



# Financial Overview

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

Revenue Analysis

Expense Analysis

i

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 %

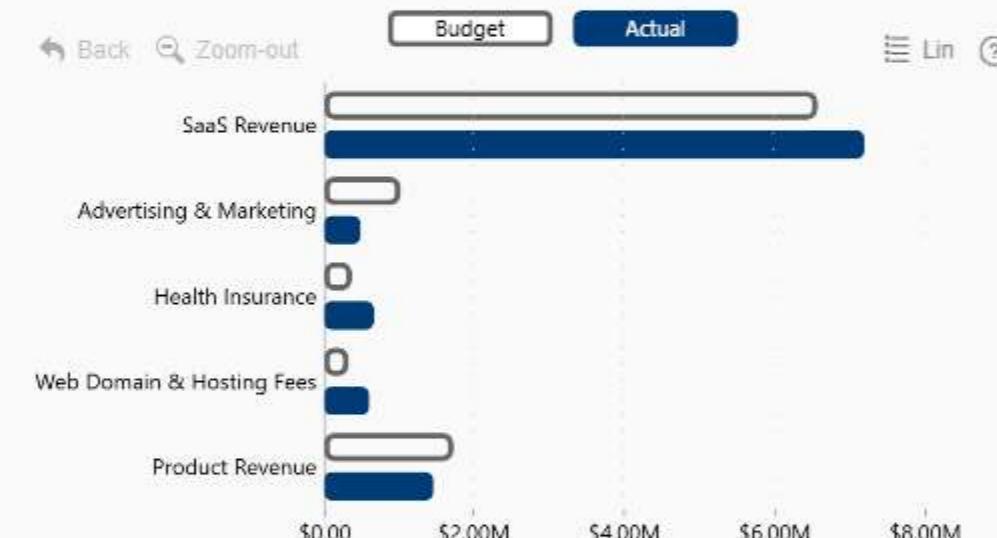
**3.47%**

BM: -8.41% (+141.24%) ▲

## Profit & Loss Statement

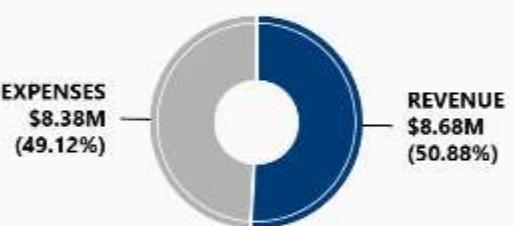
Line Item	Actual	BM	Variance	Variance (%)
Revenue	8,651.50	8300.00	351.50	4.23%
Recurring	7,195.50	6575.00	620.50	9.44%
Non Recurring	1,456.00	1725.00	-269.00	-15.59%
Cost of Goods Sold	-1,794.50	-1710.75	-83.75	-4.90%
- Product	-1,019.20	-1050.00	30.80	2.93%
- SaaS	-775.30	-660.75	-114.55	-17.34%
Gross 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





# Revenue Analysis

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Month

All ▾

Revenue Type

All ▾

Clear all slicers

Values are in \$

Total Revenue

**8.68M**

BM: 8.3M (+4.52%) ▲

SaaS Revenue (Recurring)

**7.20M**

BM: 6.58M (+9.44%) ▲

Product Revenue (Non-Recurring)

**1.46M**

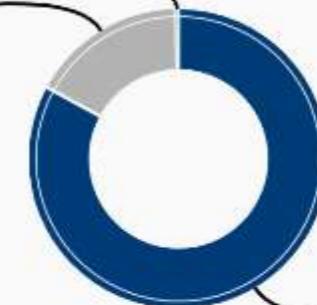
BM: 1.73M (-15.59%) ▼

Revenue Breakdown

Interest Income 23.90K (0.28%)

Product Revenue 1.46M (16.78%)

Click a slice to drill down into category details



SaaS Revenue 7.20M (82.94%)

