

Year

All

Quarter

All

Working Capital

\$22,434

Current Ratio

26.54 %

Liquidity Ratio

18.34%

Quick Ratio

37.53%

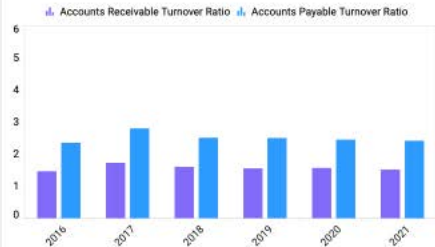
Debt to Asset Ratio (DAR)

11.81%

## Balance Sheet

Line Items	Balance
<b>1 Assets</b>	
Cash	\$ 142485
Accounts Receivable	\$ 104027
Inventories	\$ 120767
Property&Equipment	\$ 908271
Current Assets	\$ 133537
<b>Total Assets</b>	<b>\$ 1409087</b>
<b>2 Liabilities</b>	
Accounts Payable	\$ 65330
Debt	\$ 579455
Current Liabilities	\$ 111103
<b>Total Liabilities</b>	<b>\$ 755888</b>
<b>3 Equity</b>	
Total Assets	\$ 1409087
Total Liabilities	(-) \$ 755888
<b>Total Equity</b>	<b>\$ 653199</b>

## AR Turnover vs. AP Turnover



Debt to Equity Ratio (DER)

25.57%

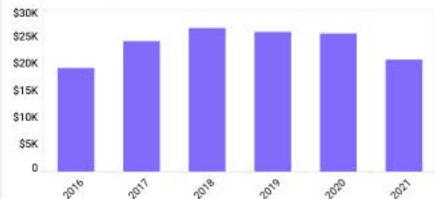
Inventory to Sales

6.41%

Inventory Turnover

1.91%

## Overall Cash by Year

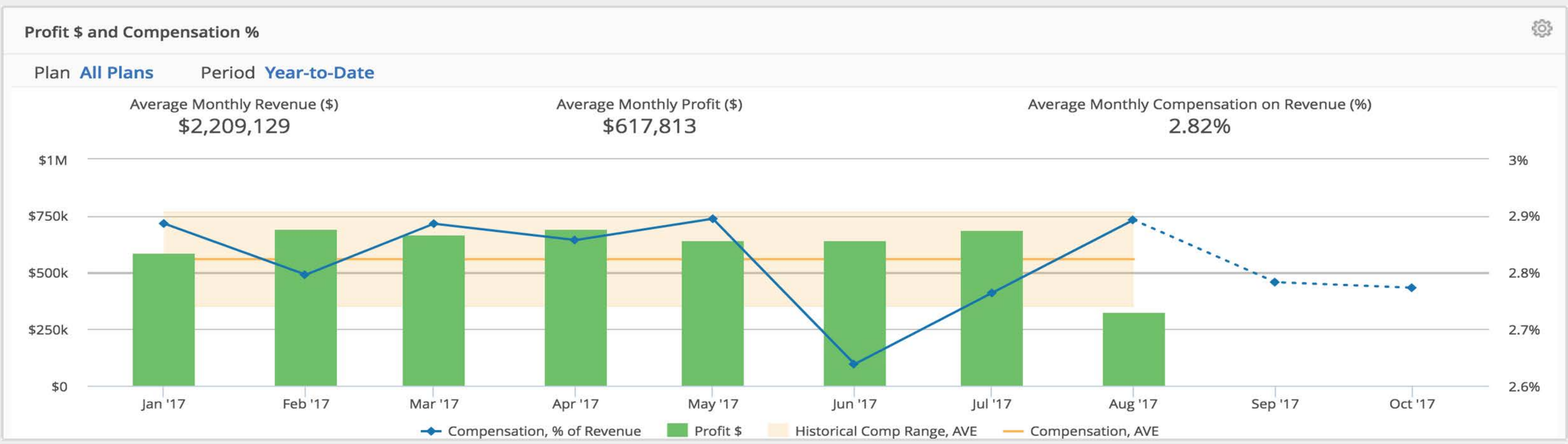
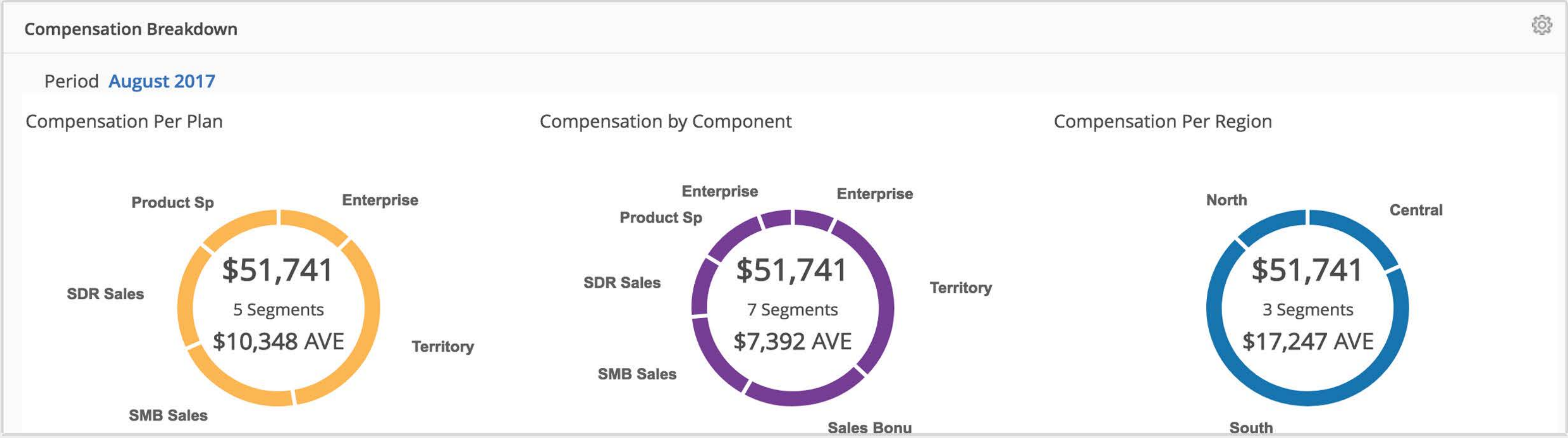


