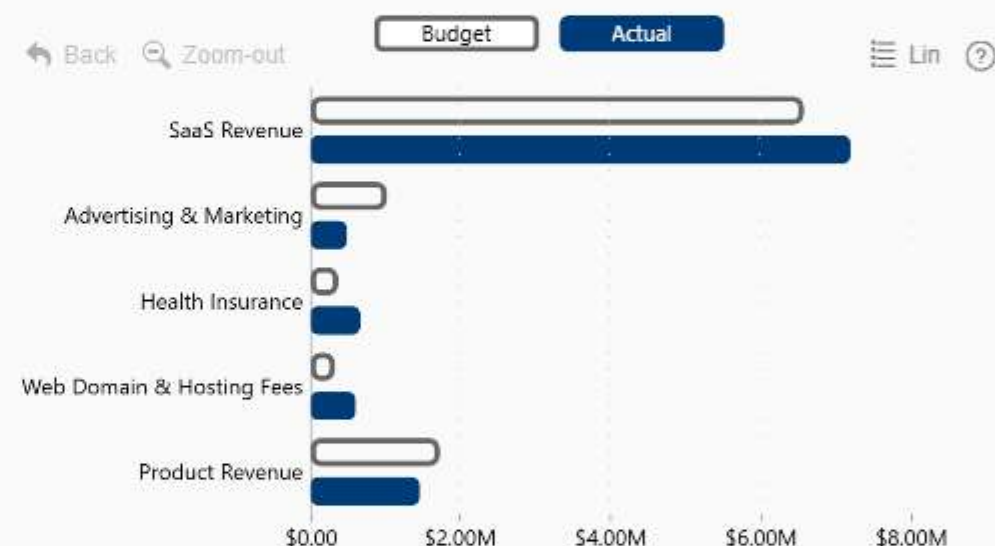
BM: -8.41% (+141.24%) ▲



Profit & Loss Statement

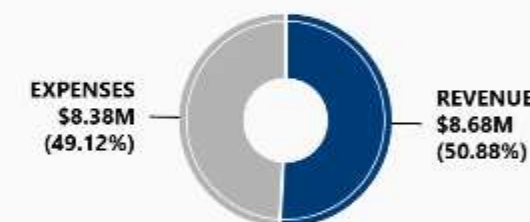
Line Item	Actual	BM	Variance	Variance (%)
Revenue	8,651.50	8300.00	351.50	4.23%
Recurring	7,195.50	6575.00	620.50	9.44%
Non Recurring	1,456.00	1725.00	-269.00	-15.59%
Cost of Goods Sold	-1,794.50	-1710.75	-83.75	-4.90%
- Product	-1,019.20	-1050.00	30.80	2.93%
- SaaS	-775.30	-660.75	-114.55	-17.34%
Gross Margin	6,857.00	6589.25	267.75	4.06%
Gross Margin %	79.26	79.39	-0.13	-0.16%
Operating Expenses	-6,437.00	-7226.95	789.94	10.93%
- Advertising & Marketing	-498.50	-1020.50	522.00	51.15%
- Other G&A	-362.00	-344.40	-17.60	-5.11%
- Payroll	-5,232.40	-5161.15	-71.25	-1.38%
- Professional Fees	-333.60	-608.40	274.80	45.17%
- Travel & Entertainment	-10.50	-92.50	82.00	88.65%
Operating Income	420.00	-637.70	1,057.70	165.86%
Other Income & Expense	-120.10	-60.00	-60.10	-100.17%
Other Income	23.90			
- Other Expense	-144.00	-60.00	-84.00	-140.00%
Net Profit Before Tax	299.90	-697.70	997.60	142.98%
Net Profit Before Tax %	3.47	-8.41	11.87	141.24%

Top 5 Variance Accounts (Actual vs Budget)



Revenue vs Expense Share

Click a slice to drill down to the next level ?