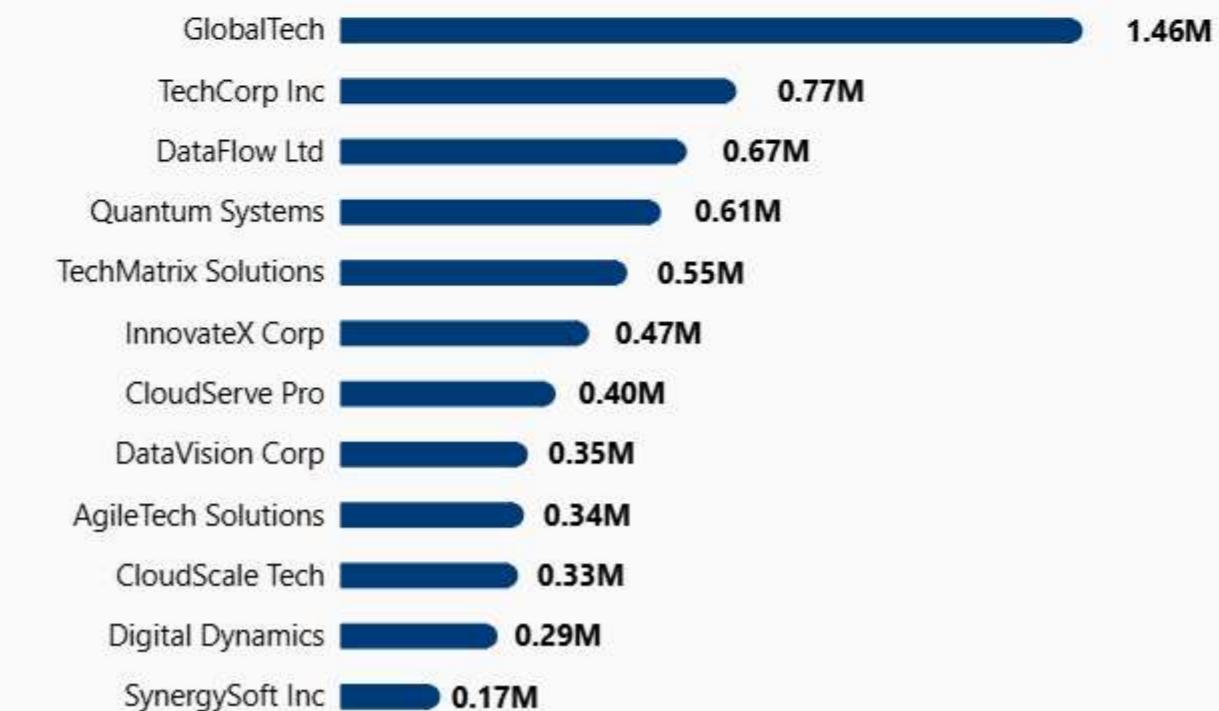
Revenue Performance Against Budget

Budget

Last Year



Revenue Contribution by Individual Client





# Revenue Analysis

Financial Overview

Revenue Analysis

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All ▾

