

Business Performance: A Profit-Driven Analysis

calendar_date

All

Month

All

Customer

All

Employee

All

Service

All

Is active?

All

Has invoices?

All

Has hours?

All

1,074K

Total Revenue

724K

Profit

349,818

Payroll Cost

147

Transaction volume

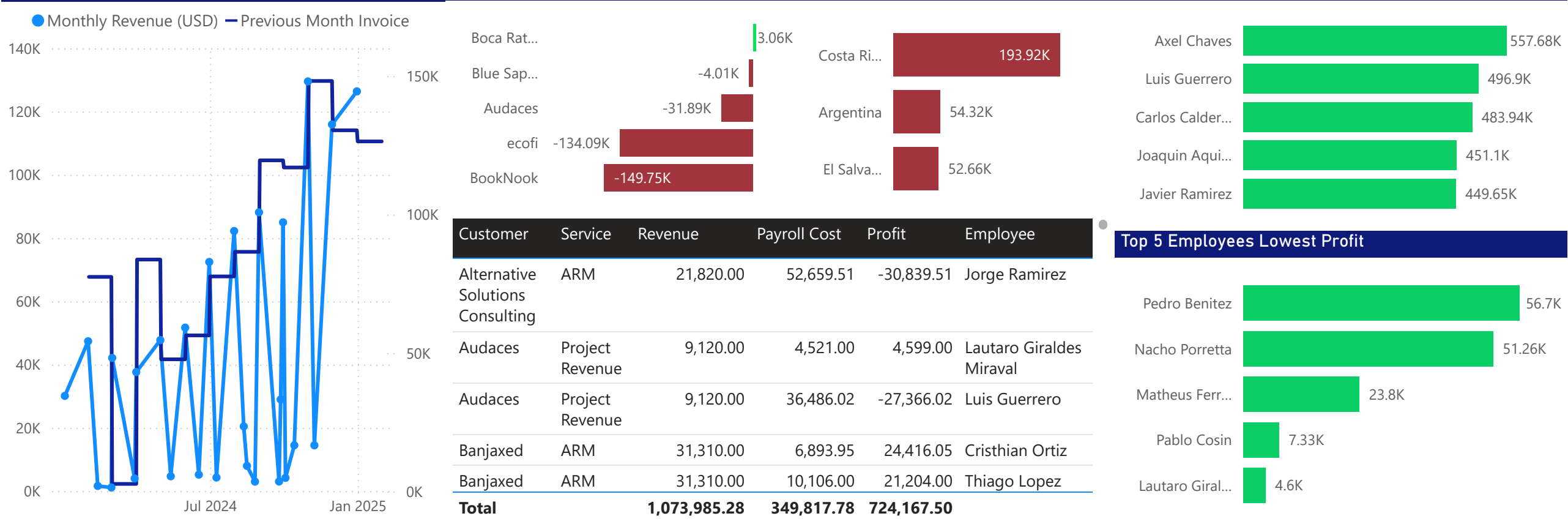
Key Trends

Monthly Revenue (USD)

Top 5 Clients Lowest Profit

Top 3 countries with highest payroll

Top 5 Employees Highest Profit



Insights Section

Strong Profitability: The business is highly profitable, achieving **\$724K in Profit** from **\$1.07M in Total Revenue**. This indicates a healthy margin and effective cost management.

Critical Client Losses: A small number of clients are driving significant losses. The most notable are **BookNook (-\$149K)** and **ecofi (-\$134K)**, representing over half of the total losses identified. This highlights a critical need to review their contracts and operational costs.

Finance Deep Dive: Revenue & Cost Efficiency

calendar_date

All

Month

Customer

All

Employee

Service

All

Is active?

Has invoices?

All

Has hours?

