



739.15K

Total Revenue

1,019.41K

Total Cost of Sales

38%

Gross Profit Margin %

1,181.63K

Total Operating Expenses

2,192.84K

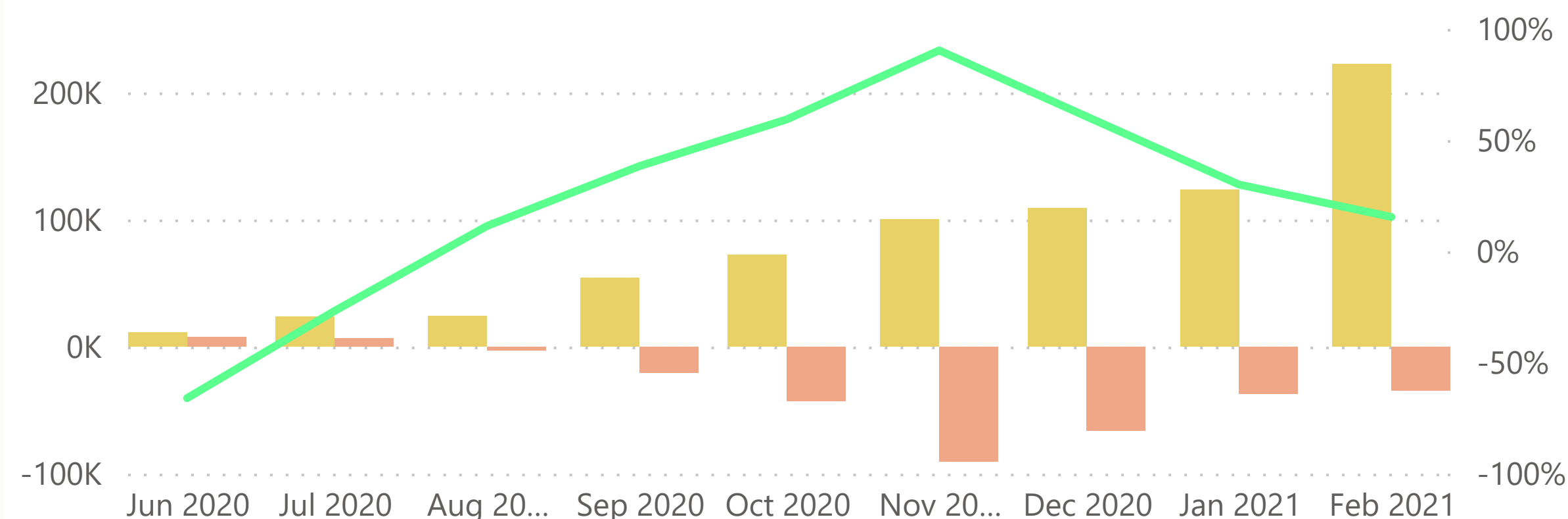