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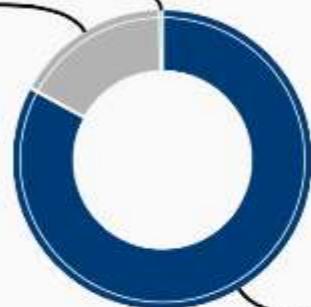
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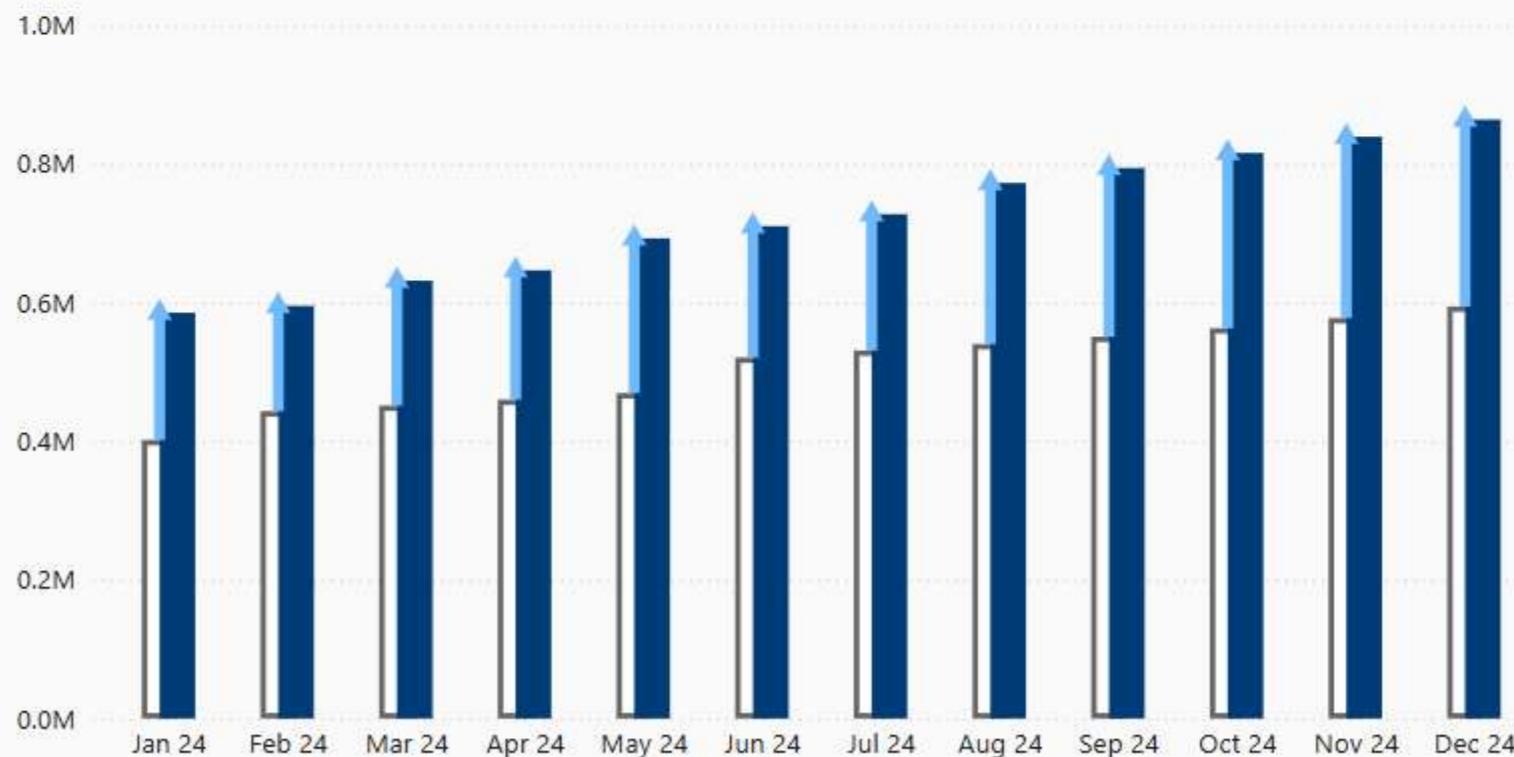


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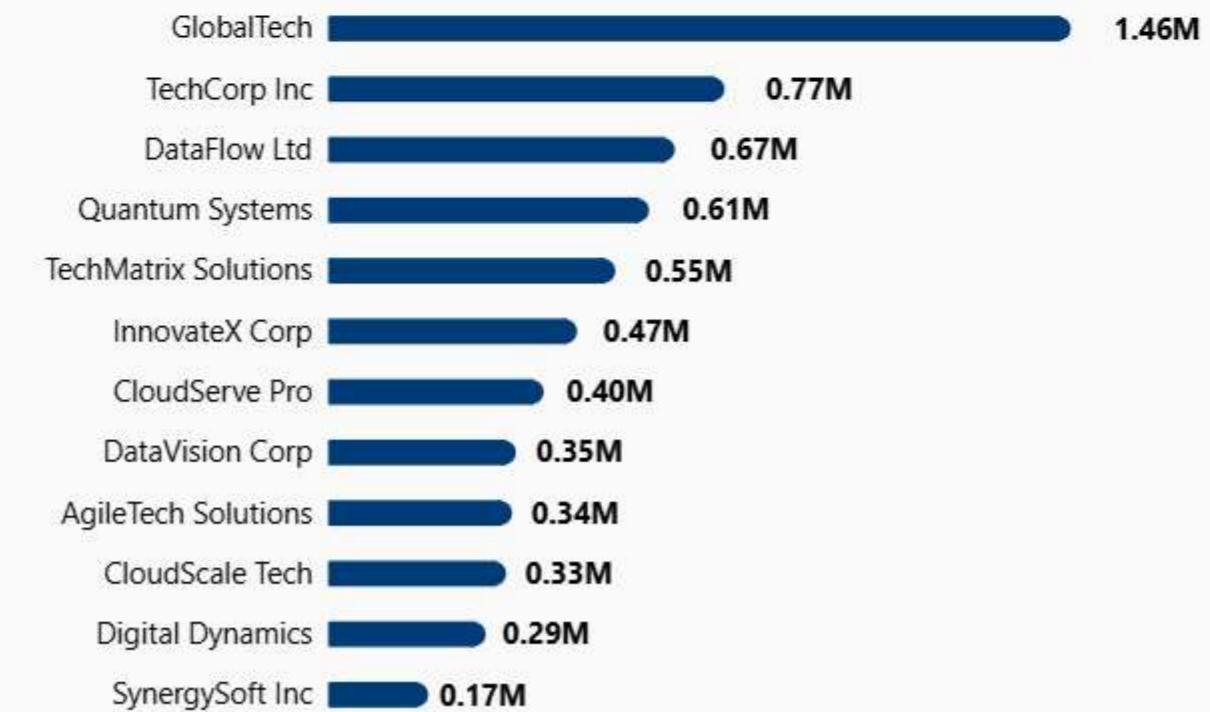
Year-over-Year Revenue Performance