Monthly Income vs Expense





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All

Revenue Type

All



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Revenue Analysis

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Total Revenue

8.68M

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SaaS Revenue (Recurring)

7.20M

BM: 6.58M (+9.44%) ▲

Product Revenue (Non-Recurring)

1.46M

BM: 1.73M (-15.59%) ▼

Revenue Breakdown

Click a slice to drill down into category details

Interest Income 23.90K (0.28%)
Product Revenue 1.46M (16.78%)

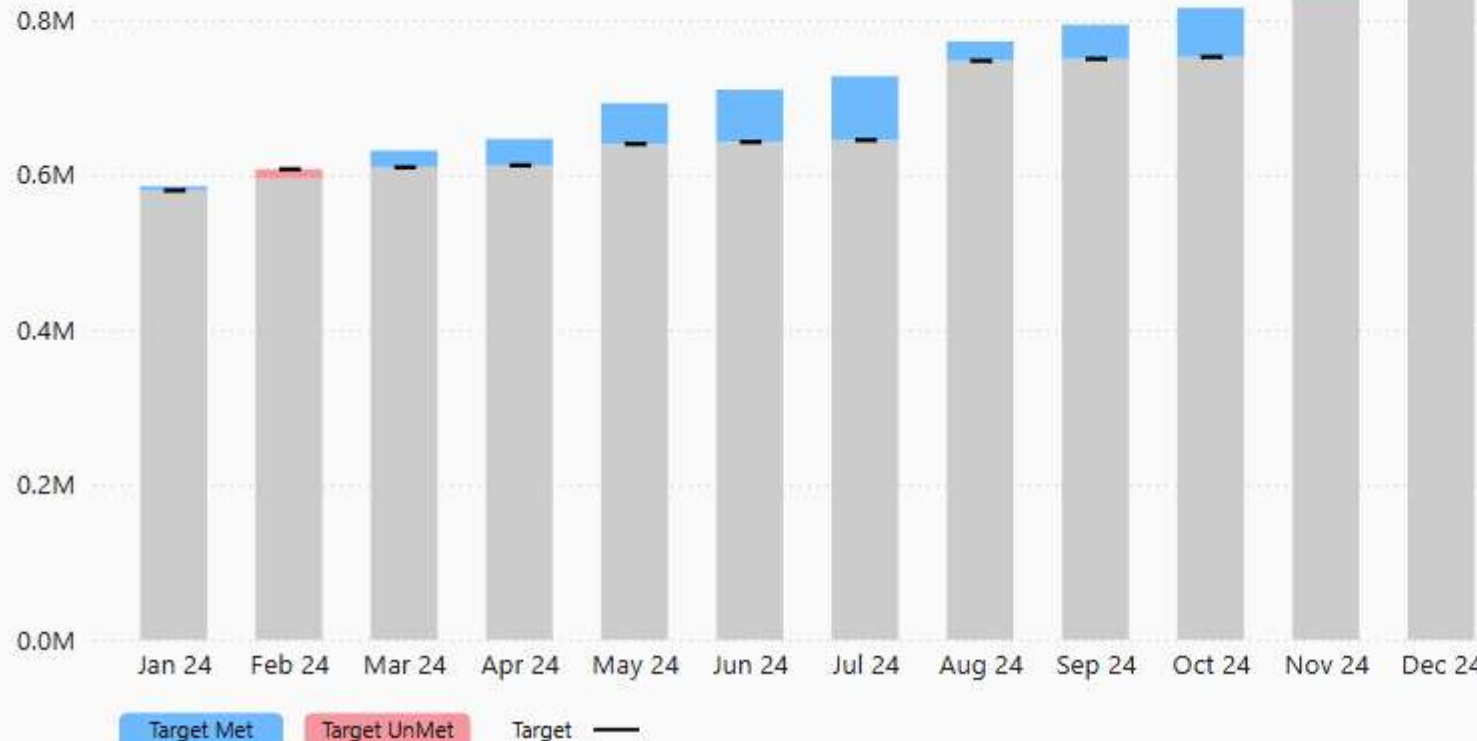


SaaS Revenue 7.20M (82.94%)

