

2024

All

All

Financial Overview

Revenue & Expense Deep Dive

SAAS FINANCIAL PERFORMANCE DASHBOARD

By Vaibhav Miglani

Total Revenue YTD

\$8.7M

Actual Net Profit

\$299.9K

Profit Margin %

3.5%

Actual Expenses

\$8.4M

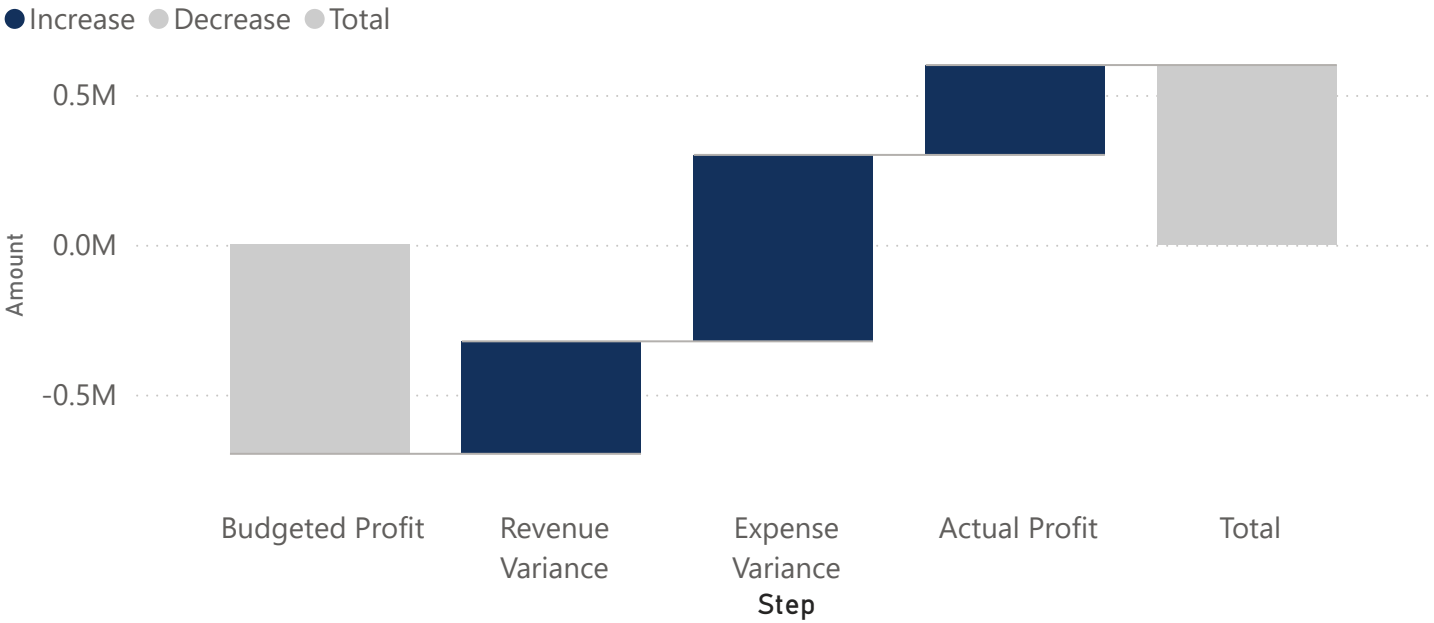
Expense Variance

\$622.195K

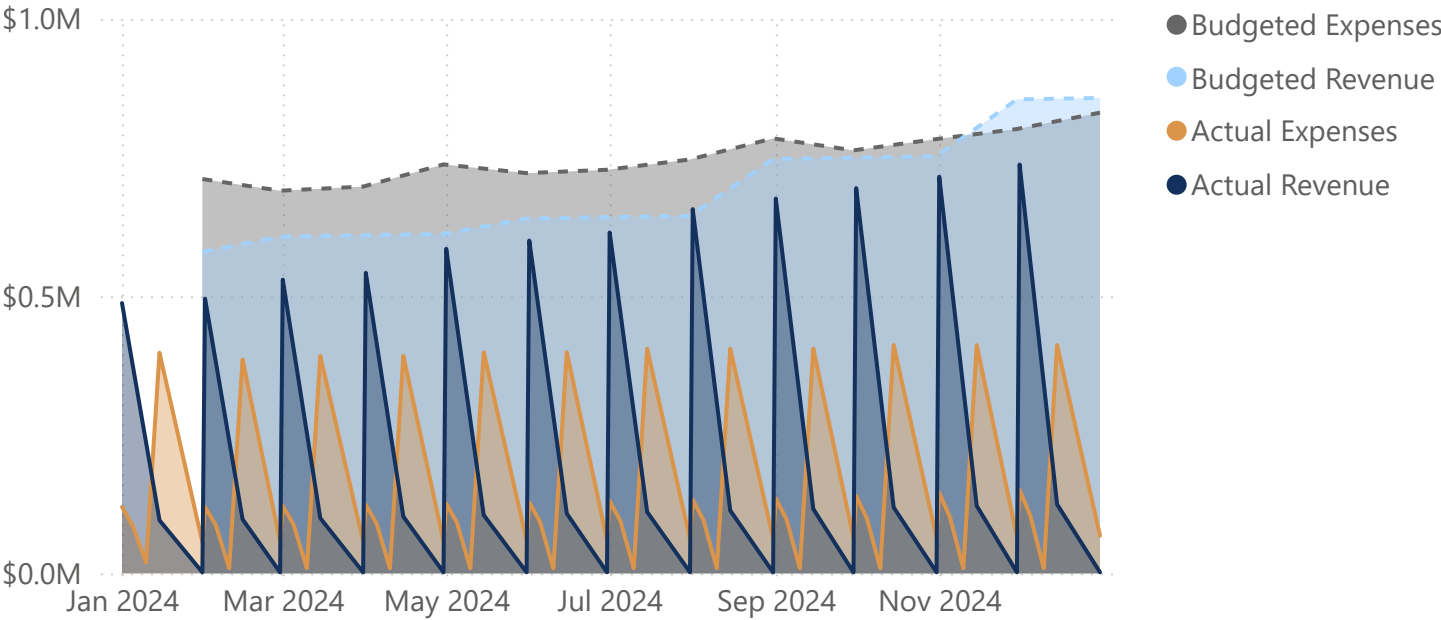
YoY Profit %

-122.0%

