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SaaS Metrics Dashboard

Version: 4.18.3
Last Updated: 2024-12-28

Overview

The SaaS Metrics Dashboard provides comprehensive visibility into key business metrics including revenue, costs, customer health, and model profitability. It integrates data from the Revenue Analytics system and Cost Analytics to present a unified view of business performance.

Admin Dashboard Location

Path: Admin Dashboard → SaaS Metrics
URL: /saas-metrics



Key Metrics

Revenue Metrics

Metric	Description	Formula
MRR	Monthly Recurring Revenue	Sum of all monthly subscription fees
ARR	Annual Recurring Revenue	$MRR \times 12$
Total Revenue	All revenue in period	Subscriptions + Credits + AI Markup + Storage
ARPU	Average Revenue Per User	Total Revenue / Active Customers
LTV	Lifetime Value	$ARPU \times \text{Average Customer Lifespan}$

Cost Metrics

Metric	Description	Source
Total COGS	Cost of Goods Sold	AWS + External AI + Platform Fees
Gross Profit	Revenue - COGS	Calculated
Gross Margin	$(\text{Gross Profit} / \text{Revenue}) \times 100$	Percentage
CAC	Customer Acquisition Cost	Marketing + Sales / New Customers

Customer Metrics

Metric	Description
Total Customers	Active paying tenants
New Customers	Customers acquired in period
Churned Customers	Customers lost in period
Churn Rate	$(\text{Churned} / \text{Total}) \times 100$
Net Revenue Retention	$(\text{Starting MRR} + \text{Expansion} - \text{Churn}) / \text{Starting MRR}$

Unit Economics

Metric	Healthy Range	Description
LTV:CAC Ratio	> 3:1	Lifetime value vs acquisition cost
Payback Period	< 12 months	Time to recover CAC
Gross Margin	> 50%	COGS efficiency

Dashboard Tabs

Overview Tab

- Revenue, Cost & Profit trend chart (daily)
- Revenue by Source pie chart
- Revenue by Tier bar chart
- Cost breakdown with progress bars
- Top 5 tenants by revenue table

Revenue Tab

- MRR movement chart (New, Expansion, Churned)
- Revenue by Product breakdown
- ARPU and LTV metrics
- Revenue growth trends

Costs Tab

- Cost distribution pie chart
- Cost breakdown table by category
- Gross margin trends
- CAC metrics

Customers Tab

- Customer growth trend chart
- New vs Churned visualization
- Usage metrics (requests, active users)
- Churn rate tracking

Models Tab

- Model performance table (requests, revenue, cost, profit, margin)
- Model revenue vs cost horizontal bar chart
- Self-hosted vs External identification

Charts & Visualizations

Chart Types Used

Chart	Purpose
Area Chart	Revenue and cost trends over time
Composed Chart	Multi-metric comparisons
Bar Chart	Revenue by tier, model comparisons
Pie Chart	Revenue/cost distribution
Line Chart	Usage trends

Color Palette

```
const CHART_COLORS = {
  primary: '#3b82f6',    // Blue - Revenue
  secondary: '#8b5cf6',  // Purple - Secondary metrics
  success: '#22c55e',    // Green - Profit, positive
  warning: '#f59e0b',    // Amber - Warnings
  danger: '#ef4444',     // Red - Costs, negative
  info: '#06b6d4',      // Cyan - Info
};
```

Export Functionality

Available Formats

Format	Extension	Use Case
Excel (CSV)	.csv	Spreadsheet analysis, Excel/Google Sheets
JSON	.json	Custom integrations, data processing

Export Contents

The export includes all metrics organized in sections:

- 1. **Report Header:** Period, generation timestamp
- 2. **Revenue Summary:** MRR, ARR, Total Revenue, Gross Profit, Margin
- 3. **Cost Breakdown:** By category with amounts and percentages
- 4. **Customer Metrics:** Totals, new, churned, churn rate
- 5. **Unit Economics:** ARPU, LTV, CAC, LTV:CAC ratio
- 6. **Revenue by Source:** Subscriptions, Credits, AI Markup, etc.
- 7. **Revenue by Tier:** Enterprise, Business, Pro, Starter
- 8. **Top Tenants:** Name, revenue, users, requests, tier
- 9. **Model Performance:** Per-model revenue, cost, profit, margin
- 10. **Daily Revenue Trend:** Date, revenue, cost, profit

Export Example (CSV)

RADIANT SaaS Metrics Report
Period: 30d
Generated: 2024-12-28T22:57:00Z

```
=== REVENUE SUMMARY ===
Metric,Value,Growth
MRR,$89500.00,12.5%
ARR,$1074000.00,15.2%
Total Revenue,$89500.00,18.3%
Gross Profit,$47500.00,
Gross Margin,53.1%,
```

=== COST BREAKDOWN ===

Category,Amount,Percentage

External AI Providers,\$18500.00,44.0%

AWS Compute,\$12800.00,30.5%

...

=== MODEL PERFORMANCE ===

Model,Requests,Revenue,Cost,Profit,Margin

GPT-4o,425000,\$12750.00,\$8500.00,\$4250.00,33.3%

Claude 3.5 Sonnet,312000,\$9360.00,\$6240.00,\$3120.00,33.3%

Period Selection

Period	Description	Data Points
7d	Last 7 days	Daily granularity
30d	Last 30 days	Daily granularity
90d	Last 90 days	Daily granularity
12m	Last 12 months	Monthly granularity

API Integration

Data Sources

The SaaS Metrics dashboard aggregates data from:

1. **Revenue Analytics** (/api/admin/revenue/dashboard)
 - Revenue entries
 - Daily aggregates
 - Revenue by source
2. **Cost Analytics** (/api/admin/cost/summary)
 - Cost entries
 - AWS costs
 - External AI costs
3. **Billing System** (/api/admin/billing)
 - Subscriptions
 - Credit transactions
 - Tier information
4. **Analytics** (/api/admin/analytics)
 - Usage metrics
 - Model performance
 - Request counts

API Endpoint

GET /api/admin/saas-metrics?period={7d|30d|90d|12m}

Response:

```
{
  "mrr": 89500,
  "mrrGrowth": 12.5,
  "arr": 1074000,
  "totalRevenue": 89500,
  "totalCost": 42000,
  "grossProfit": 47500,
  "grossMargin": 53.1,
  "totalCustomers": 342,
  "churnRate": 2.3,
  "arpu": 261.70,
  "ltv": 3140.40,
  "cac": 450,
  "ltvCacRatio": 6.98,
  "revenueBySource": [...],
  "costByCategory": [...],
  "revenueTrend": [...],
  "topTenants": [...],
  "modelMetrics": [...]
}
```

Permissions

The SaaS Metrics Dashboard requires: - **Admin** role or higher - Access to billing data - Access to usage analytics

Related Documentation

- [Revenue Analytics](#)
- [Cost Analytics](#)
- [Billing & Credits](#)
- [Admin Guide - Revenue Analytics](#)