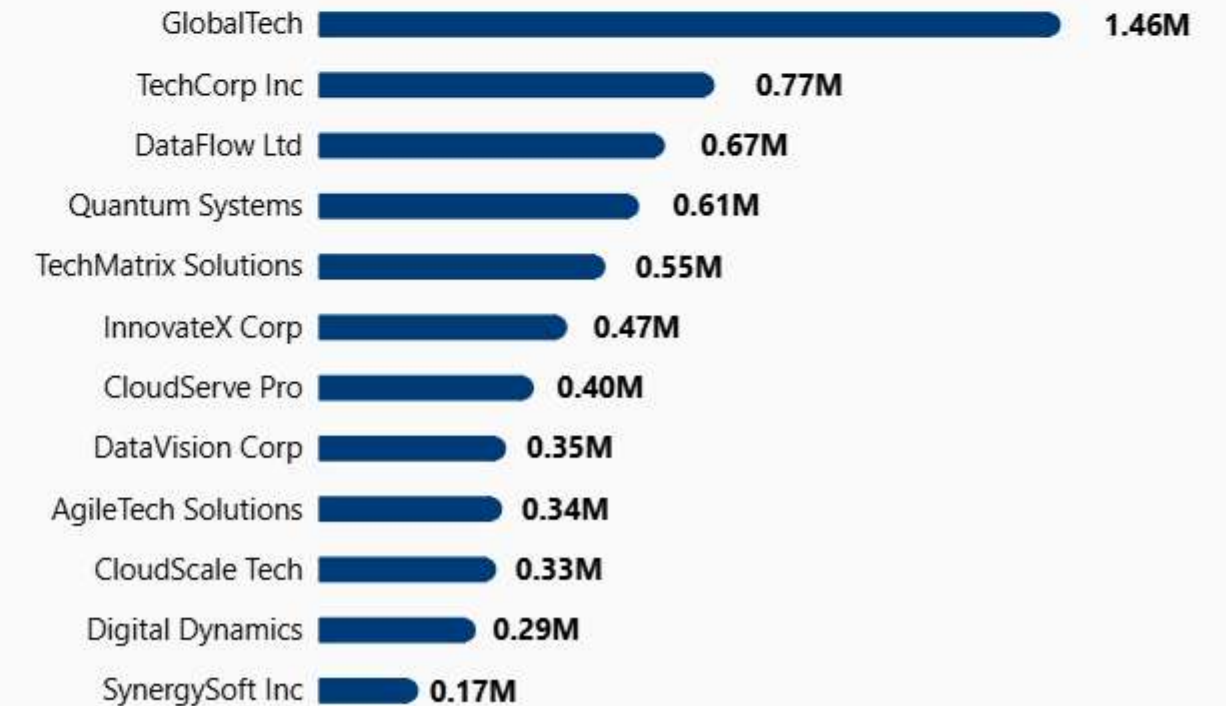
Revenue Performance Against Budget

Budget

Last Year



Revenue Contribution by Individual Client





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All

Revenue Type

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Designed By Joyeta Pal

Revenue Analysis

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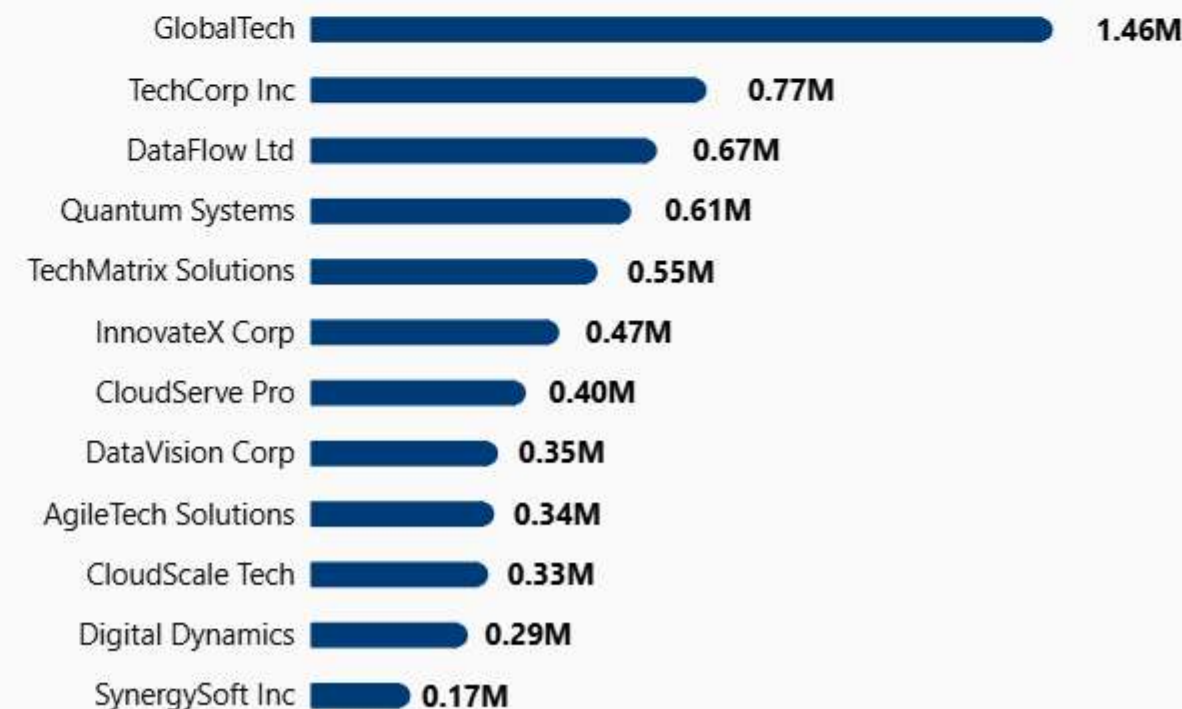
Year-over-Year Revenue Performance

Budget

Last Year



Revenue Contribution by Individual Client





