

MSP Analysis Report

Query:	what customers are not good for us ?
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Analysis Results

Here's a strategic analysis of customers that may not be optimal for the MSP:

1. Key Findings

- * **Overdue Payments:** Two customers, Pioneer Manufacturing and GreenLeaf Organics, have overdue payments.
- * **Delayed Payments:** Starlight Hotels Group has a delayed payment, incurring a penalty in their annual pricing.
- * **Customer Dissatisfaction (Negative Happiness Adjustment):** Five customers show negative happiness adjustments, indicating potential service satisfaction issues. These include EduGrowth Tutors, Creative Canvas Agency, Pioneer Manufacturing, Zenith Healthcare, and GreenLeaf Organics.
- * **Combined Issues:** Pioneer Manufacturing and GreenLeaf Organics exhibit both overdue payments and negative happiness adjustments, making them high-risk customers. Starlight Hotels Group has delayed payments and a payment delay penalty applied to its revised pricing.

2. Financial Impact

- * **Immediate Revenue at Risk:** A total of **\$2,155.00** is currently overdue from Pioneer Manufacturing (\$1,500.00) and GreenLeaf Organics (\$655.00).
- * **Delayed Revenue:** An additional **\$750.00** from Starlight Hotels Group is delayed.
- * **Revenue from Price Adjustments:**
 - * Customers with negative happiness adjustments are projected to contribute an additional **\$11,033.01** annually in revenue through revised pricing (EduGrowth: \$1,528.86; Creative Canvas: \$1,540.80; Pioneer: \$2,835.00; Zenith: \$3,969.00; GreenLeaf: \$1,159.35). This increase could be at risk if dissatisfaction leads to churn.
 - * Starlight Hotels Group's delayed payment resulted in a 0.46% payment delay penalty, contributing to its **\$1,526.58** projected annual cost increase.

3. Recommendations

1. **Prioritize Debt Recovery and Payment Terms Review:**
 - * Immediately engage **Pioneer Manufacturing** (\$1,500.00 overdue, 15 days) and **GreenLeaf Organics** (\$655.00 overdue, 10 days) to recover overdue amounts.
 - * Review payment terms and collection processes for these clients, and potentially for **Starlight Hotels Group** to prevent future delays.
2. **Address Customer Happiness Proactively:**
 - * Initiate targeted outreach to **EduGrowth Tutors**, **Creative Canvas Agency**, **Pioneer

Manufacturing**, **Zenith Healthcare**, and **GreenLeaf Organics** to understand and address their negative happiness adjustments (-0.75% to -0.45%). This is critical to mitigating churn risk, especially for customers facing significant price increases.

3. **Strategic Client Evaluation:**

* For **Pioneer Manufacturing** and **GreenLeaf Organics**, given their dual issues of overdue payments and dissatisfaction, a comprehensive review of their profitability and long-term viability as clients is recommended. Consider if the projected annual increase justifies the operational overhead and financial risk.

Detailed Agent Data

License Audit Agent

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Msp Insights Agent

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Company Specific Ticket Agent

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Financial Agent

Here's a summary of the requested information from the MSP system: ### Overdue Payments The following companies have overdue payments: * **Pioneer Manufacturing**:

* Amount Overdue:	\$1,500.00
* Days Overdue:	15

* **GreenLeaf Organics**:

* Amount Overdue:	\$655.00
* Days Overdue:	10

Delayed Payments The following company has a delayed payment:

* **Starlight Hotels Group**:	* Invoice Amount:	\$750.00
	* Due Date:	2025-10-21

* Days Delayed: 7

Annual Pricing Recommendations Annual pricing recommendations have been generated for all clients based on client behavior metrics. The recommendations include factor breakdowns and projected cost changes:

* **EduGrowth Tutors**:	* Current Monthly Cost:	\$614.00
	* Revised Monthly Cost:	\$741.40
	* Projected Annual Cost Change:	\$1,528.86 (Increase)

* **Factor Breakdown**:

Base Inflation	(6.0%)
Ticket Volume Impact	(15.0%)
Endpoint Scale Impact	(0.5%)
Payment Delay Penalty	(0.0%)
Happiness Adjustment	(-0.75%)
Contract Length Discount	(0.0%)

* **Innovatech Solutions Pvt. Ltd.**:

* Current Monthly Cost:	\$3,250.00
* Revised Monthly Cost:	\$3,810.62
* Projected Annual Cost Change:	\$6,727.50 (Increase)

* **Factor Breakdown**:

Base Inflation	(6.0%)
Ticket Volume Impact	(15.0%)
Endpoint Scale Impact	(0.5%)
Payment Delay Penalty	(0.0%)
Happiness Adjustment	(0.75%)
Contract Length Discount	(5.0%)

* **Starlight Hotels Group**:

* Current Monthly Cost:	\$750.00
* Revised Monthly Cost:	\$877.22
* Projected Annual Cost Change:	\$1,526.58 (Increase)

* **Factor Breakdown**:

Base Inflation	(6.0%)
Ticket Volume Impact	(15.0%)
Endpoint Scale Impact	(0.5%)
Payment Delay Penalty	(0.46%)
Happiness Adjustment	(0.0%)
Contract Length Discount	(5.0%)

****Global Logistics Partners****: * Current Monthly Cost: \$1,000.00 * Revised Monthly Cost: \$1,165.00 * Projected Annual Cost Change: \$1,980.00 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (15.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (0.0%), Contract Length Discount (5.0%) * ****Quantum Financial Services****: * Current Monthly Cost: \$1,149.00 * Revised Monthly Cost: \$1,338.59 * Projected Annual Cost Change: \$2,275.02 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (15.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (0.0%), Contract Length Discount (5.0%) * ****Apex Construction****: * Current Monthly Cost: \$900.00 * Revised Monthly Cost: \$1,048.50 * Projected Annual Cost Change: \$1,782.00 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (15.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (0.0%), Contract Length Discount (5.0%) * ****Creative Canvas Agency****: * Current Monthly Cost: \$800.00 * Revised Monthly Cost: \$928.40 * Projected Annual Cost Change: \$1,540.80 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (15.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (-0.45%), Contract Length Discount (5.0%) * ****Pioneer Manufacturing****: * Current Monthly Cost: \$1,500.00 * Revised Monthly Cost: \$1,736.25 * Projected Annual Cost Change: \$2,835.00 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (15.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (-0.75%), Contract Length Discount (5.0%) * ****Zenith Healthcare****: * Current Monthly Cost: \$2,100.00 * Revised Monthly Cost: \$2,430.75 * Projected Annual Cost Change: \$3,969.00 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (15.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (-0.75%), Contract Length Discount (5.0%) * ****GreenLeaf Organics****: * Current Monthly Cost: \$655.00 * Revised Monthly Cost: \$751.61 * Projected Annual Cost Change: \$1,159.35 (Increase) * ****Factor Breakdown****: Base Inflation (6.0%), Ticket Volume Impact (12.0%), Endpoint Scale Impact (0.5%), Payment Delay Penalty (0.0%), Happiness Adjustment (-0.75%), Contract Length Discount (3.0%)