Net Profit

30%

Net Profit Margin %

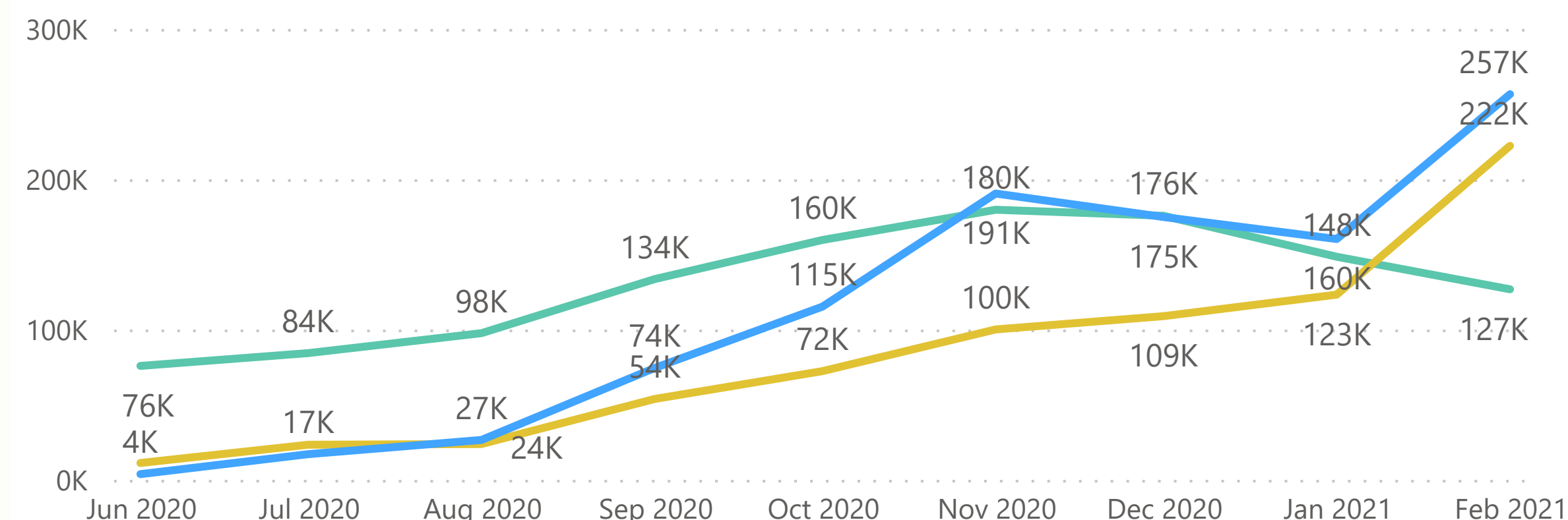
Revenue by Date

● Revenue ● Gross Profit ● Gross Profit Margin %

