

2024

All

All

Financial Overview

Revenue & Expense Deep Dive

SAAS FINANCIAL PERFORMANCE DASHBOARD

By Anna Susan Anil

Total Revenue YTD

\$8.7M

Actual Net Profit

\$299.9K

Profit Margin %

3.5%

Actual Expenses

\$8.4M

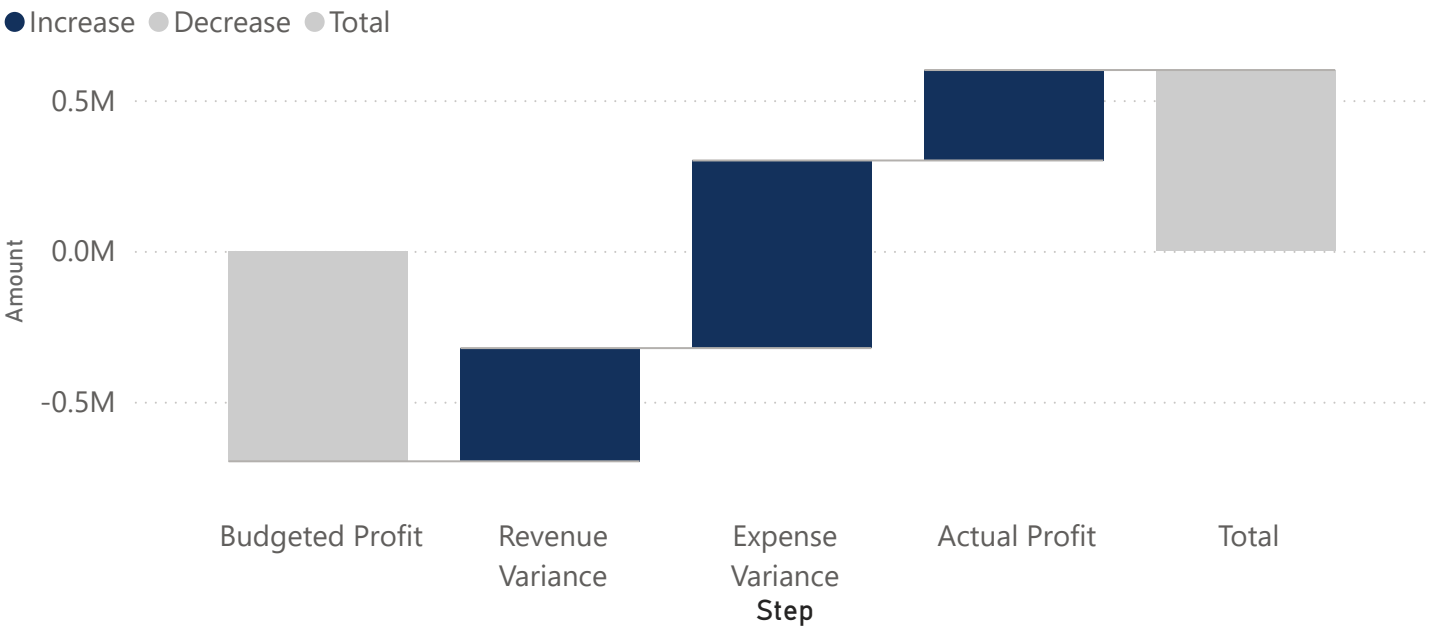
Expense Variance

\$622.195K

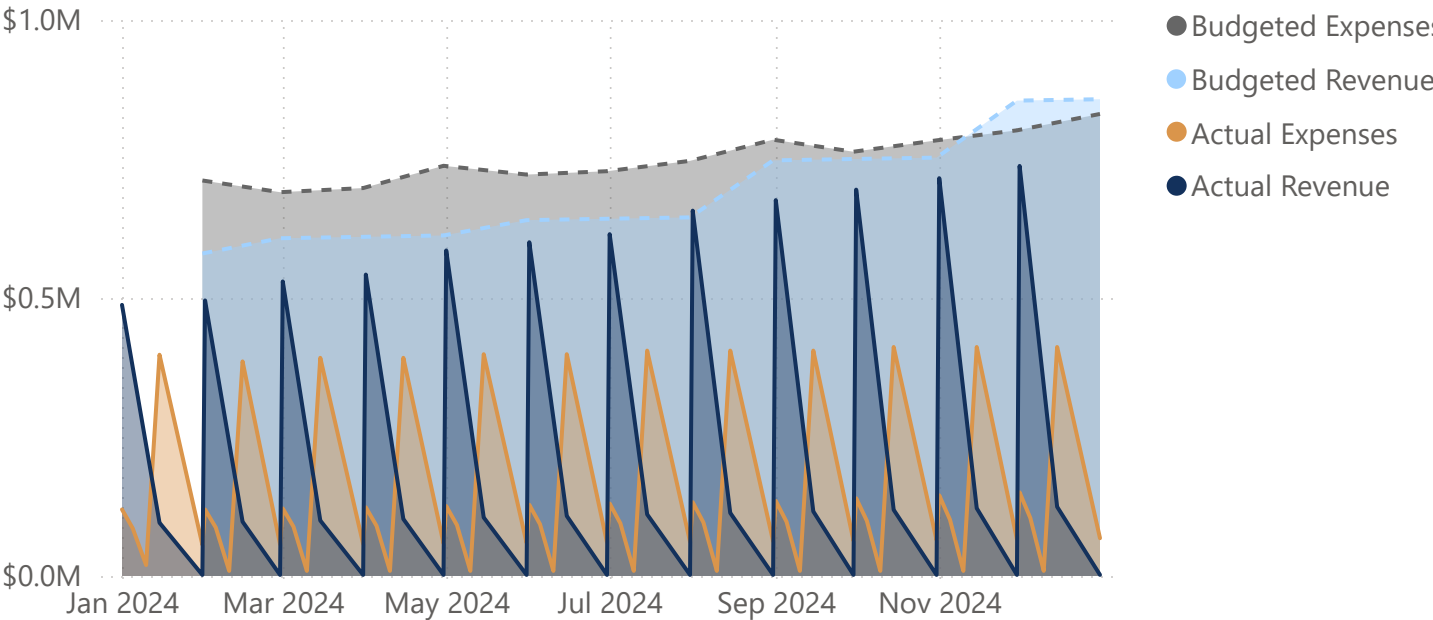
YoY Profit %

-122.0%

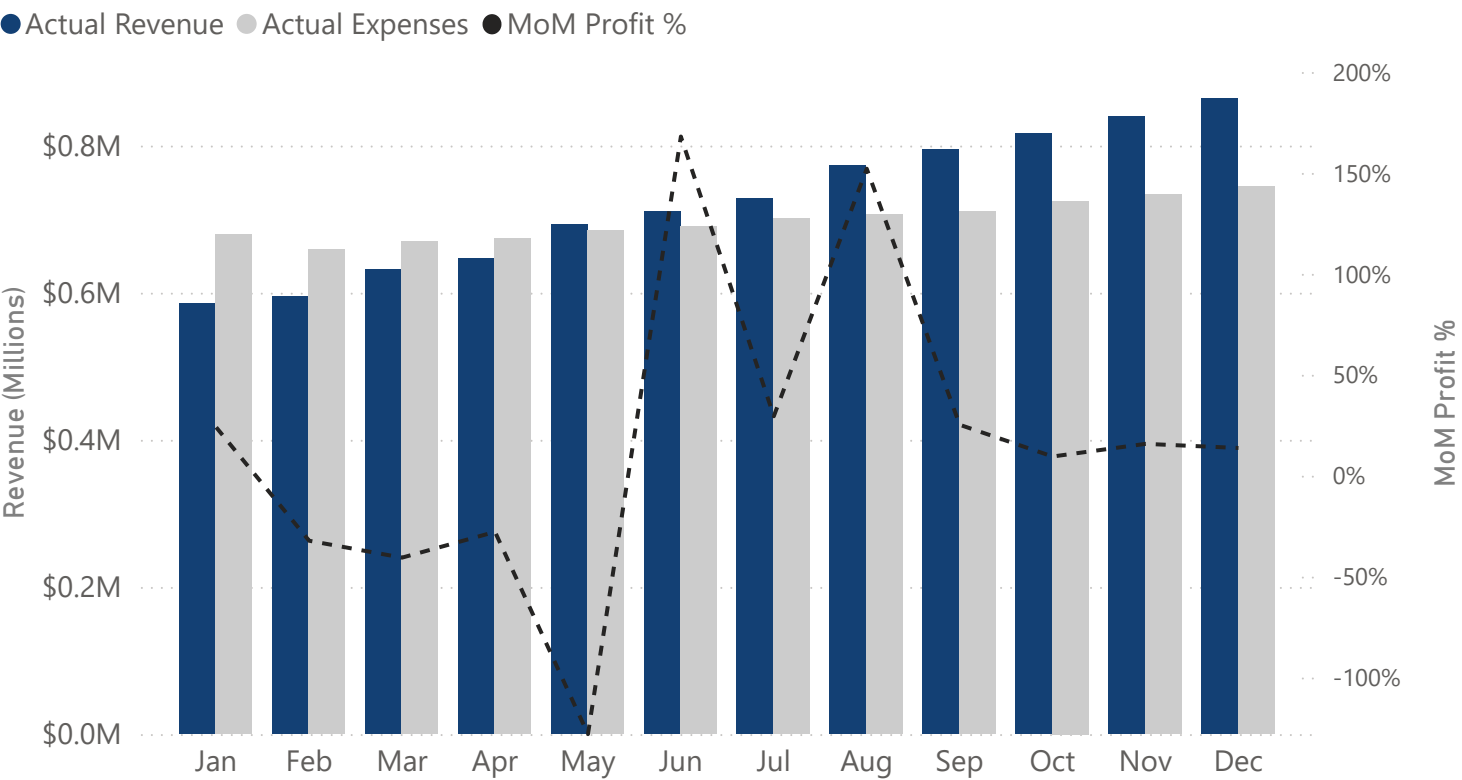
What Drove Our Net Profit? Variance Breakdown vs. Budget