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Expense Analysis

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Expense Analysis



Expense

8.38M

BM: 9M (-6.92%) ▼

Cost of Goods Sold

1.79M

BM: 1.71M (+4.90%) ▲

Operating Expenses

6.44M

BM: 7.23M (-10.93%) ▼

Top 5 Spending Category

Salary & Wages 3.67M

Product Costs 1.02M

Health Insurance 664.8K

Web Domain & Hosting Fees 601.9K

Commissions Expense 590.8K

Expense Performance Against Budget

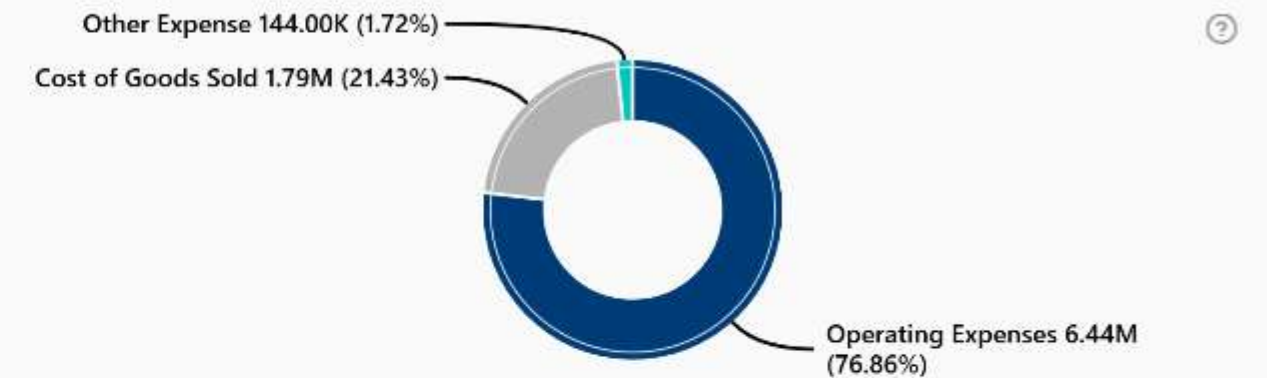
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Last Year