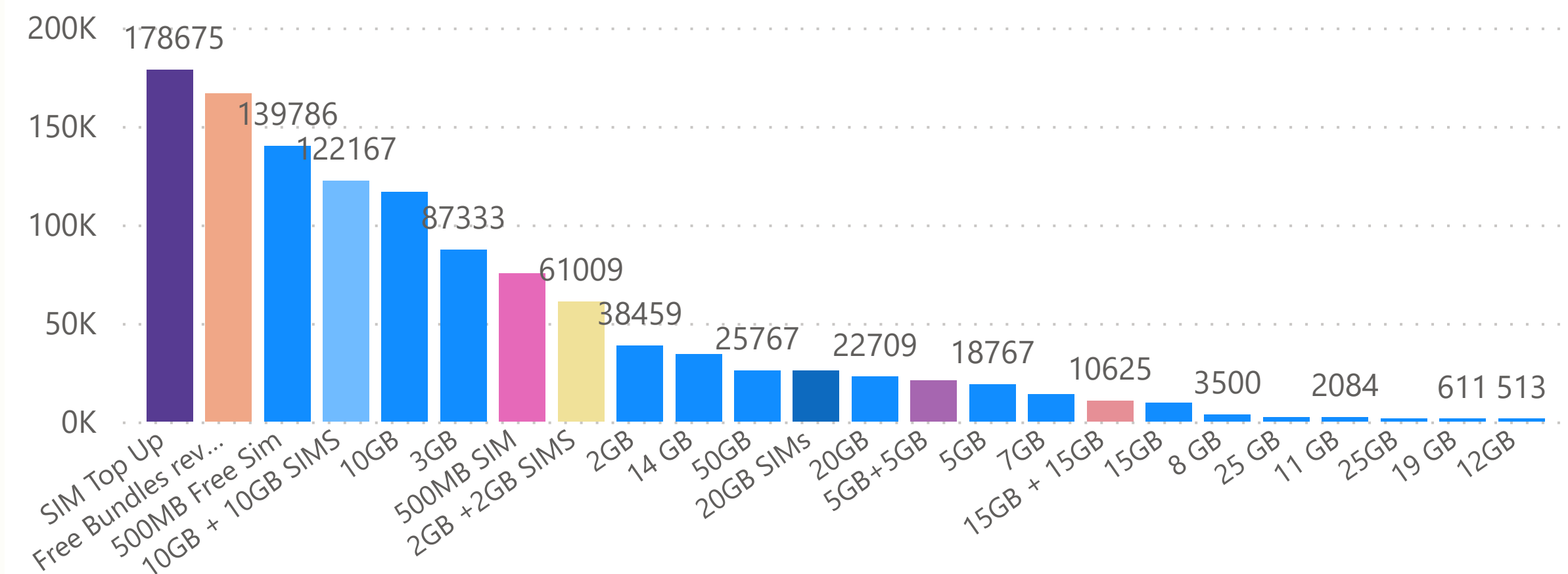


Revenue & Expenses by Date

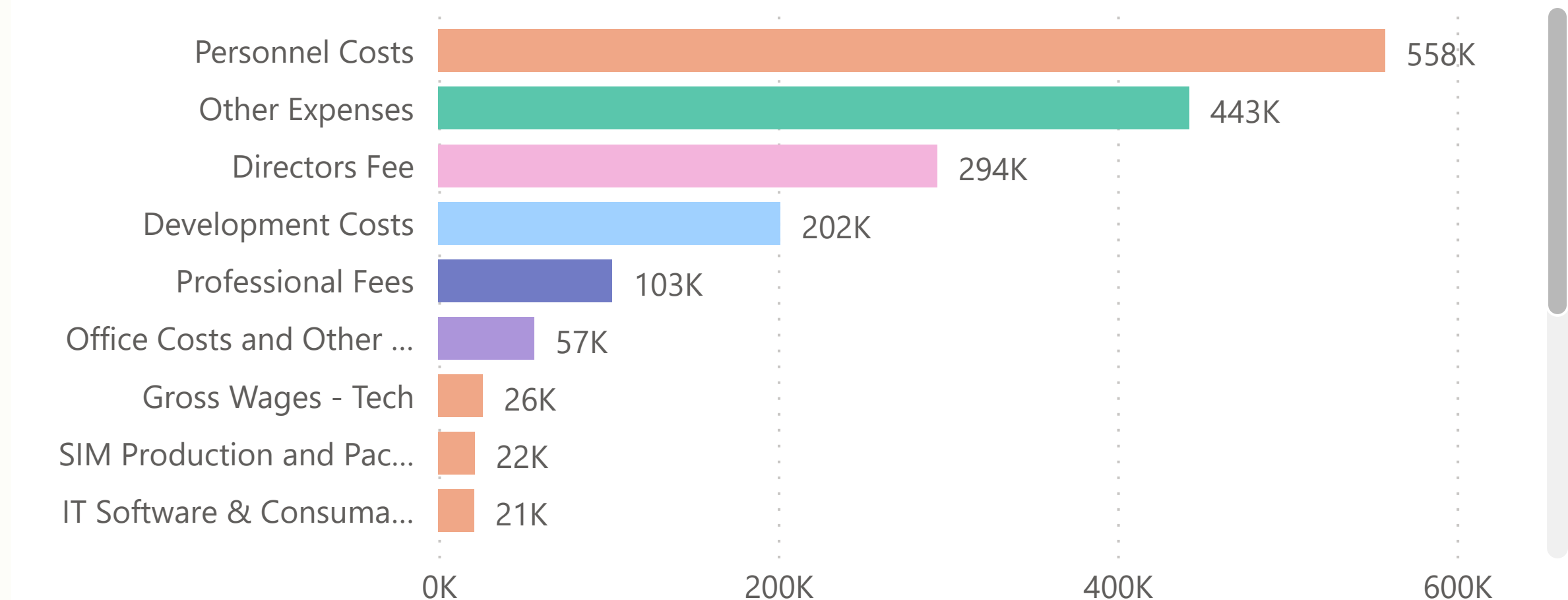
● Operating Expenses ● Cost of Sales ● Revenue



