**Report Structure (tabs/pages)**

1. **Executive Overview**
   1. KPI cards:
      1. *DSO*
      2. *CEI*
      3. *Total AR*
      4. *% > 60 days*
      5. *Received MTD*
   2. Waterfall: *Beginning AR → Sales → Collected → Write-off → Ending AR*
2. **AR Health**
   1. Aging heat-map (matrix: age bucket × branch).
   2. DSO trend line (12-mo rolling) with service-type slicer.
   3. Drill-down to invoice-level.
3. **Revenue Leakage**
   1. Decline-rate funnel: *Attempt → Decline → Retry Success*.
   2. Coupon impact bar: *Gross vs Net revenue* by service-type.
   3. Leakage % of Sales = *(Declines + Coupons + Write-offs) ÷ Gross Sales.*
4. **Agency Stats**
   1. Total Placed (dollars, # accounts)
   2. Total Recovered (dollars, # accounts)
   3. Recovery % (dollars; rolling 4-6 weeks, Y/Y comparison)
   4. Net-back after fees
5. **AR Ops Health**
   1. Rep Productivity Table(s) – Import from existing dash?
      1. Dials/Hour
      2. Contact % (contacts / attempts)
      3. Contacts/Hour
      4. Total Collected
      5. Collected/Hour
      6. AutoPay % of Payments (autopay / payments)
   2. Program Performance:
      1. Average Collected (Daily, Weekly, Monthly)
      2. Collected % of Available
      3. Variable ROI (Collected / Wages)
      4. Total ROI (Collected / Wages+OH)
6. **[Optional / Ideal]**
   1. **Analytics / Insights**
      1. Anomaly Detection – e.g., sudden spikes in declines or DSO.
         1. Email or Slack or alerts?
      2. Key Influences – Identify primary drivers of >60-day aging.
      3. Decomposition Tree – Root-cause of bad debt by branch.
      4. AutoML Forecast – Predict next-30-day collections.
   2. **Data Quality Flags**
      1. Bad address
      2. Bad Phone #
      3. Bad / No Email
      4. Decline outlier
      5. Age outlier
      6. Active but unserviced for 90+ days
      7. Account cycling (start, receive service(s), doesn’t pay, cancels, next year start again)

**Layout Principles**

1. KPI Cards top row
2. Interactive slicers right-rail (Date [month], Branch, Service Type)
3. Bookmark buttons for Summary or Detail views where possible/applicable
4. Data definitions for clarity in calculations.