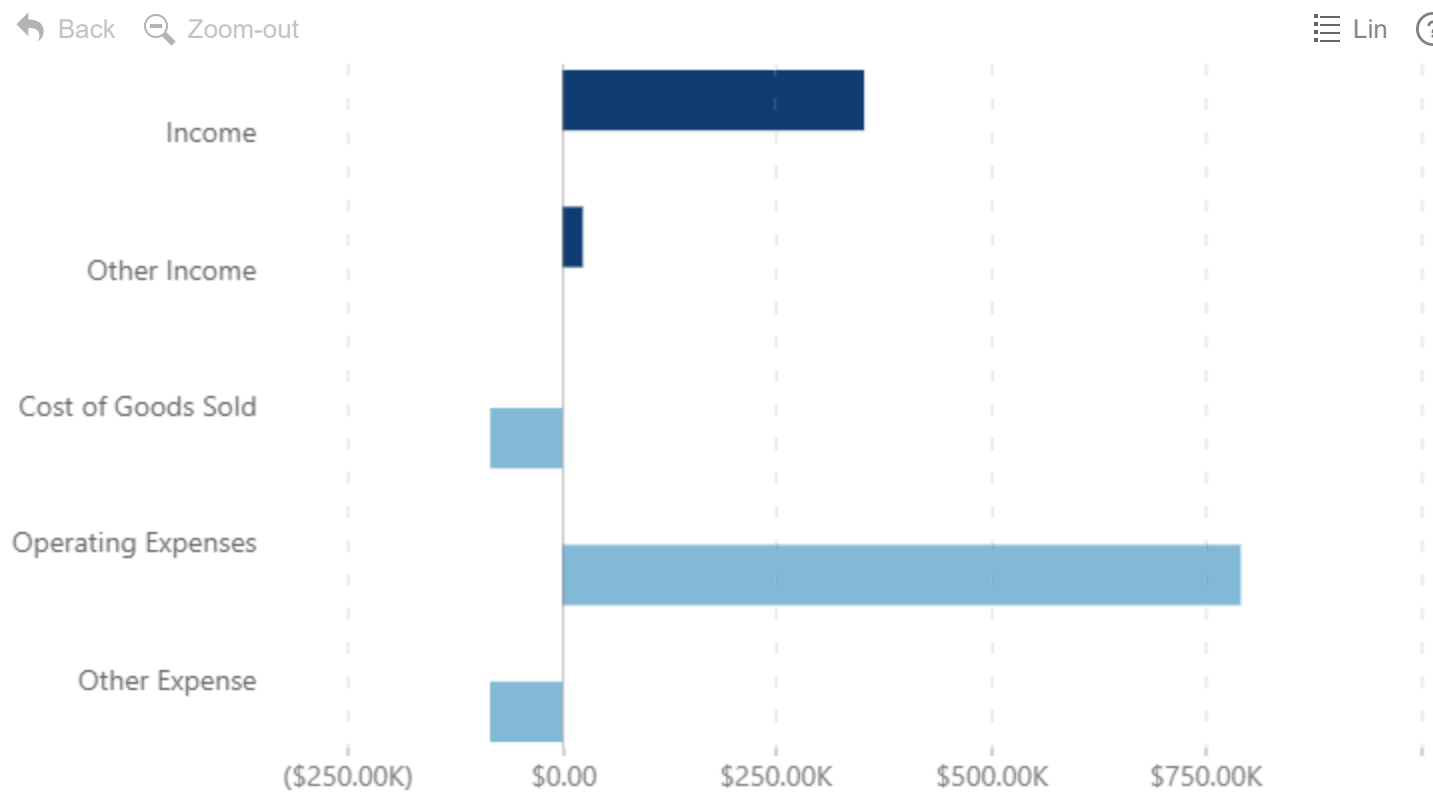
Tracking Performance vs. Budget Over Time