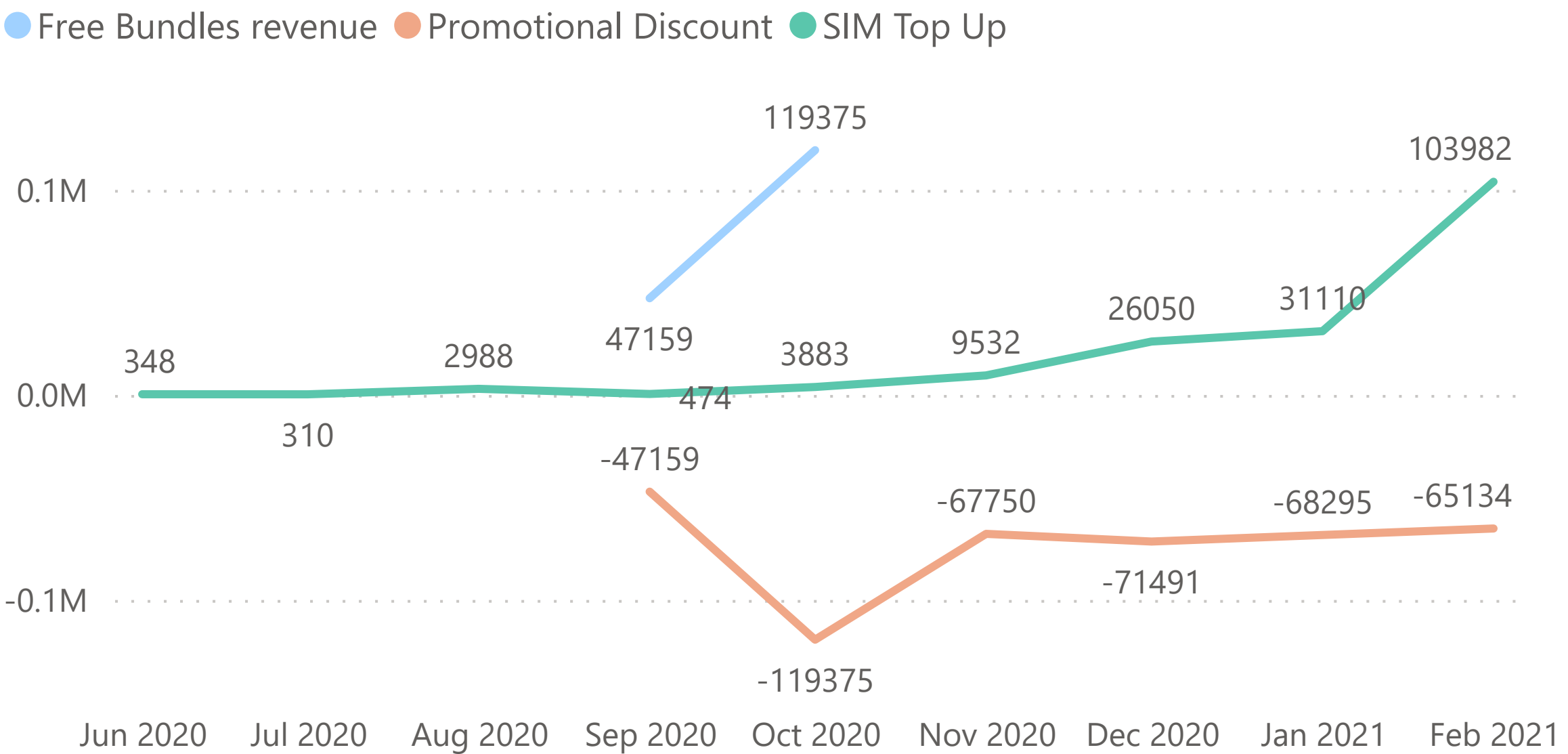
Revenue types



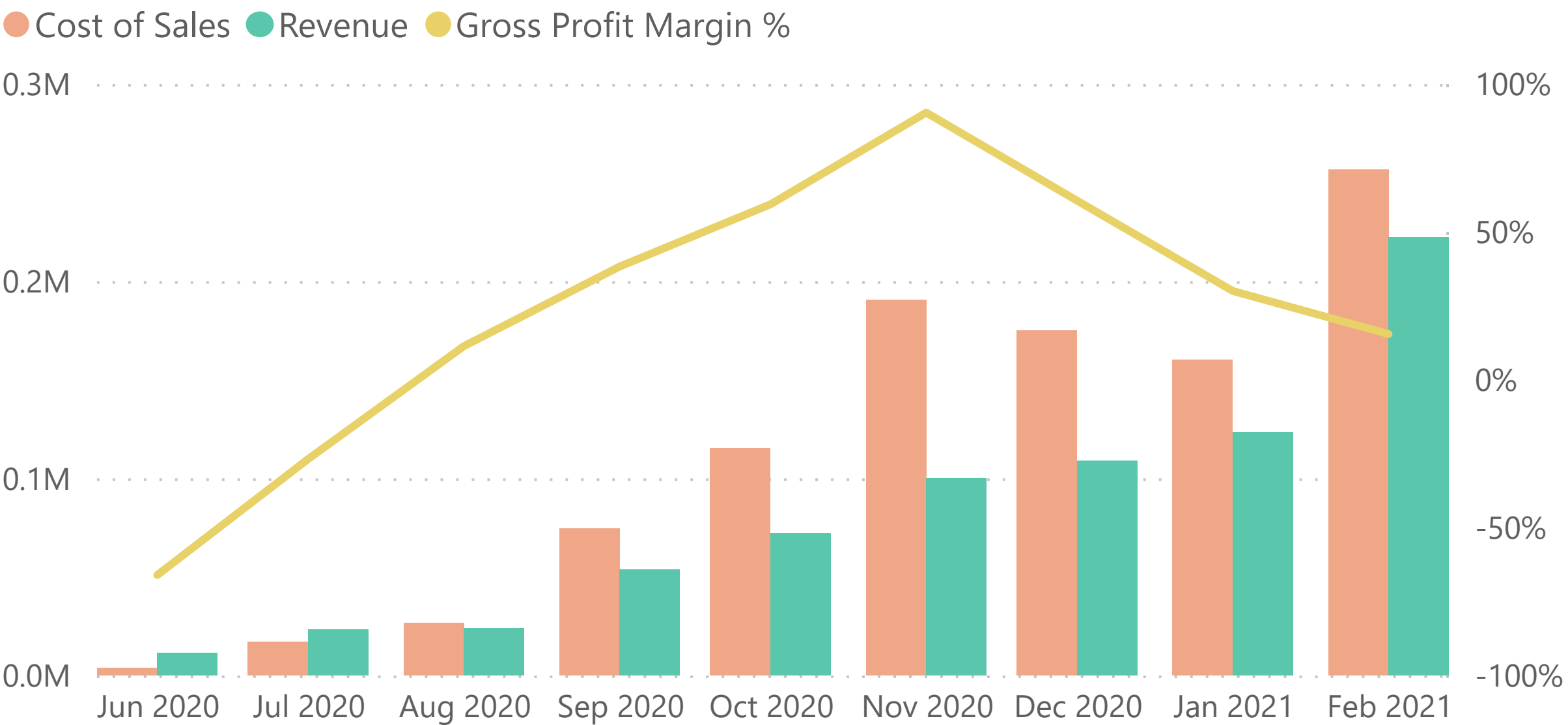
Operating Expenses by Groups



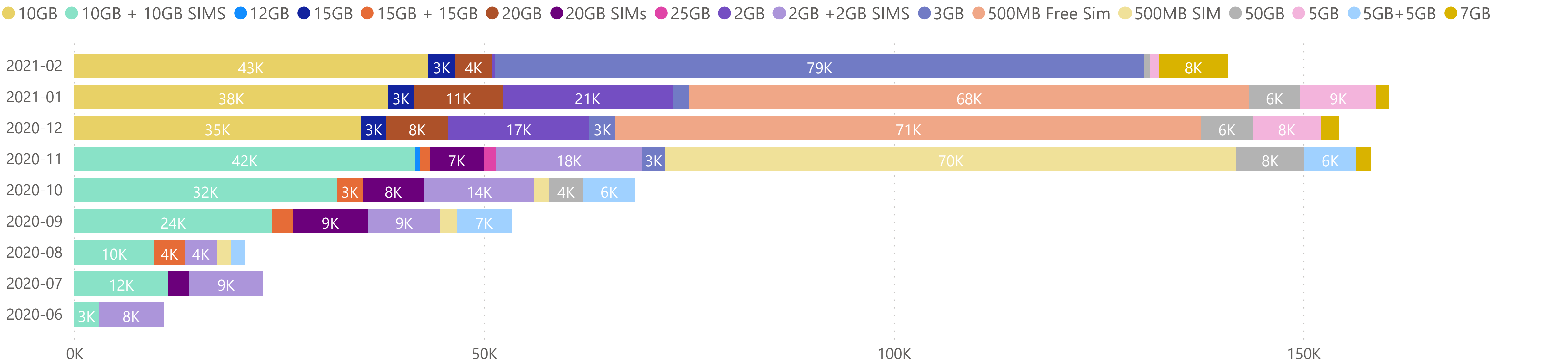
Revenue types by Date



Revenue & COS by date



Revenue types by Date



←

Profit and Loss Analytics

Revenue Analytics

Expenses Analytics

Gross and Net Profits

PnL Table

PnL YTD Table

Actual vs Budget

Operating Expenses Time Series

300K

200K

100K

0K

30/06/2020

31/07/2020

31/08/2020

30/09/2020

31/10/2020

30/11/2020

31/12/2020

31/01/2021

28/02/2021

Operating Expenses by Groups

Personnel Costs

Other Expenses

Directors Fee

Development Costs

Professional Fees

Office Costs and Othe...