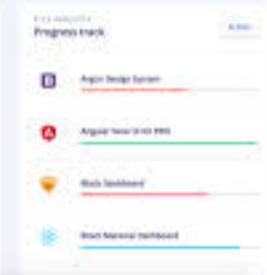
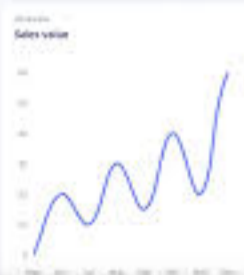
Days Sales in Inventory (DSI)

47 Day(s)

Cash Balance

\$1,275,550





Data Warehouse

EDIT DELETE EXPORT TO EXCEL COMMENT SHARE SEND TO ARCHIVE HISTORY CLOSE

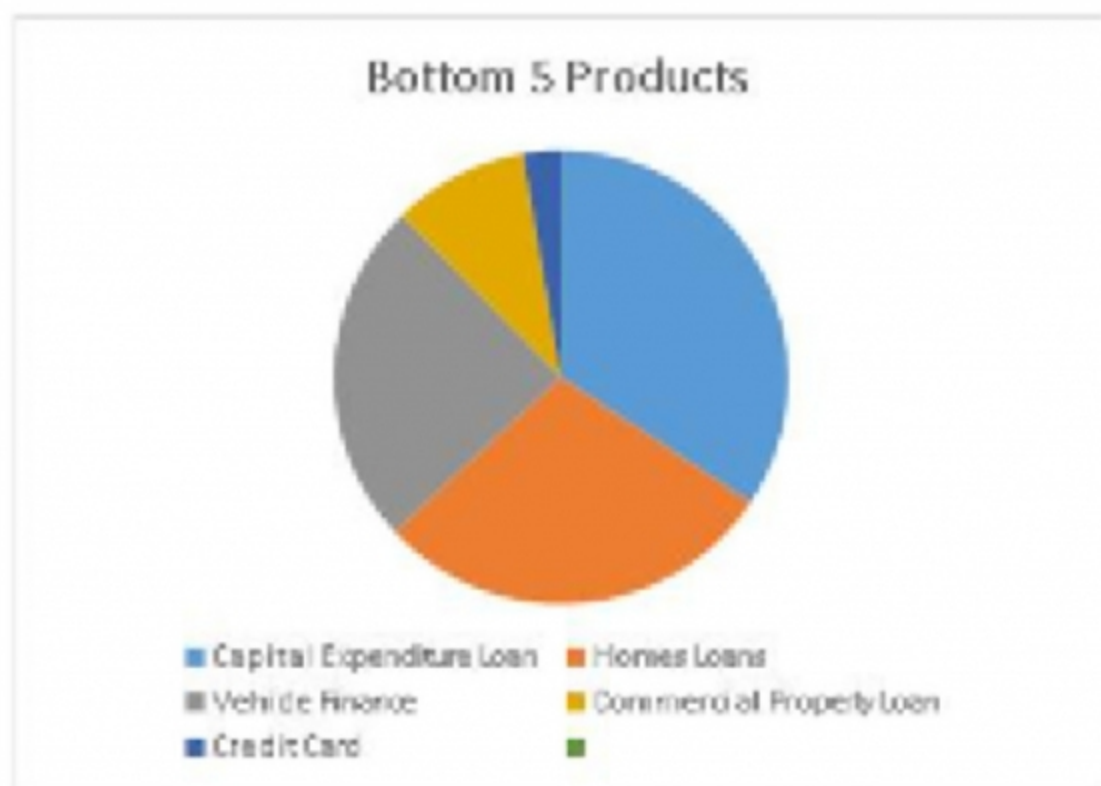
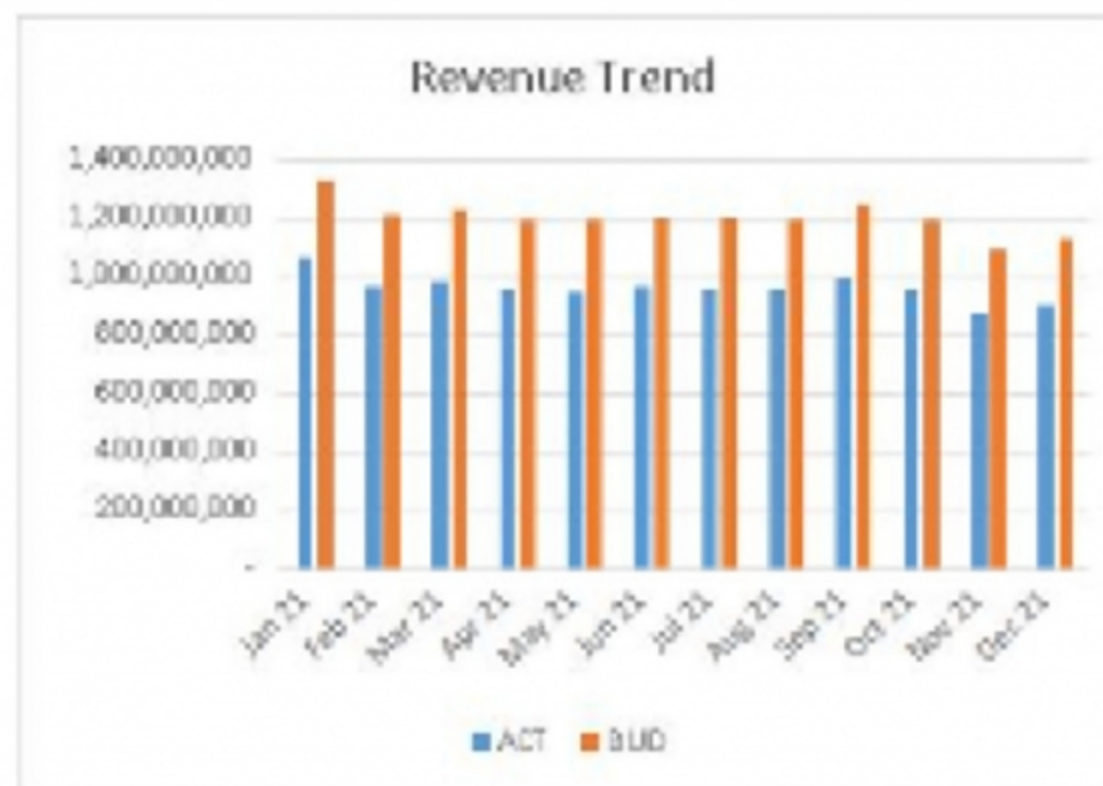