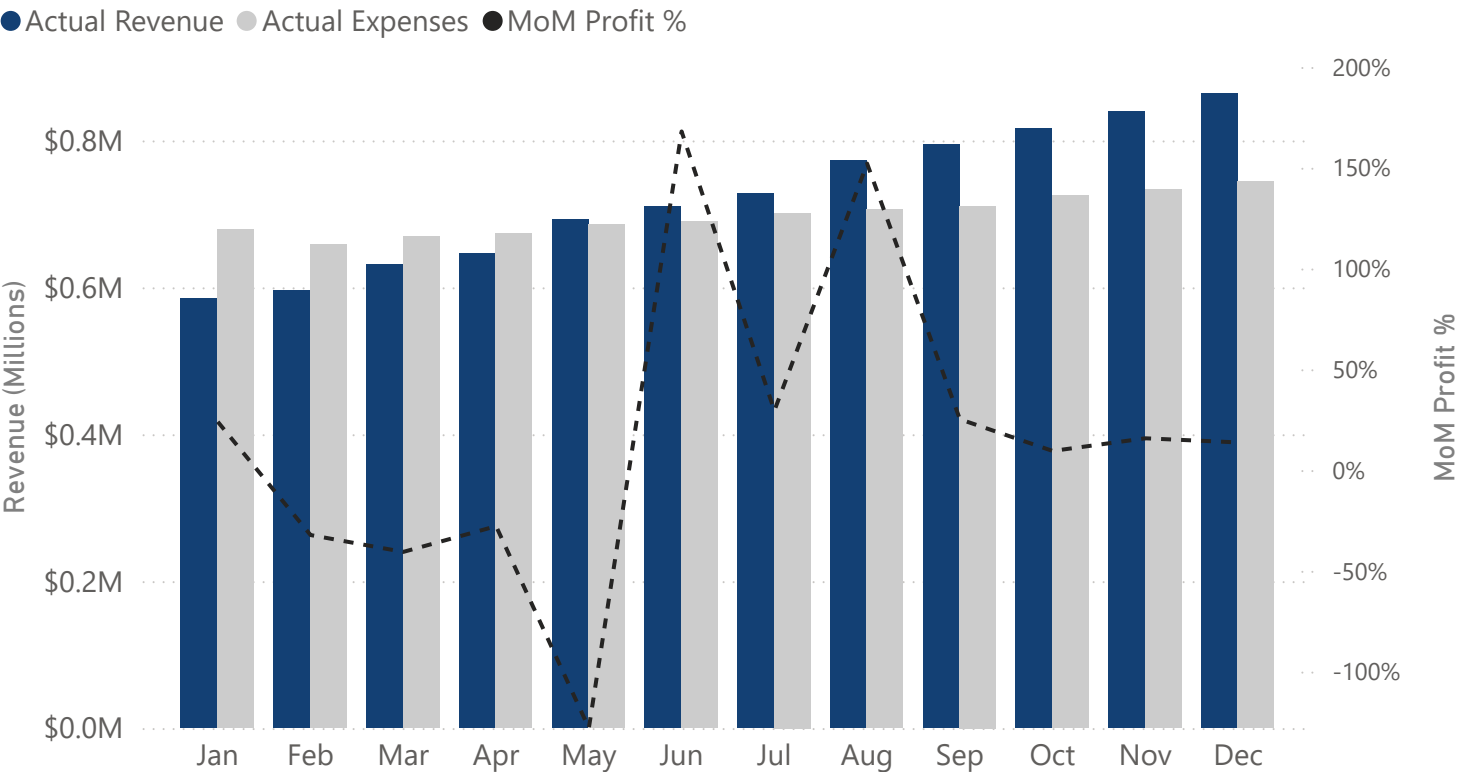
What Drove Our Net Profit? Variance Breakdown vs. Budget



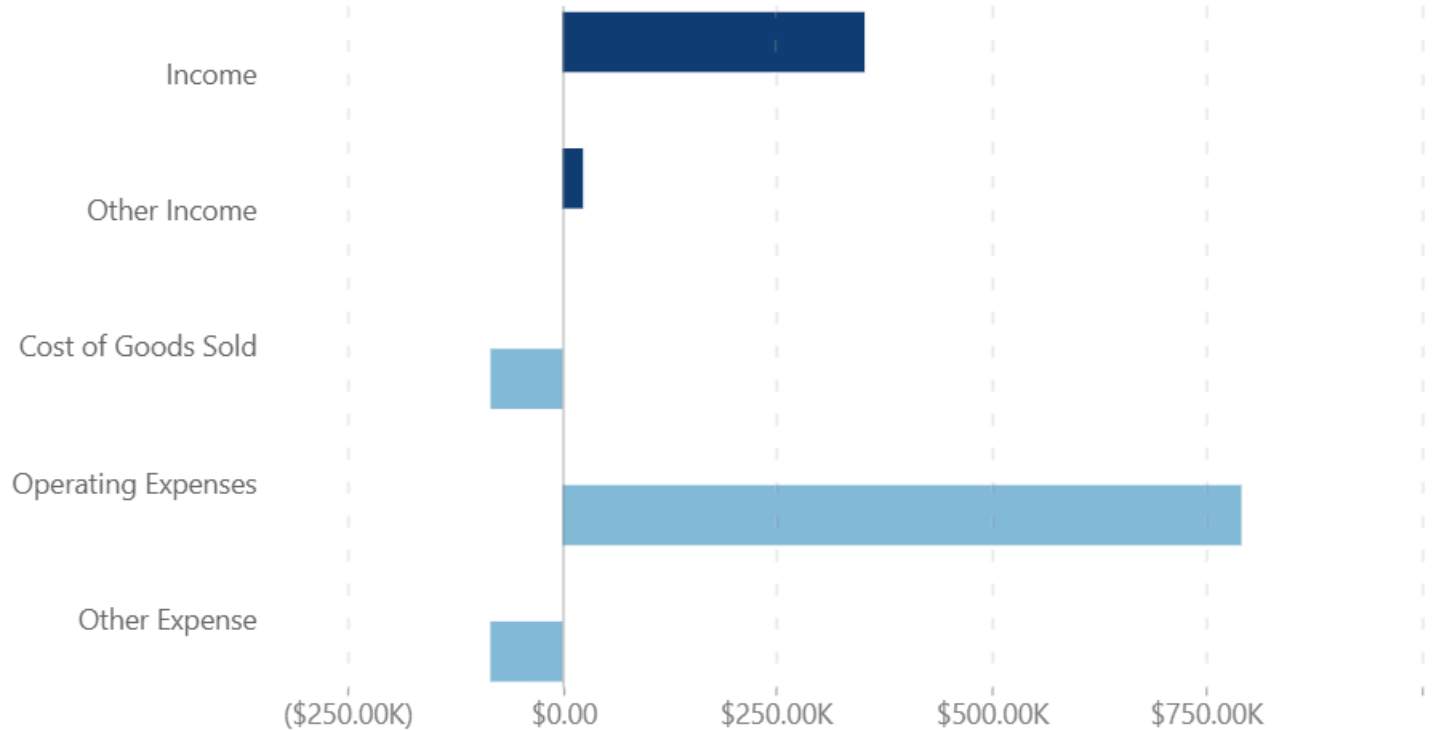
Tracking Performance vs. Budget Over Time