Gross Wages - Tech

SIM Production and P...

IT Software & Consum...

Gross Wages - Admin ...

Gross Wages - Market...

ERs NI - Management

558K

443K

294K

202K

103K

57K

26K

22K

21K

17K

15K

5K

Operating Expenses

Contractor Costs - Tech

Advertising & Marketing

Consulting - Management

Contractor Costs - Devel...

Gross Wages - UK

Legal Expenses

Customer Support

Contractor costs - PM

Outsourced Services Ove...

Gross Wages - Tech

ER's NIC

IT Software and Consum...

236,807

232,399

195,952

134,426

72,237

64,846

61,330

30,027

26,769

17,489

15,689

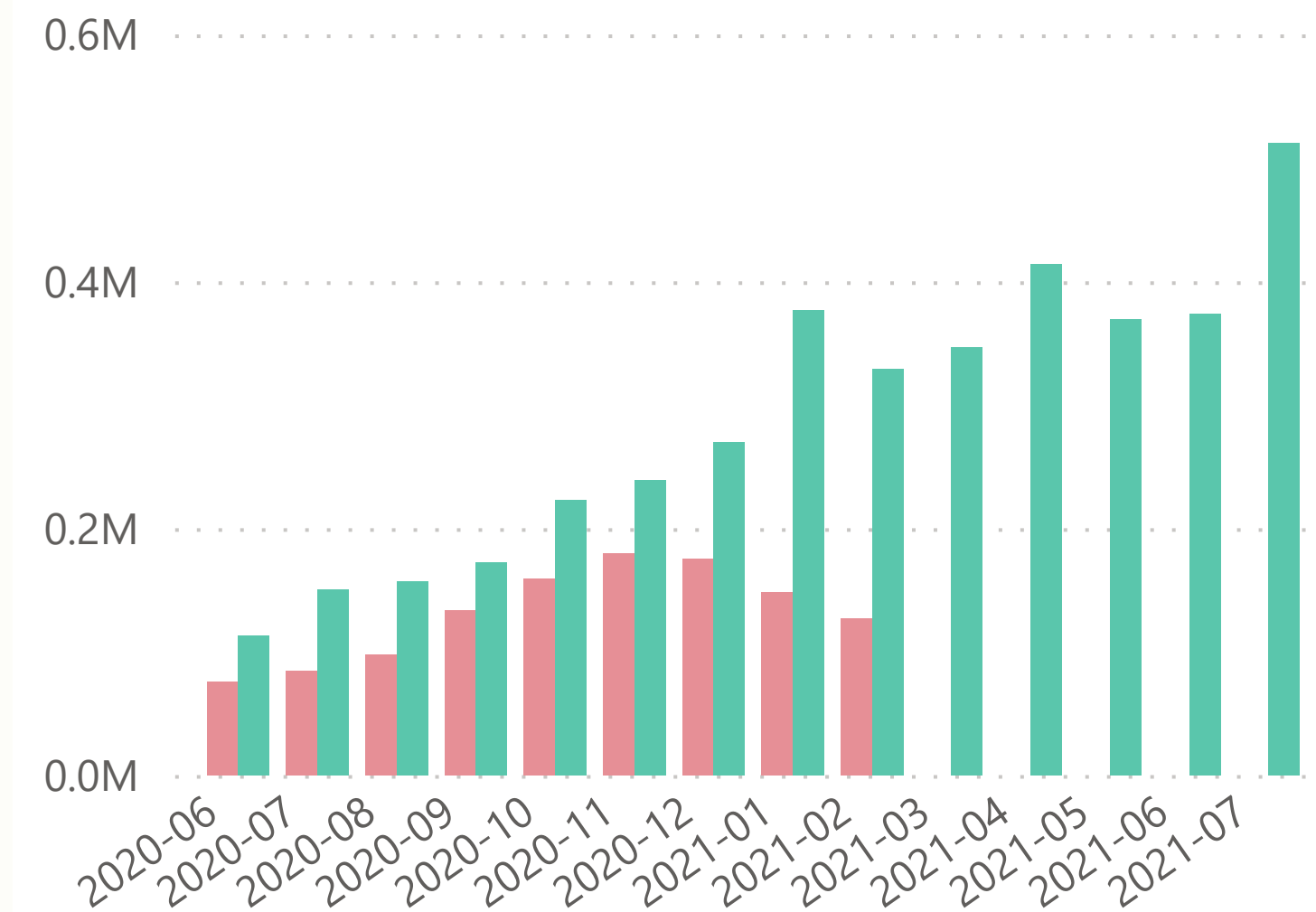
13,467



Profit and Loss Statement	Budget	Actual	Difference	Difference %
Revenue				
500MB SIM	0.00	1,502.50	1,502.50	0.00%
20GB SIMs	966,538.00	514.16	-966,023.84	-99.95%
SIM Top Up	7.00	3,573.49	3,566.49	50949.86%
10GB + 10GB SIMS	1,933,137.00	2,443.33	-1,930,693.67	-99.87%
Promotional Discount	0.00	-8,784.06	-8,784.06	0.00%
20GB+20GB	0.00		0.00	0.00%
Revenue - Bank Card	18,773.00		-18,773.00	-100.00%
Revenue- Wallet	38,610.00		-38,610.00	-100.00%
15GB + 15GB	0.00	212.50	212.50	0.00%
2GB +2GB SIMS	966,644.00	1,220.17	-965,423.83	-99.87%
5GB+5GB	0.00	420.00	420.00	0.00%
Free Bundles revenue	0.00	3,330.67	3,330.67	0.00%
50GB	0.00	515.33	515.33	0.00%
Total Revenue	3,923,709.00	739,147.50	-3,184,561.50	-81.16%
Cost of Sales				