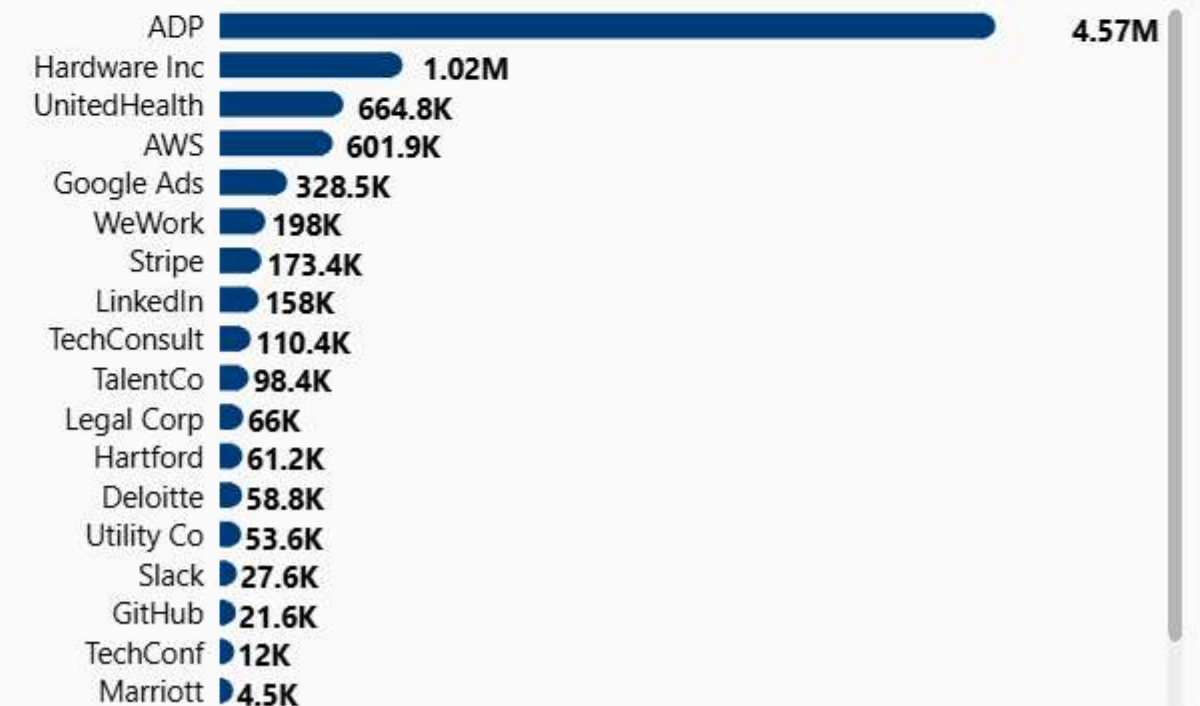


Expense Breakdown

Click a slice to drill down to the next level



Expenses by Vendor





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Year-over-Year Expense Performance

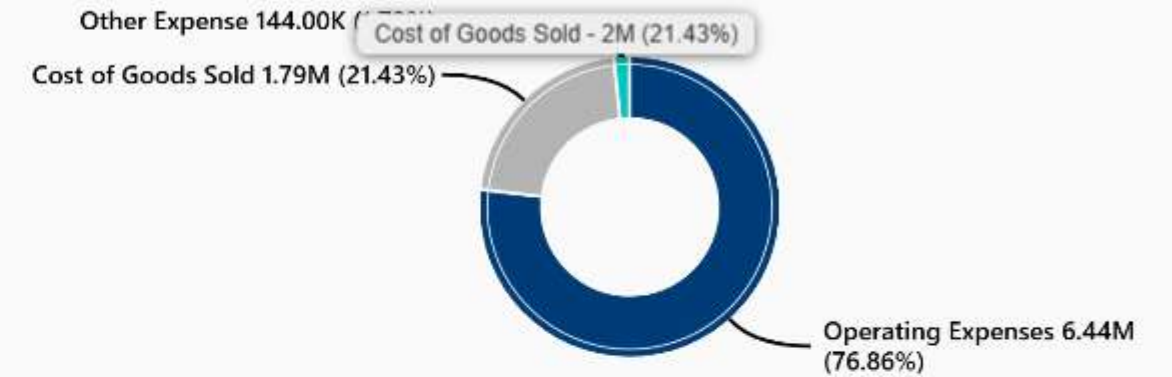
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Expense Breakdown

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Expenses by Vendor

