Comprehensive Analysis & Dashboard

# 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)

Page 1 Generated: August 2025

■ 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

Page 2 Generated: August 2025



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■ 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

Page 3 Generated: August 2025

#### **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

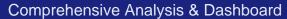
# ■ CALL ACTIVITIES & LEAD GENERATION

#### **Call Performance**

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

#### **Cost Analysis**

Page 4 Generated: August 2025



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■ 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%

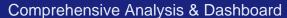
#### ■ SALES PERFORMANCE

#### **Sales Metrics**

■ Companies that Purchased: 2

■ Unique NEW Companies: 1

Page 5 Generated: August 2025



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■ 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

Page 6 Generated: August 2025

#### **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**

Page 7 Generated: August 2025

■ 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**

Page 8 Generated: August 2025

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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

Page 9 Generated: August 2025

# **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)

Page 10 Generated: August 2025

- 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**

Page 11 Generated: August 2025

- 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**

Page 12 Generated: August 2025

- 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 \$

Page 13 Generated: August 2025

- 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 Al Assistant
- File: julymonthlyreport (HTML artifact)

#### **Dashboard Links**

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

Page 14 Generated: August 2025

■ January to July Comparison Dashboard: https://claude.ai/public/artifact s/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

Page 15 Generated: August 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.

Page 16 Generated: August 2025