Cost of Goods Sold	0.00		0.00	0.00%
Network costs	2,253,417.00	20,388.21	-2,233,028.79	-99.10%
Direct Wages	0.00		0.00	0.00%
Total Cost of Sales	2,253,417.00	1,019,410.50	-1,234,006.50	-54.76%
Gross Profit	1,670,292.00	-280,263.00	-1,950,555.00	-116.78%
Gross Profit Margin %	42.6%	37.9%		-4.7%
Operating Expenses				



Profit and Loss Statement	Budget YTD	Actual YTD	Difference YTD	Difference YTD %
Revenue				
500MB SIM	0.00	1,502.50	1,502.50	0.00%
20GB SIMs	466,704.00	514.16	-466,189.84	-99.89%
SIM Top Up	7.00	3,573.49	3,566.49	50949.86%
10GB + 10GB SIMS	933,468.00	2,443.33	-931,024.67	-99.74%
Promotional Discount	0.00	-8,784.06	-8,784.06	0.00%
20GB+20GB	0.00		0.00	0.00%
Revenue - Bank Card	5,470.00		-5,470.00	-100.00%
Revenue- Wallet	17,193.00		-17,193.00	-100.00%
15GB + 15GB	0.00	212.50	212.50	0.00%
2GB +2GB SIMS	466,810.00	1,220.17	-465,589.83	-99.74%
5GB+5GB	0.00	420.00	420.00	0.00%
Free Bundles revenue	0.00	3,330.67	3,330.67	0.00%
50GB	0.00	515.33	515.33	0.00%
Total Revenue	1,889,652.00	739,147.50	-1,150,504.50	-60.88%
Cost of Sales				
Cost of Goods Sold	0.00		0.00	0.00%
Network costs	1,088,057.00	20,388.21	-1,067,668.79	-98.13%
Direct Wages	0.00		0.00	0.00%
Total Cost of Sales	1,088,057.00	1,019,410.50	-68,646.50	-6.31%
Gross Profit	801,595.00	-280,263.00	-1,081,858.00	-134.96%
Gross Profit Margin %	42.4%	37.9%		-4.5%
Operating Expenses				