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%

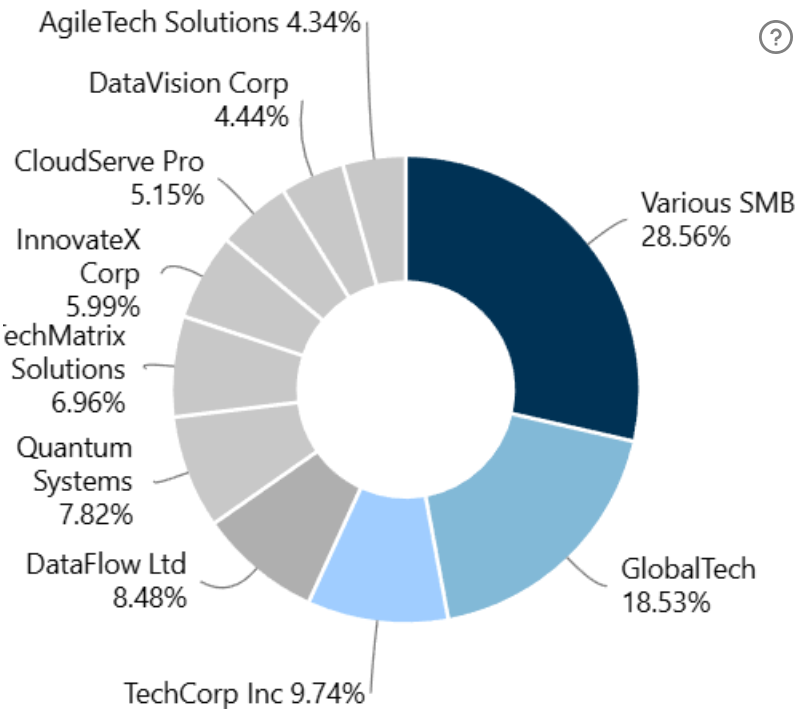
% of Revenue from Various SMB

25.9%

Net Profit Variance

997.60K

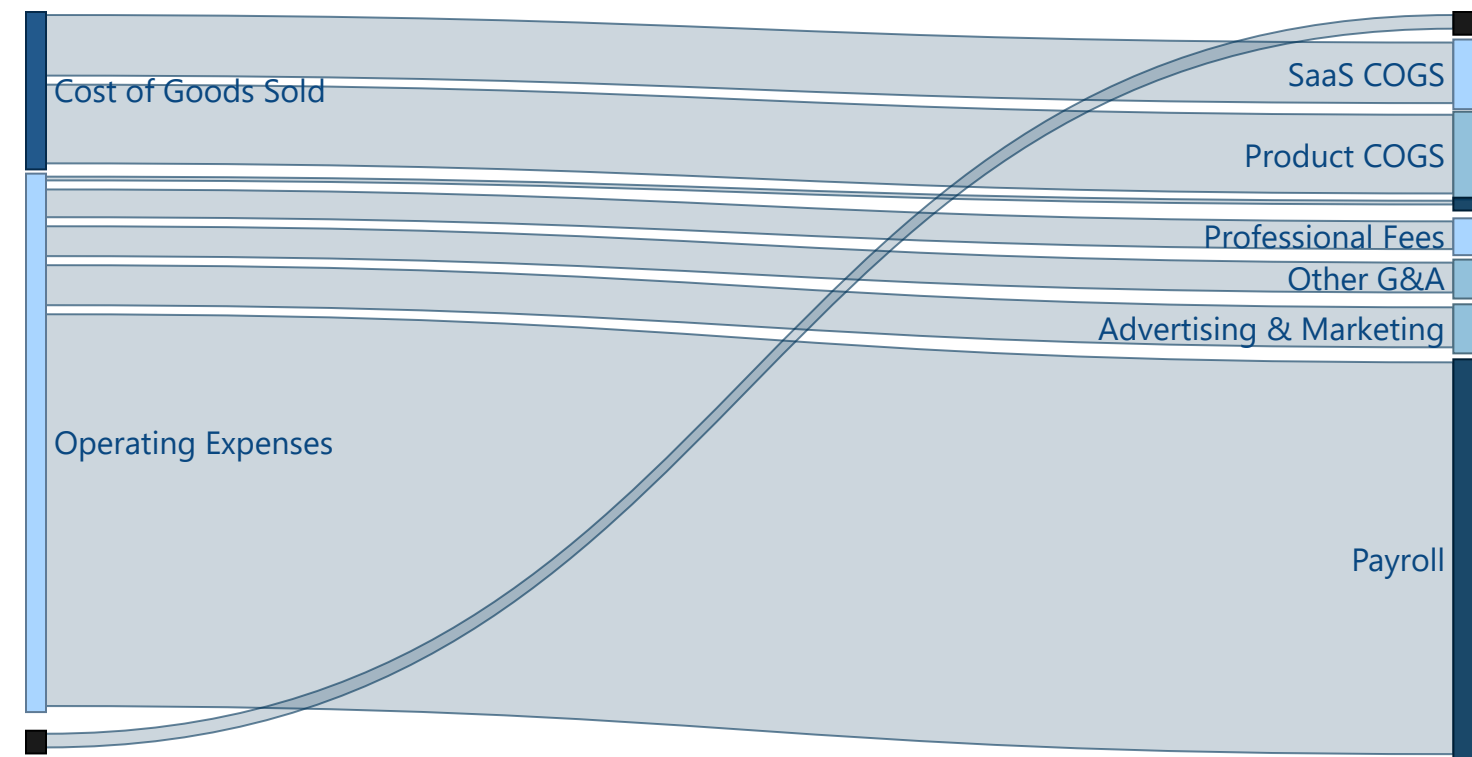
Revenue by Customers



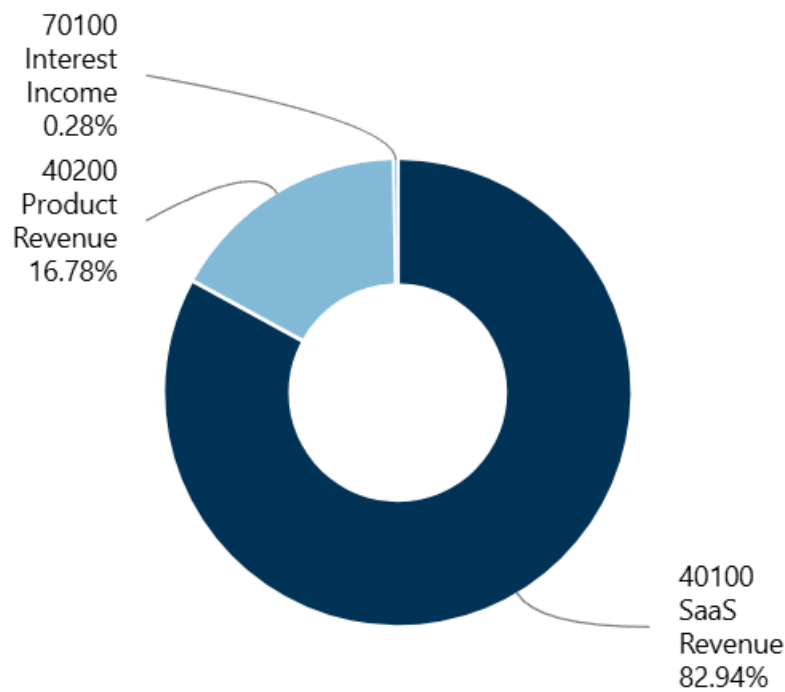
Top Vendors By Operating Expense

Vendors	Expenses
ADP	\$4,567,600
Hardware Inc	\$1,019,200
UnitedHealth	\$664,800
AWS	\$601,900
Google Ads	\$328,500
WeWork	\$198,000
Stripe	\$173,400
LinkedIn	\$158,000
Monthly Depreciation	\$110,400
TechConsult	\$110,400
Total	\$7,932,200

Expense Breakdown by Category and Subcategory