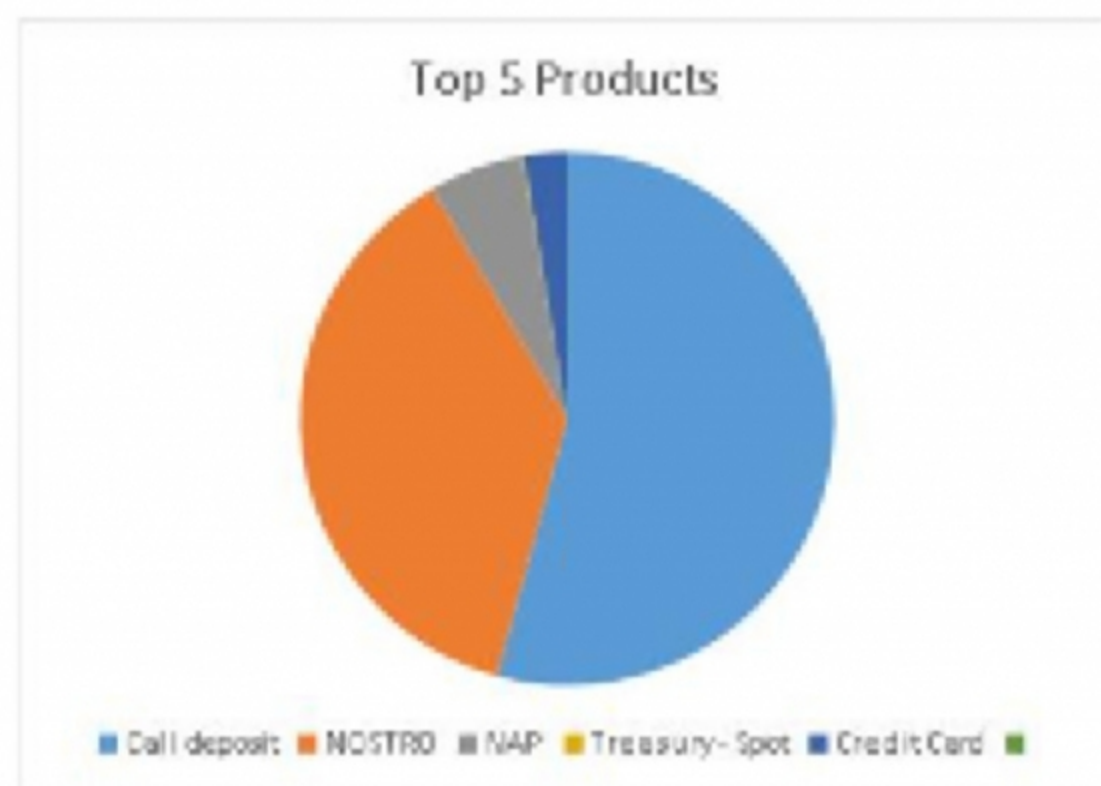
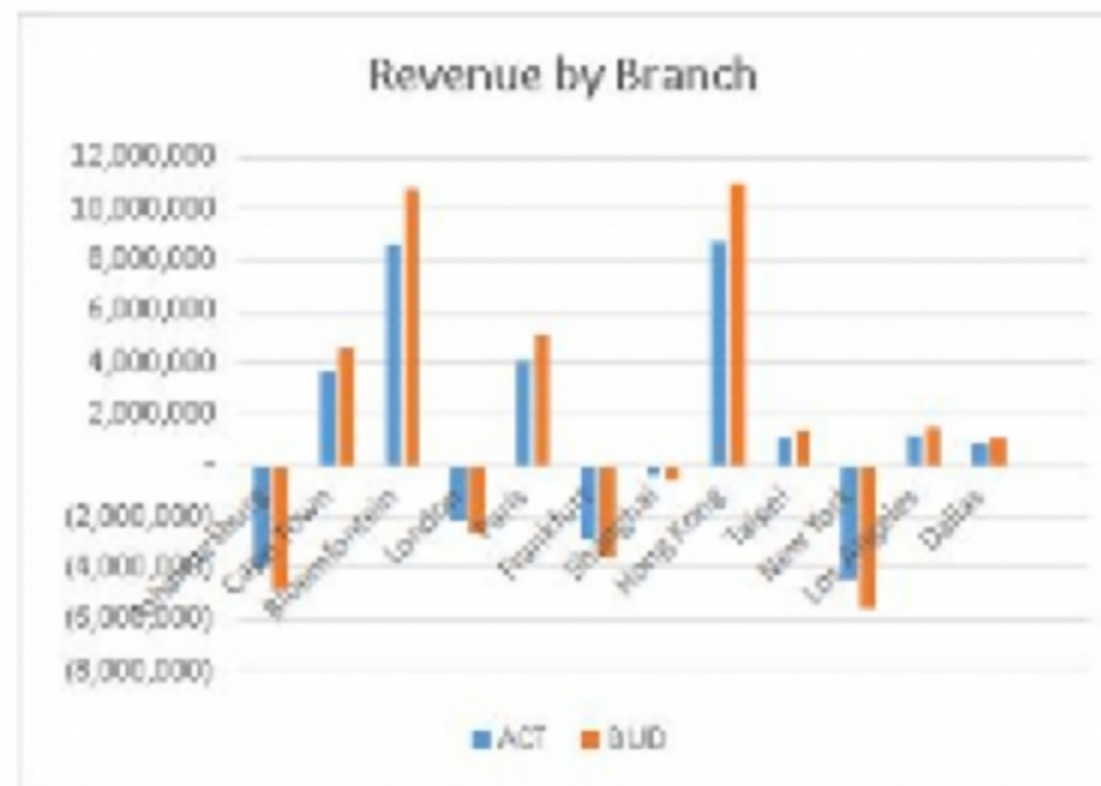
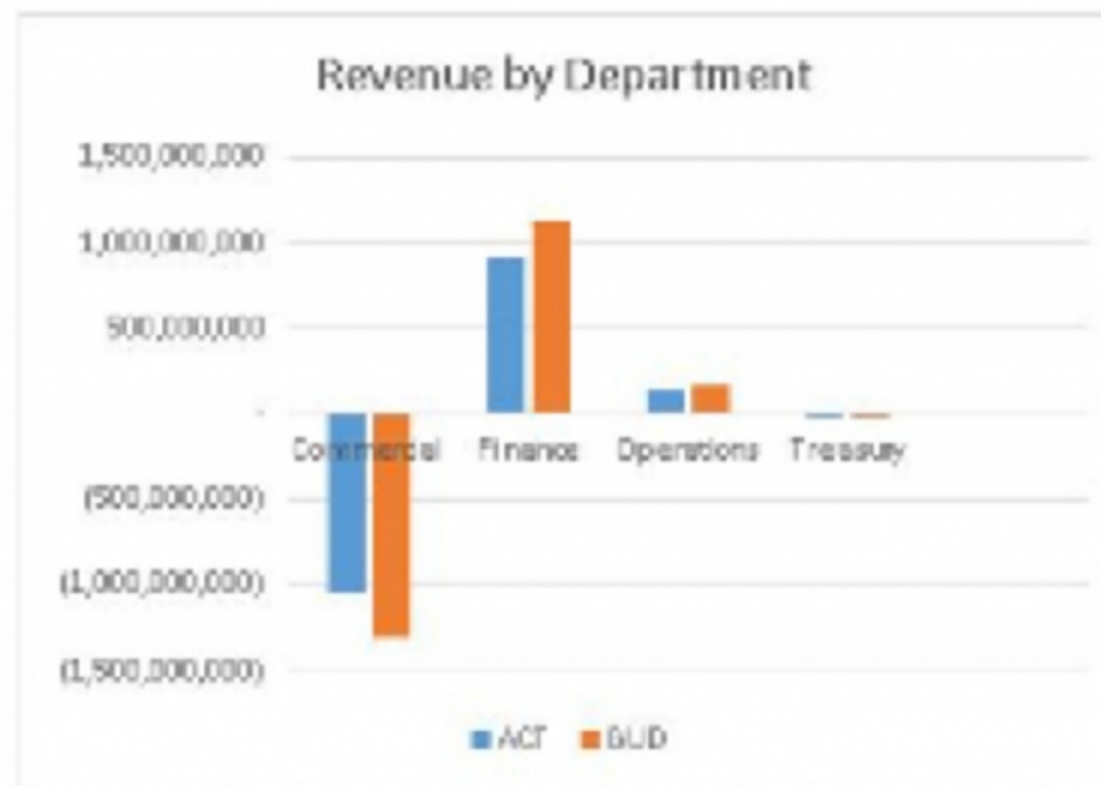
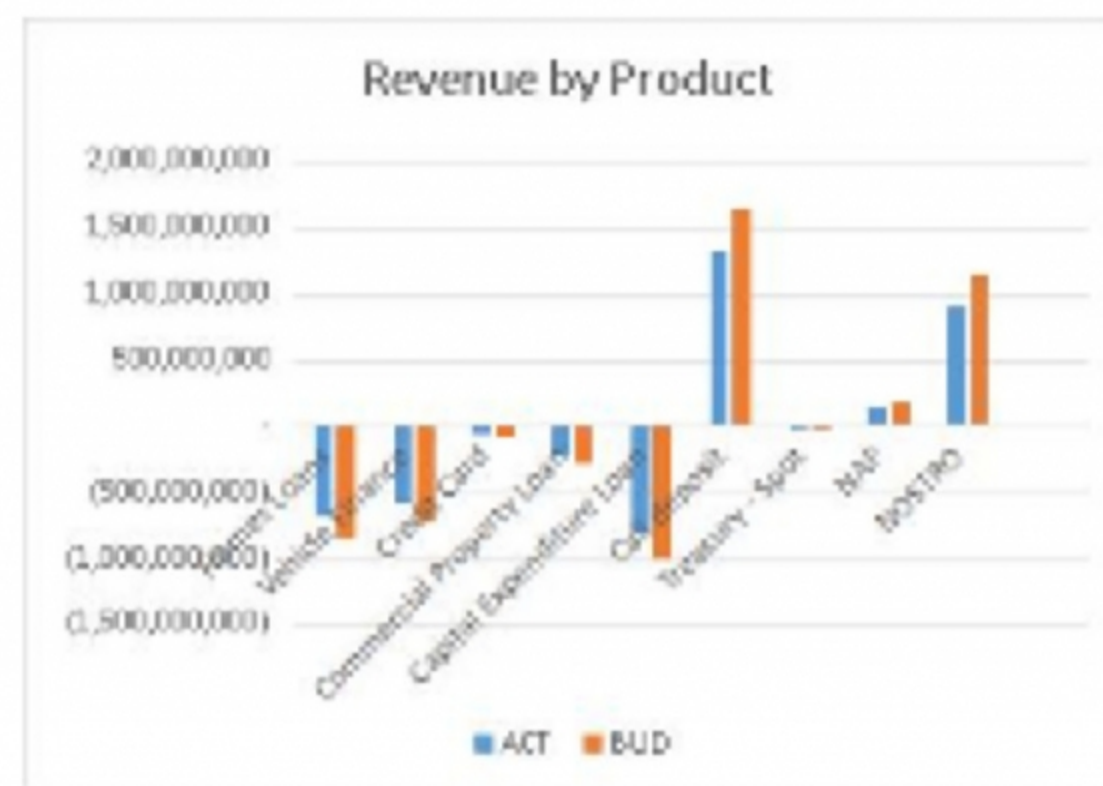
Report parameters