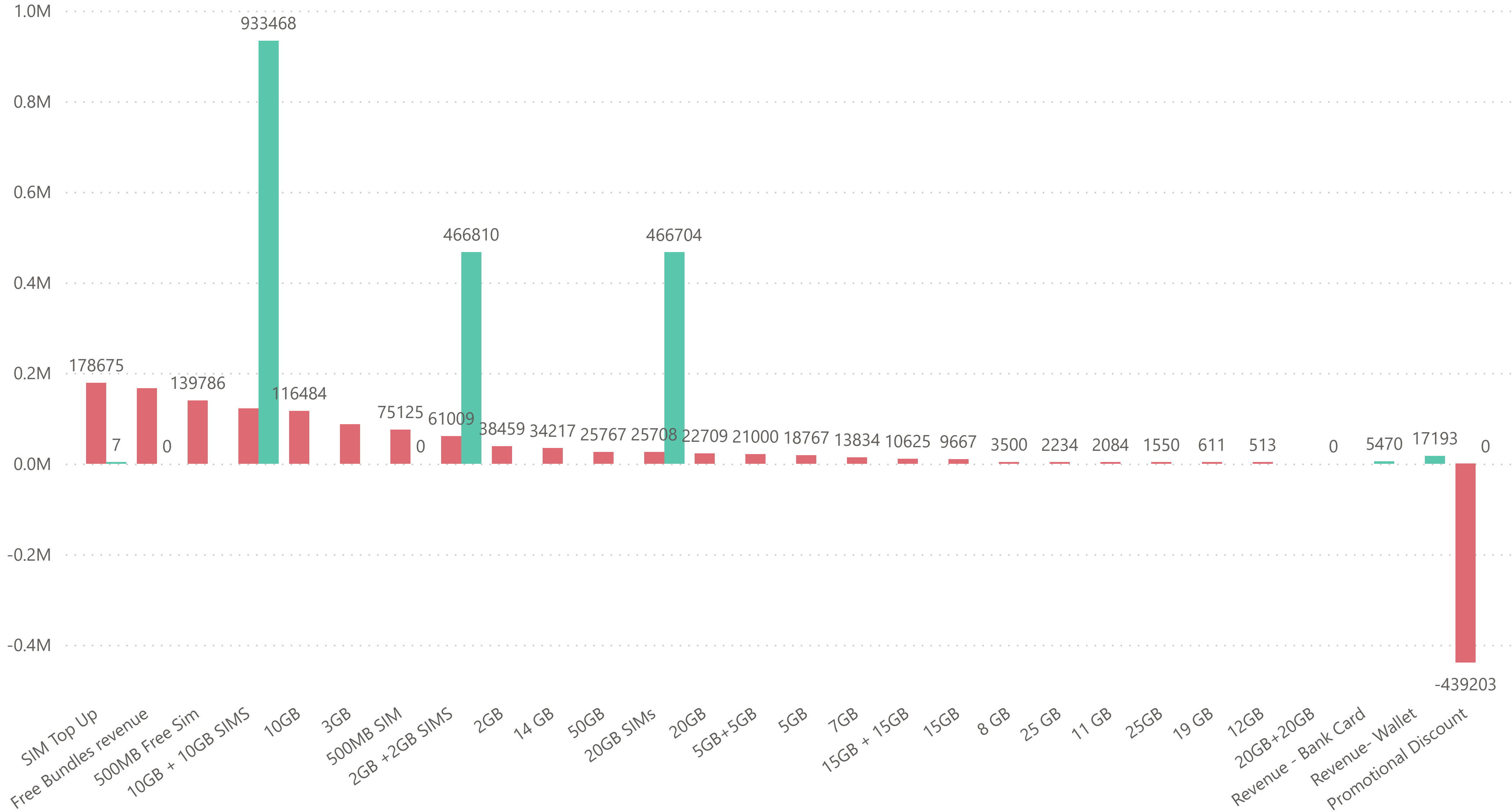
"Company XYZ"

Profit and Loss
Analytics
Since June 2020
Currency: GBP
Source: Xero API



Actual vs Budget Revenue by Type

Actual Revenue Budget Revenue



Year

- Select all
- 2019
- 2020
- 2021

Month

- Select all
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

