

July 2025 Monthly Business Report & Dashboard

Comprehensive Analysis of Company Performance Metrics

■ EXECUTIVE SUMMARY

Company Overview - July 2025

- Total Employees: 76
- New Hires: 17 employees
- Employee Departures: 7 (9.2% turnover)
- Total Revenue: \$44,892.00
- Financial Balance: \$7,303.00 (positive)

■ Overall Status: Strong recovery month with excellent hiring and financial improvement

■ HUMAN RESOURCES PERFORMANCE

Hiring & Onboarding

- New Employees Hired: 17 (highest in 2025)
- Employees Actually Started: 11
- Success Rate: 64.7% (11/17 started working)
- New Employee Salaries: \$5,621.69
- Started Employee Salaries: \$3,638.55
- Didn't Start/Finish Same Month: 6 employees

HR Operations

- HR Salaries and Bonuses: ■46,669.78
- HR Advertising and Software: ■4,482.00

■ Cost per Employee (Started): ■4,650.16

■ Cost per Employee (All): ■3,008.93

■ Recruiter Bonuses: ■2,200.00

Video Recruitment

■ Video Candidates Processed: 173

■ Video Recruiter Bonuses: ■17,300.00

■ Cost per Video: ■287.37

■ EMPLOYEE TURNOVER ANALYSIS

Departure Breakdown

■ Total Employees Left: 7 (9.2% of workforce)

■ Voluntary Departures: 3 (3.95% of workforce)

■ Employees Fired: 4 (5.3% of workforce)

■ Average Tenure of Departed: 8.6 months

Financial Impact

- Monthly Salary Savings: \$2,469.88
- Lifetime Profit from Departed: \$5,432.60 (net positive)
- Short-term Employee Cost: 6 employees, ■82,300.00 salary

■ CALL ACTIVITIES & LEAD GENERATION

Call Performance

- Total Calls: 15
- Leadgen Calls: 15
- Sales Manager First Calls: 0
- Reengagement Calls: 0

Cost Analysis

- Manager Bonuses: ■4,800.00
- Team Lead Bonuses: ■1,500.00
- Lead Price: \$182.13 per lead
- New Company Price: \$3,231.99
- Unique Company Price: \$1,615.99
- Project Price: \$1,615.99

Results

- Clients Acquired: 0
- Conversion Rate: 0%

■ SALES PERFORMANCE

Sales Metrics

- Companies that Purchased: 2
- Unique NEW Companies: 1

- Total Hired Employees: 2
- Sales Revenue: \$3,048.00
- Sales Manager Bonuses: \$60.96

Profitability

- Project Profit: \$2,548
- Employee Salary Cost: \$500.00
- Profit Margin: 83.6%

■ FINANCIAL OVERVIEW

Revenue & Cash Flow

- Total Revenue: \$44,892.00
- Total Received: \$37,845.00
- Monthly Balance: \$7,303.00 (positive)
- Cash Position: \$256.00

Expenses

- Invoices This Month: \$17,591.00
- Full Salaries Accrued: \$31,830.00
- Salaries Actually Paid: \$24,517.00
- Outstanding Invoices: \$38,409.00

■ ADDITIONAL ACTIVITIES

Interviews & Hiring

- Companies Interviewed: 1
- Employees Interviewed: 1
- Successful Hires from Interviews: 1
- Interview Success Rate: 100%

Private Entrepreneurship

■ New Private Entrepreneurs: 2

■ Associated Bonuses: ■1,500.00

Employee Bonuses

■ Project Bonuses Total: ■64,975.00

■ Employee Bonuses (UAH): ■101,838.58

■ Employee Bonuses (USD): \$2,453.94

Streaming Activities

■ Stream Hours: 0 (no streaming activity)

■ Stream Bonuses: ■0.00

■ MONTH-OVER-MONTH COMPARISON (JANUARY - JULY 2025)

Employee Metrics Progression

Month	Total Staff	Hired	Started	Departures	Fired
Jan	90	4	3	5 (5.6%)	1 (1.1%)
Feb	99	15	10	10 (10.1%)	3 (3.0%)
Mar	85	1	1	16 (18.8%)	1 (1.2%)
Apr	72	3	2	13 (18.1%)	3 (4.2%)
May	65	6	6	2 (3.1%)	0 (0.0%)
Jun	71	8	4	12 (16.9%)	7 (9.9%)
Jul	76	17	11	7 (9.2%)	4 (5.3%)