Auto-refresh: Off

### CFO Dashboard



Period: Jan 2021



Revenue by Product		
	ACT	BUD
Home Loans	(684,077,632)	(855,097,040)
Vehicle Finance	(582,489,614)	(728,112,018)
Credit Card	(64,163,119)	(80,203,899)
Commercial Prop	(229,065,542)	(286,331,928)

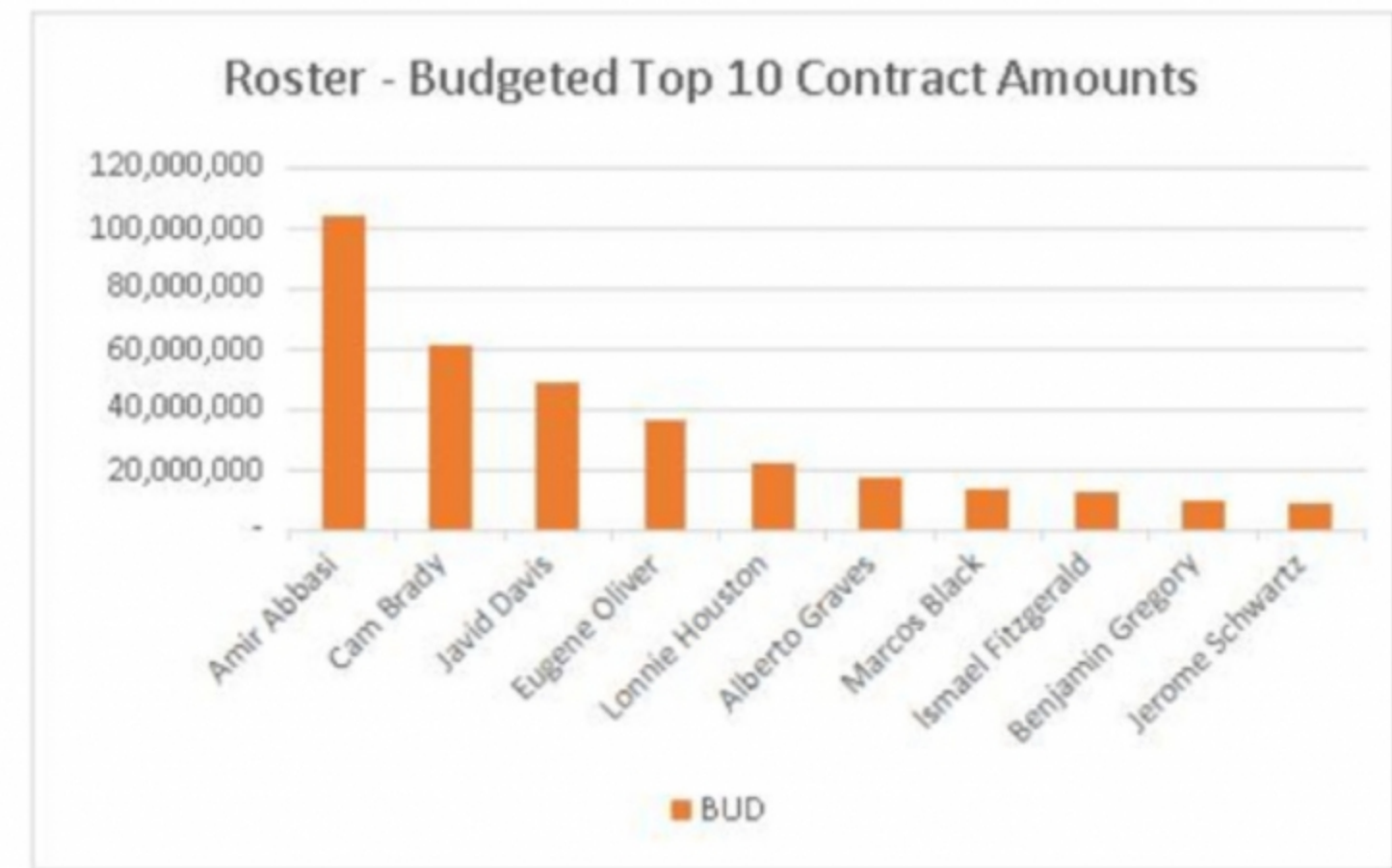
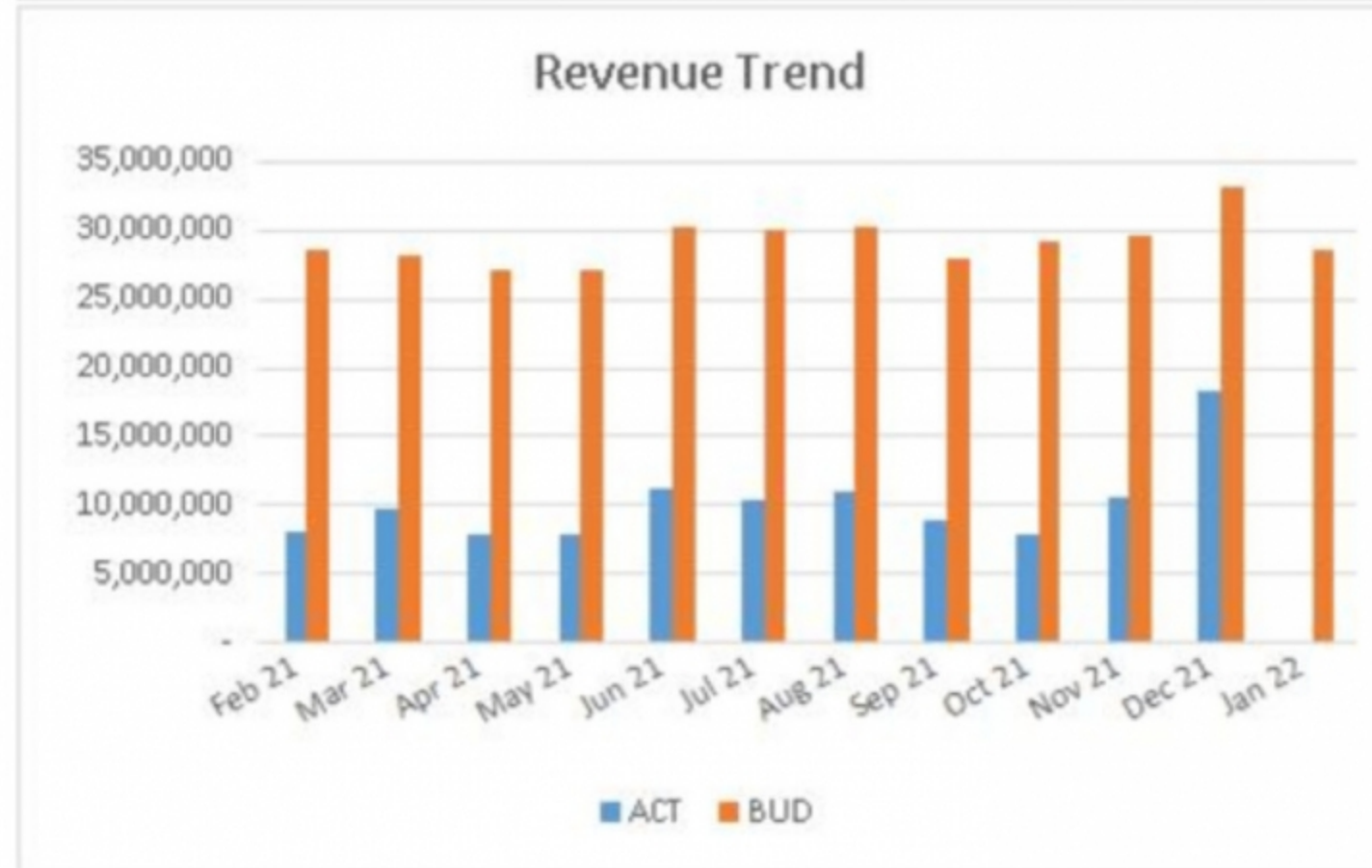
