

A Personal Letter

From the Creator's Desk

You've discovered my service online and found your way here. Allow me to share the story behind ProfitPal.

While the market offers numerous similar platforms, very few were built from genuine passion and personal necessity.

The foundation was laid over 10 years ago with a simple Excel spreadsheet. I was manually inputting company data following earnings releases, spending countless hours developing formulas to extract meaningful insights from all those numbers.

Several years later, I integrated VBA programming, transforming that basic spreadsheet into a sophisticated analytical system. That evolution became the blueprint for what you see today - not merely another financial tool, but a comprehensive ecosystem built on proven methodology.

We continue expanding its