Financial Performance Progression

Month	Revenue	Balance	Salaries	Cash
Jan	\$42,661	-\$770	\$30,872	-\$2,707
Feb	\$46,166	-\$1,907	\$34,001	-\$8,158
Mar	\$44,235	\$495	\$30,374	\$5,709
Apr	\$39,386	\$2,385	\$25,610	-\$2,514
May	\$42,370	\$4,221	\$24,674	\$17,283
Jun	\$43,329	\$5,254	\$25,477	\$12
Jul	\$44,892	\$7,303	\$24,517	\$256

Sales Activity Trends

Month	Calls	Lead Price	Companies	Sales Revenue	Project Profit
Jan	38	\$108	2	\$2,231	\$1,542
Feb	56	\$84	5	\$5,056	\$4,055
Mar	37	\$118	2	\$2,573	\$1,993
Apr	23	\$109	3	\$3,911	\$3,097
May	27	\$128	4	\$6,885	\$5,470
Jun	19	\$131	2	\$5,820	\$4,446
Jul	15	\$182	2	\$3,048	\$2,548

STRATEGIC INSIGHTS & ANALYSIS

Biggest Wins

■ Financial Turnaround: From -\$770 balance (January) to +\$7,303 (July)

■ Cost Optimization: HR cost per employee dropped from ■61,008 (March) to ■3,009 (July)

■ **Workforce Recovery:** Company rebounded from 65 employees (May) to 76 (July)

■ **Hiring Excellence:** Best hiring month with 17 new employees and 11 actually started

Areas Needing Attention

■ **Call Activity Crisis:** 73% decrease from 56 calls (February) to 15 (July)

■ **New Company Acquisition:** Only 1 unique new company vs 4 in February

■ **Sales Revenue Decline:** Dropped from \$6,885 (May) to \$3,048 (July)

■ **Lead Cost Inflation:** Lead price increased from \$84 (February) to \$182 (July)

Seasonal Patterns Identified

■ **February Peak:** Highest activity across hiring, calls, and sales

■ **March-April Decline:** Significant workforce reduction and activity slowdown

■ **May Recovery:** Strong financial performance with best cash flow

■ **July Hiring Resurgence:** Strong hiring recovery but lower sales activity

Financial Health Journey

- Q1 Progress: Started negative, achieved positive by March
- Q2 Growth: Strong improvement in balance and cash position
- July Status: Maintaining positive trajectory with best balance to date

■ RECOMMENDATIONS FOR AUGUST

Immediate Actions Required

- Address Call Activity Decline: Investigate reasons for 73% call reduction
- Boost New Company Acquisition: Develop strategies to increase from 1 to 3-4 monthly
- Optimize Lead Generation Costs: Work to reduce lead price from \$182 back toward \$100-120 range
- Maintain Hiring Momentum: Continue strong hiring while ensuring quality

Strategic Focus Areas

- Sales Process Optimization: Review why sales revenue declined despite stable revenue
- Employee Retention Programs: Build on improved retention rates (9.2% vs 16.9% in June)
- Cost Management: Maintain optimized HR costs while scaling operations
- Cash Flow Management: Ensure continued positive balance growth

■ DATA SOURCES & VALIDATION

Primary Data Source: C:\Work\Bonuses\Bonuses Analytics 2025 - Total (1).csv

Reference Documentation: C:\Work\Bonuses\Files explanation\

Analysis Period: July 2025

Comparison Period: January - July 2025

Data Accuracy Notes

- All Ukrainian Hryvnia amounts marked with ■
- USD amounts clearly designated with \$

- Percentage calculations verified against total workforce
- Financial balances cross-referenced with revenue and expenses

■ DASHBOARD VERSIONS & LINKS

Current Version

Version 6 (Latest): Interactive HTML Dashboard with Executive Summary

- Features: Complete month-over-month comparison, interactive charts, executive insights
- Location: Generated via AI Assistant
- File: julymonthlyreport (HTML artifact)

Dashboard Links

- June-July Comparison Dashboard:
<https://claude.ai/public/artifacts/6daf0eed-3977-47fe-af38-1f3ad7066e06>

■ January to July Comparison Dashboard: <https://claude.ai/public/artifacts/8d5e69a7-c773-411e-bc64-9480af2be979>

Previous Versions

Version 4: Basic Dashboard with Key Metrics

- Features: Core metrics display, basic comparisons
- Status: Previous iteration
- Reference: Available upon request

Version Control

- Version 1-3: Development iterations
- Version 4: First complete dashboard
- Version 5: Enhanced with additional metrics
- Version 6: Current version with executive summary and full comparison table

Report Generated: August 2025

Analysis Period: July 2025

Next Update: August 2025 Monthly Report

Document Type: Comprehensive Business Analysis Report

This document provides a complete analysis of July 2025 business performance and serves as a baseline for future monthly comparisons. All data has been validated and cross-referenced with source documentation.