Monthly Revenue & Expense Trends with Profit %



Variance by Category: Where Did We Deviate Most from Budget?



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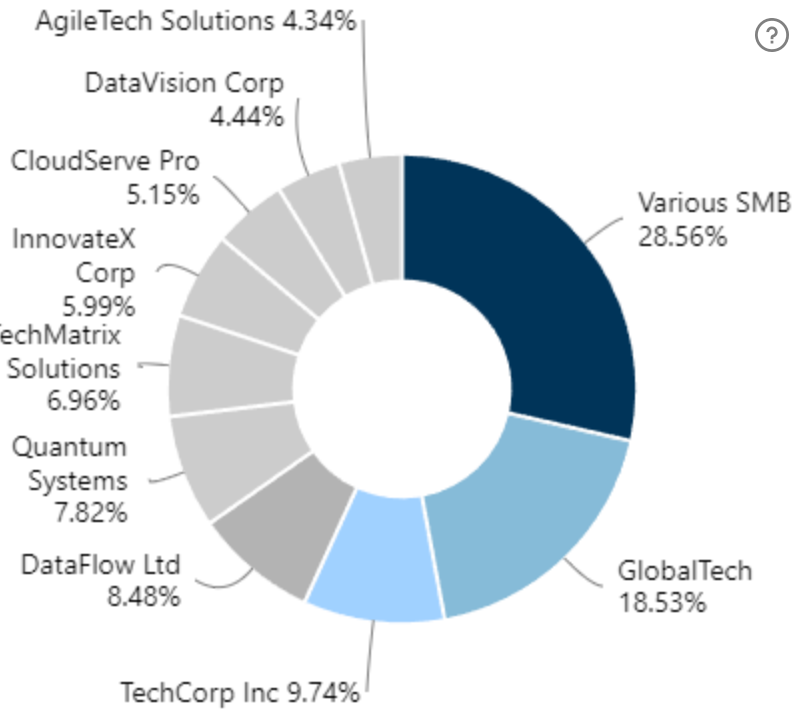
% Payroll By ADP  
87.3%