All

All

All

All

724K

147

1,074K

7.3K

Profit

Transaction volume

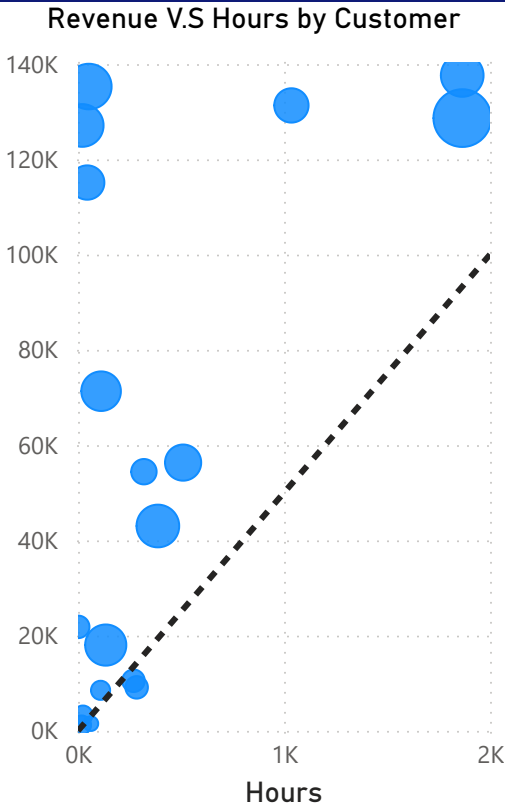
Total Revenue

Typical Invoice value

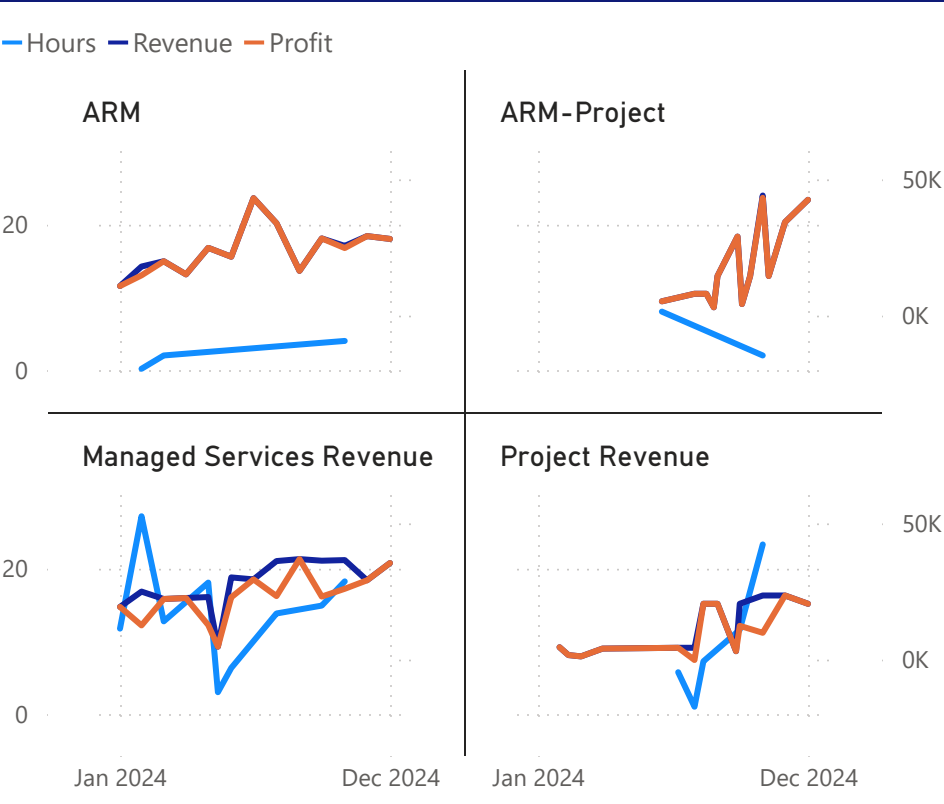
Service Profitability Analysis

Revenue Analysis

Goal: See if clients with more hours are also generating proportionate invoice amounts, or if some clients are "hour-heavy" but "invoice-light". Clients below the Line (High hours, low invoice) indicate potential underbilling or scope creep. While clients above the Line (Low hours, high invoice) indicate efficient projects.



Customer	Service	Profit	Revenue	Hours
No recorded	ARM-Project	96,013.99	132,500.01	52.50
Banjaxed	ARM-Project	66,800.05	83,800.00	44.75
Wise Wolves Consultancy	ARM	23,800.00	54,400.00	320.00
Banjaxed	ARM	14,310.05	31,310.00	44.75
BrainPOP	Project Revenue	11,527.99	131,300.00	1,035.98
One Global Property Manageme nt LLC	Managed Services Revenue	7,894.00	18,000.00	134.68
Boca Raton Museum of Art, Inc.	Managed Services Revenue	3,060.71	128,640.00	1,865.59
Total		724,167.50	1,073,985.28	21,480.90



Insights Section

Business Model Discrepancy: The scatter plot for Revenue vs. Hours demonstrates a **lack of correlation (R^2 near 0)**, proving that the business's revenue is not directly tied to billable hours. This is the core finding that validates using Profit as the key performance indicator.

Non-Profitable Projects: A detailed analysis of projects shows that some service types, like **Project Revenue for Audaces**, are operating at a loss of **-\$31K**. This is a critical insight for managing project portfolios and requires immediate review.