Budget

Last Year



Revenue Contribution by Individual Client





# Expense Analysis

[Financial Overview](#)[Revenue Analysis](#)[Expense Analysis](#)**FILTERS (2)****Benchmarks** vs Budget vs LY**Year** 2022 2023 2024**Quarter** Q1 Q2 Q3 Q4**Month**

All

**Expense Type**

All

Clear all slicers

Values are in \$

**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%) ▼

**Expense Breakdown**

Other Expense 144.00K (1.72%)

Cost of Goods Sold 1.79M (21.43%)

Click a slice to drill down to the next level



Operating Expenses 6.44M (76.86%)

**Top 5 Spending Category**

Salary &amp; Wages

Product Costs

Health Insurance

Web Domain &amp; Hosting Fees

Commissions Expense

**Expenses by Vendor**

ADP		4.57M
Hardware Inc		1.02M
UnitedHealth		664.8K
AWS		601.9K
Google Ads		328.5K
WeWork		198K
Stripe		173.4K
LinkedIn		158K
TechConsult		110.4K
TalentCo		98.4K
Legal Corp		66K
Hartford		61.2K
Deloitte		58.8K
Utility Co		53.6K
Slack		27.6K
GitHub		21.6K
TechConf		12K
Marriott		4.5K

**Expense Performance Against Budget****Budget****Last Year**



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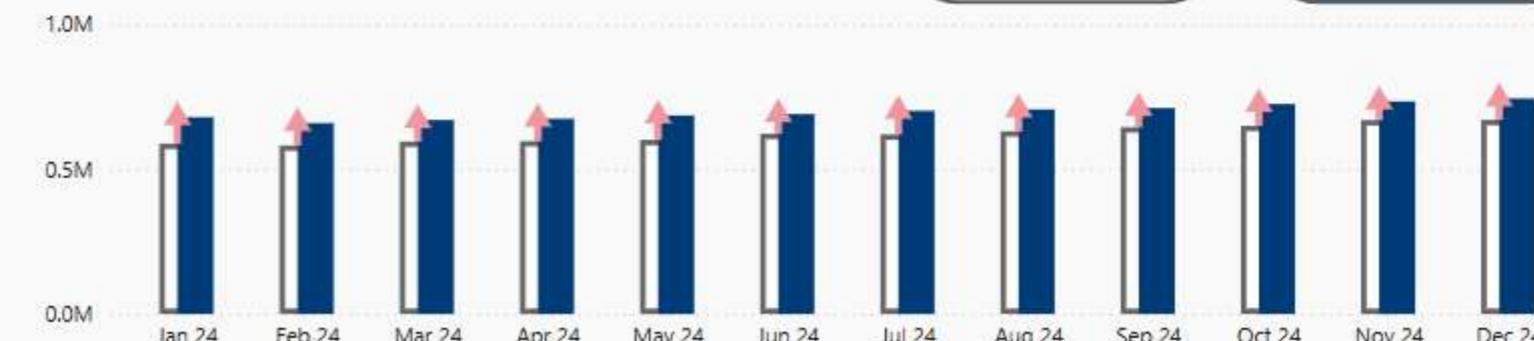
## Top 5 Spending Category

Salary & Wages  3.67MProduct Costs  1.02MHealth Insurance  664.8KWeb Domain & Hosting Fees  601.9KCommissions Expense  590.8K

## Year-over-Year Expense Performance

Budget

Last Year



## Expense Breakdown

Other Expense 144.00K / Cost of Goods Sold - 2M (21.43%)

Cost of Goods Sold 1.79M (21.43%)



## Expenses by Vendor