Total Revenue YTD by ACCOUNT



Monthly Expense Share by Vendor (% of Total)

NAME	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
ADP	50.72%	52.39%	52.86%	50.13%	52.25%	51.96%	51.66%	49.29%	50.82%	50.44%	49.50%	47.98%	50.76%
Hardware Inc	10.82%	11.36%	11.44%	11.01%	11.44%	11.54%	11.44%	11.06%	11.56%	11.44%	11.44%	11.37%	11.33%
UnitedHealth	7.79%	8.03%	7.94%	7.51%	7.67%	7.61%	7.42%	7.06%	7.26%	7.07%	6.91%	6.67%	7.39%
AWS	6.19%	6.49%	6.56%	6.34%	6.65%	6.76%	6.76%	6.60%	6.95%	6.96%	6.99%	6.92%	6.69%
Google Ads	3.51%	3.48%	3.51%	3.39%	3.53%	3.57%	3.55%	3.44%	3.60%	3.83%	4.05%	4.21%	3.65%
WeWork	2.32%	2.39%	2.36%	2.24%	2.29%	2.27%	2.21%	2.10%	2.16%	2.11%	2.06%	1.99%	2.20%
Stripe	1.80%	1.90%	1.92%	1.86%	1.94%	1.96%	1.96%	1.90%	1.99%	1.98%	1.97%	1.94%	1.93%
LinkedIn	1.69%	1.71%	1.72%	1.65%	1.73%	1.76%	1.74%	1.68%	1.77%	1.79%	1.87%	1.93%	1.76%
Monthly Depreciation	1.29%	1.33%	1.32%	1.25%	1.27%	1.26%	1.23%	1.17%	1.21%	1.17%	1.15%	1.11%	1.23%
TechConsult	1.29%	1.33%	1.32%	1.25%	1.27%	1.26%	1.23%	1.17%	1.21%	1.17%	1.15%	1.11%	1.23%
TalentCo	1.15%	1.19%	1.18%	1.11%	1.14%	1.13%	1.10%	1.05%	1.07%	1.05%	1.02%	0.99%	1.09%
Total	95.45%	95.42%	95.93%	91.33%	94.88%	94.76%	93.90%	89.97%	93.14%	92.47%	91.52%	89.50%	93.08%