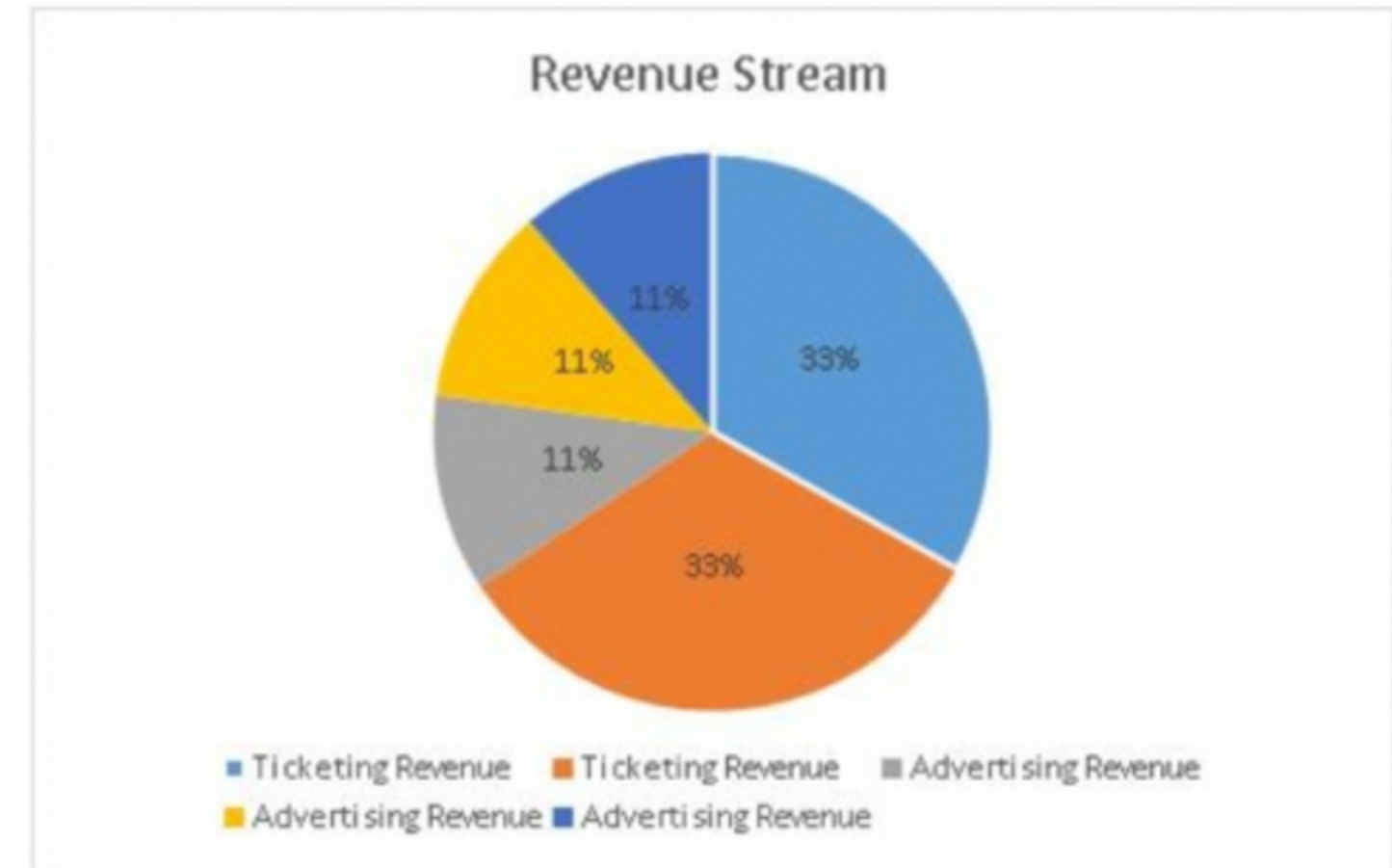
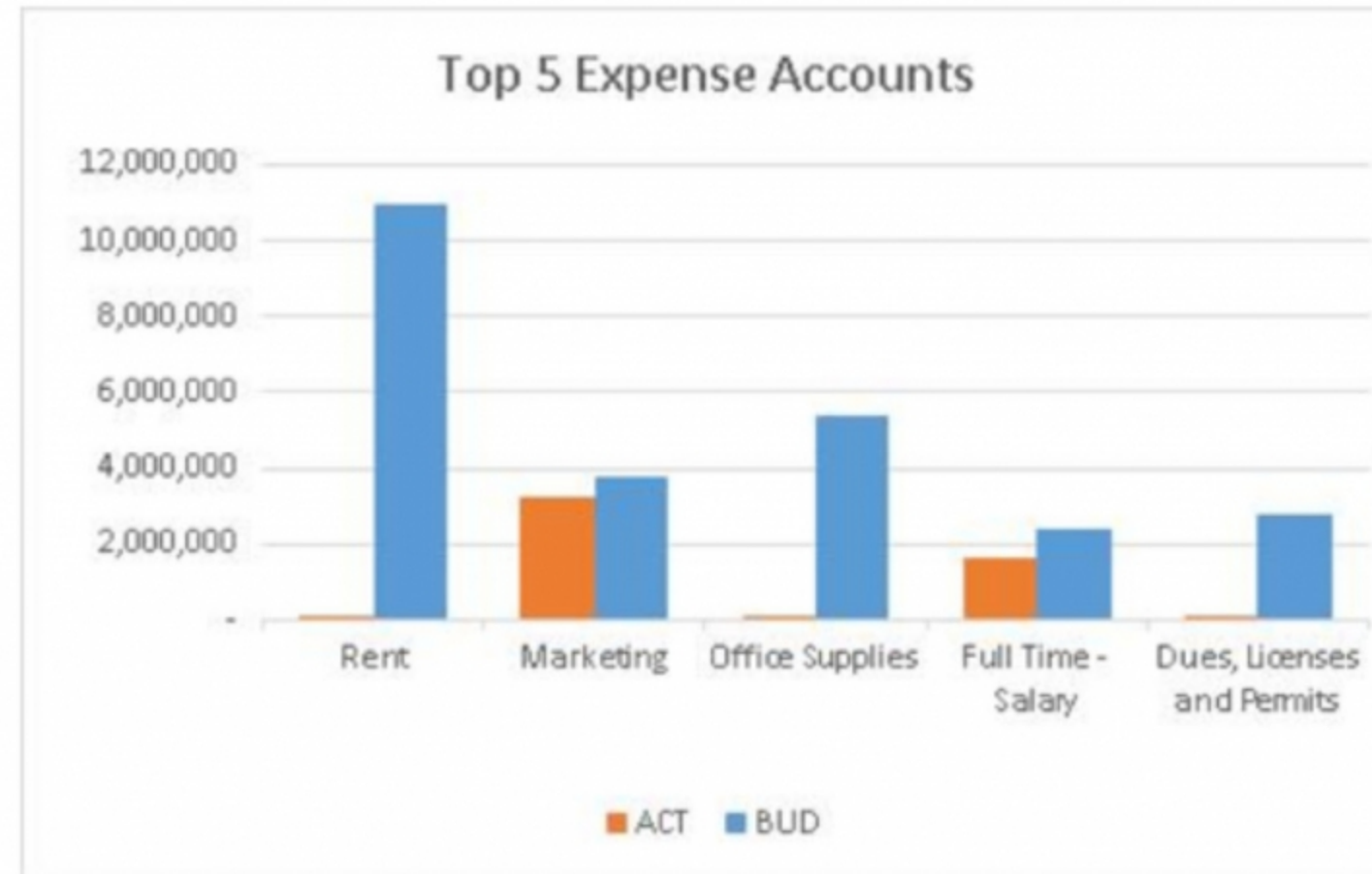
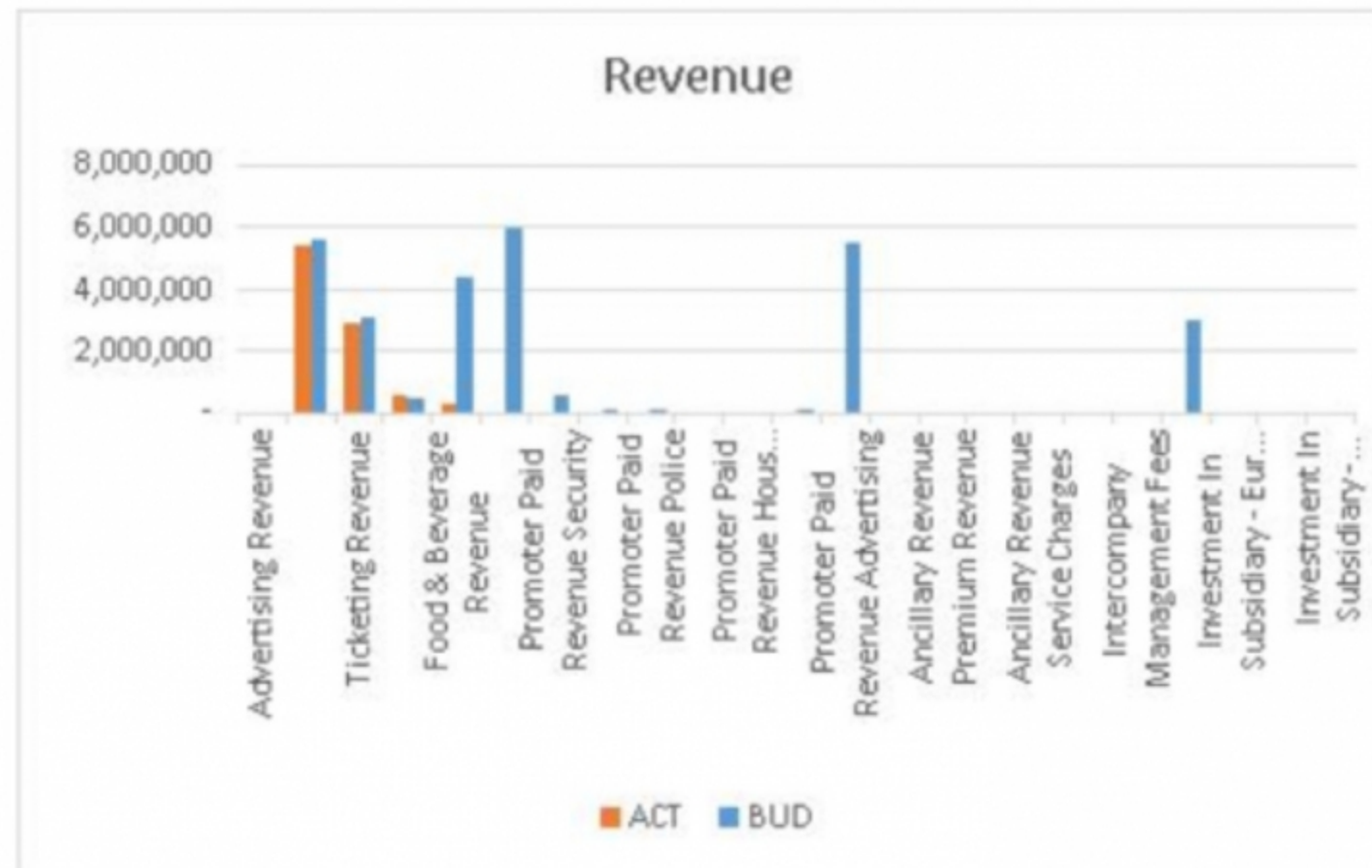
Data Warehouse