Service Volatility: The Revenue Analysis charts reveal that certain services, such as ARM-PROJECT and Project Revenue, experience significant month-to-month volatility in Revenue and Hours. This requires more granular monitoring for effective resource planning and accurate forecasting.

Workforce Insights: Performance & Cost Optimization

calendar_date

All

Month

All

Customer

All

Employee

All

Service

All

Is active?

All

Has invoices?

All

Has hours?

All

1.07M

Total Revenue

21.48K

Total Billable Hours

349.82K

Payroll Cost

40

Active Employees

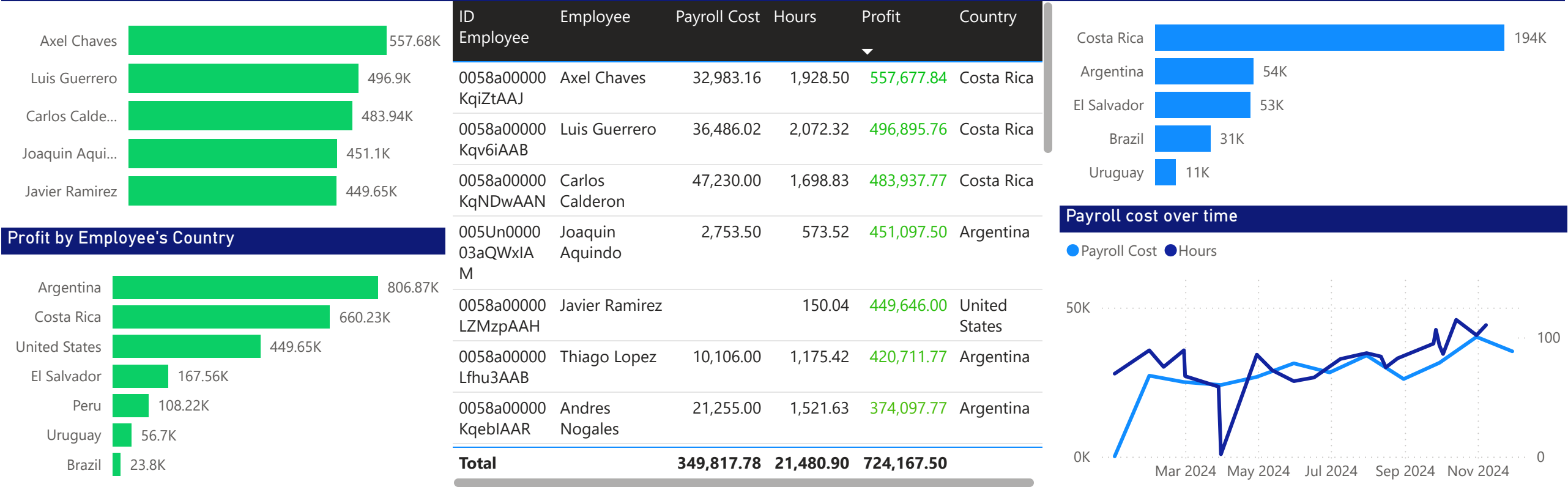
Top 5 Employees Highest Profit

Workforce Data Discrepancy Analysis

Payroll Cost Optimization: Identifying Cost Drivers

Employees with Atypical Cost-Hour Data

Top 5 countries accounting for highest payroll



Payroll cost over time

Payroll Cost

Hours

50K

100

0K

0

Mar 2024

May 2024

Jul 2024

Sep 2024

Nov 2024

Insights Section

Atypical Employee Data: Workforce Data Discrepancy Analysis reveals discrepancies. **Jorge Ramirez**, for instance, has a high payroll cost of **\$52K** but is associated with only **1,238 hours**. This anomaly is tied to the customer **Alternative Solutions Consulting** and a revenue of **\$21,820**. This is not an isolated incident. Individuals like **Matheus Ferreira** also show unusual hour-cost relationships, suggesting a recurring pattern of data entry issues or non-standard project contracts. This validates the need for deeper investigation into how hours and costs are recorded for specific projects.

Geographic Cost Concentration: Payroll costs are not evenly distributed. The two countries with the highest payroll, **Costa Rica (\$193K)** and **Argentina (\$54K)**, account for a disproportionate share of the total **\$349K** payroll, suggesting an opportunity to optimize resource allocation across regions.

Cost-Hour Correlation: The Payroll cost over time chart confirms a strong correlation between Payroll Cost and Hours. This indicates that payroll is the primary variable cost driver, with costs peaking as hours increase.