% of Operating Expenses: ADP...  
71.0%

% of Revenue from Various SMB  
25.9%

Net Profit Variance  
997.60K

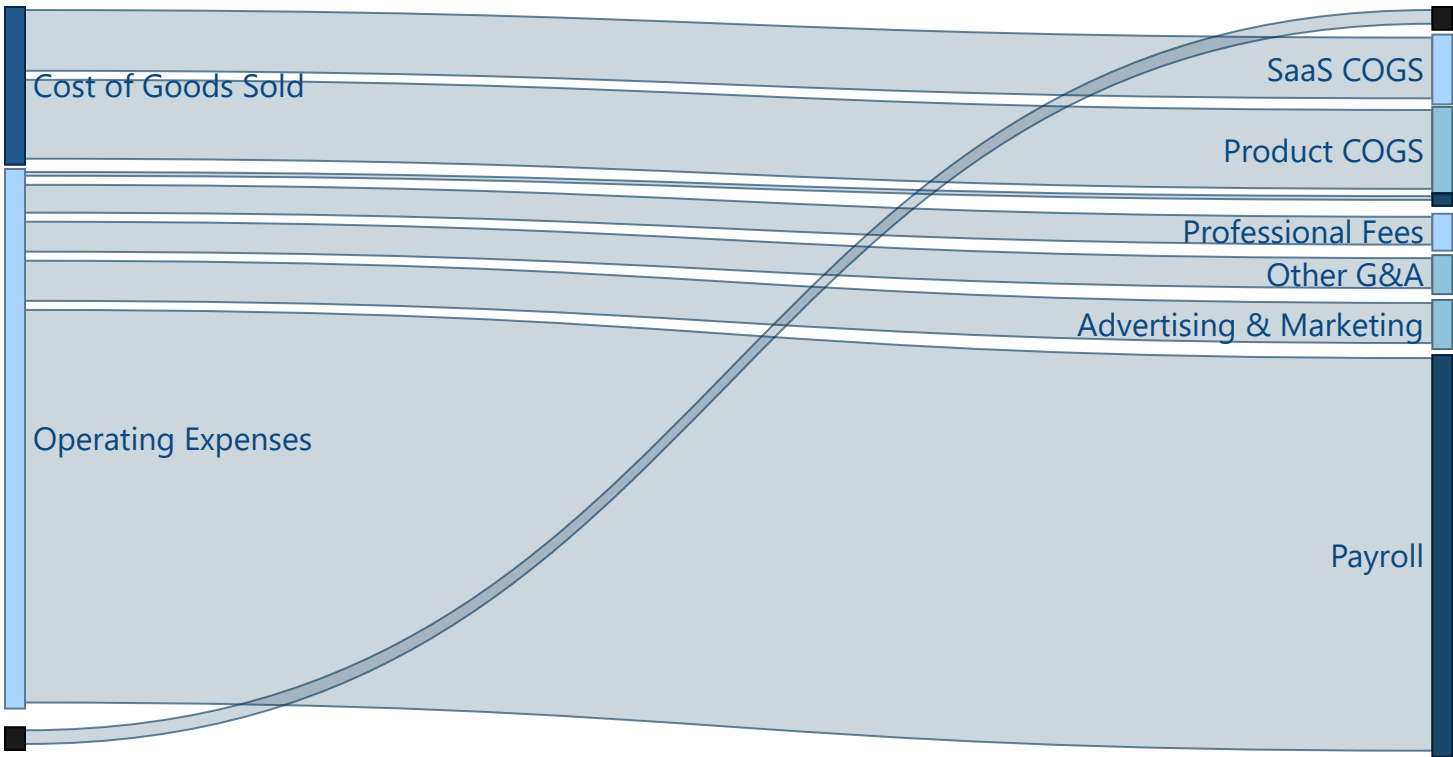
Revenue by Customers



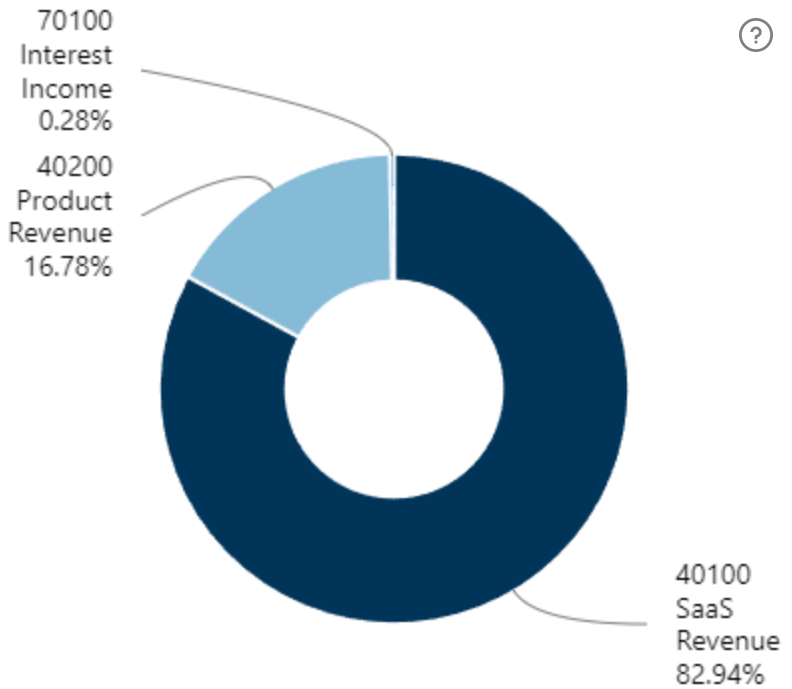
Top Vendors By Operating Expense

Vendors	Expenses
ADP	\$45,67,600
Hardware Inc	\$10,19,200
UnitedHealth	\$6,64,800
AWS	\$6,01,900
Google Ads	\$3,28,500
WeWork	\$1,98,000
Stripe	\$1,73,400
LinkedIn	\$1,58,000
Monthly Depreciation	\$1,10,400
TechConsult	\$1,10,400
Total	\$79,32,200

Expense Breakdown by Category and Subcategory



Total Revenue YTD by ACCOUNT



Category	Subcategory	Name	Account	Class
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