Report parameters

Auto-refresh: Off

## Executive Dashboard

Period: Jan 2021



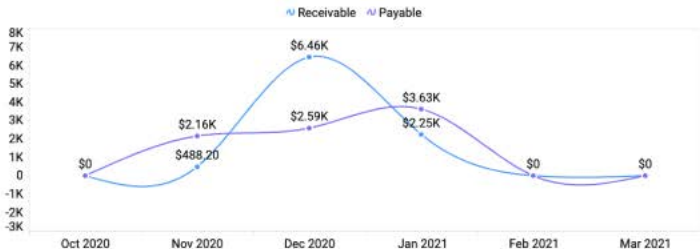


\$1,761 Bank Balance

\$9,195 Accounts Receivable

\$8,387 Accounts Payable

Accounts Receivable and Payable Over Time



\$2,068 Income

\$4,516 Expenses

Receivable

Due \$0  
Overdue \$9,195

Payable

Due \$2,133  
Overdue \$6,254

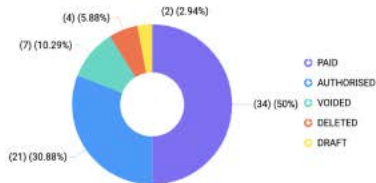
\$17,581.27  
Overdue Amount

21  
Overdue Invoices

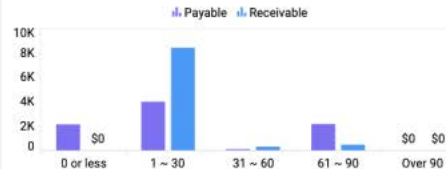
Invoice Due Details by Customer

Customer Name	Invoice Number	Due Date	Due Amount	Due Split
SMART Agency	SM0195	11/21/2020	\$2,000	61 - 90
SMART Agency	SM0210	12/30/2020	\$2,500	1 - 30
Swanston Secu...	AP	12/17/2020	\$60	31 - 60
Xero	AP	12/27/2020	\$31	31 - 60
Young Bros Tra...	NULL	1/9/2021	\$125	1 - 30

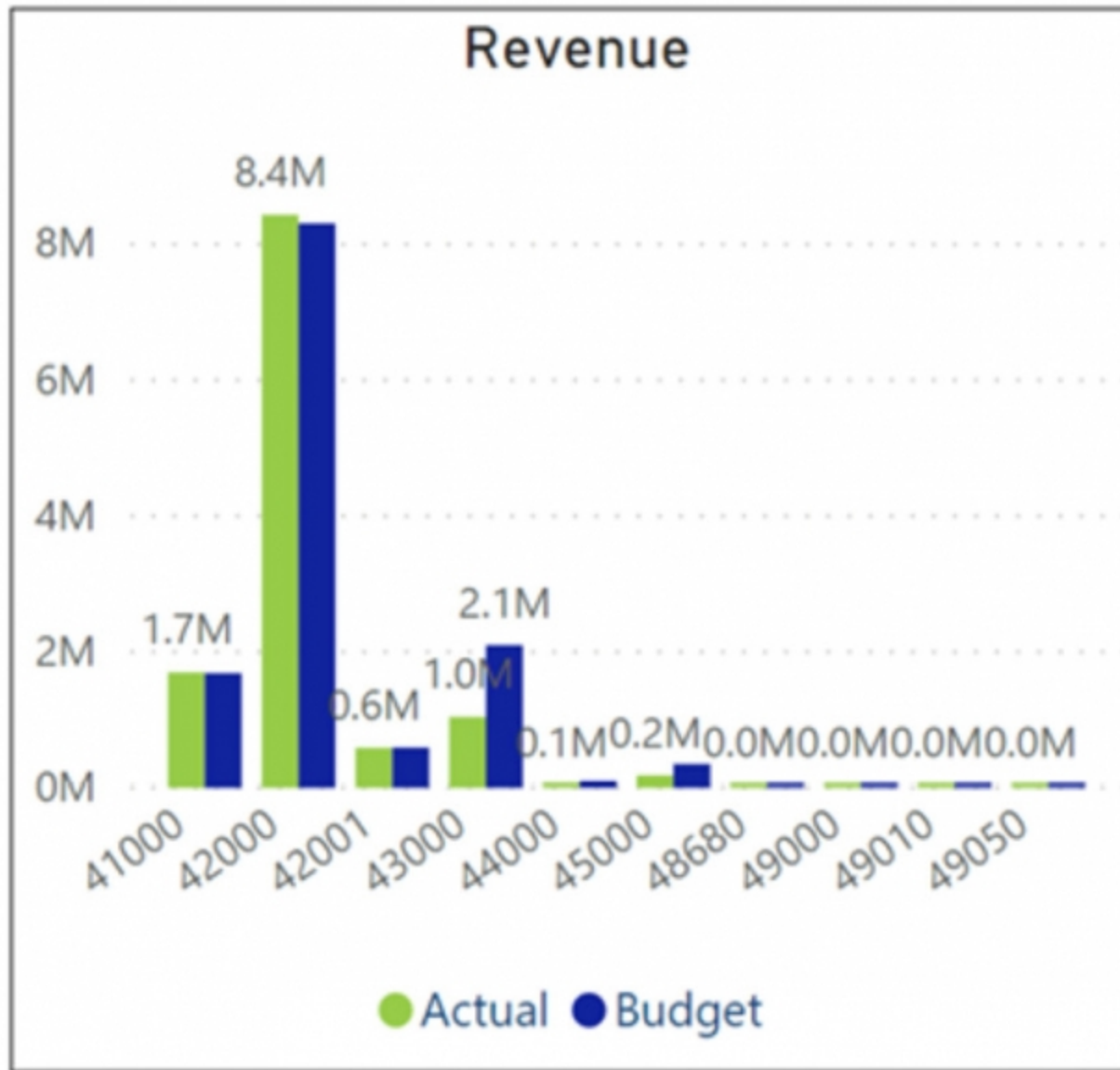
Invoices by Status



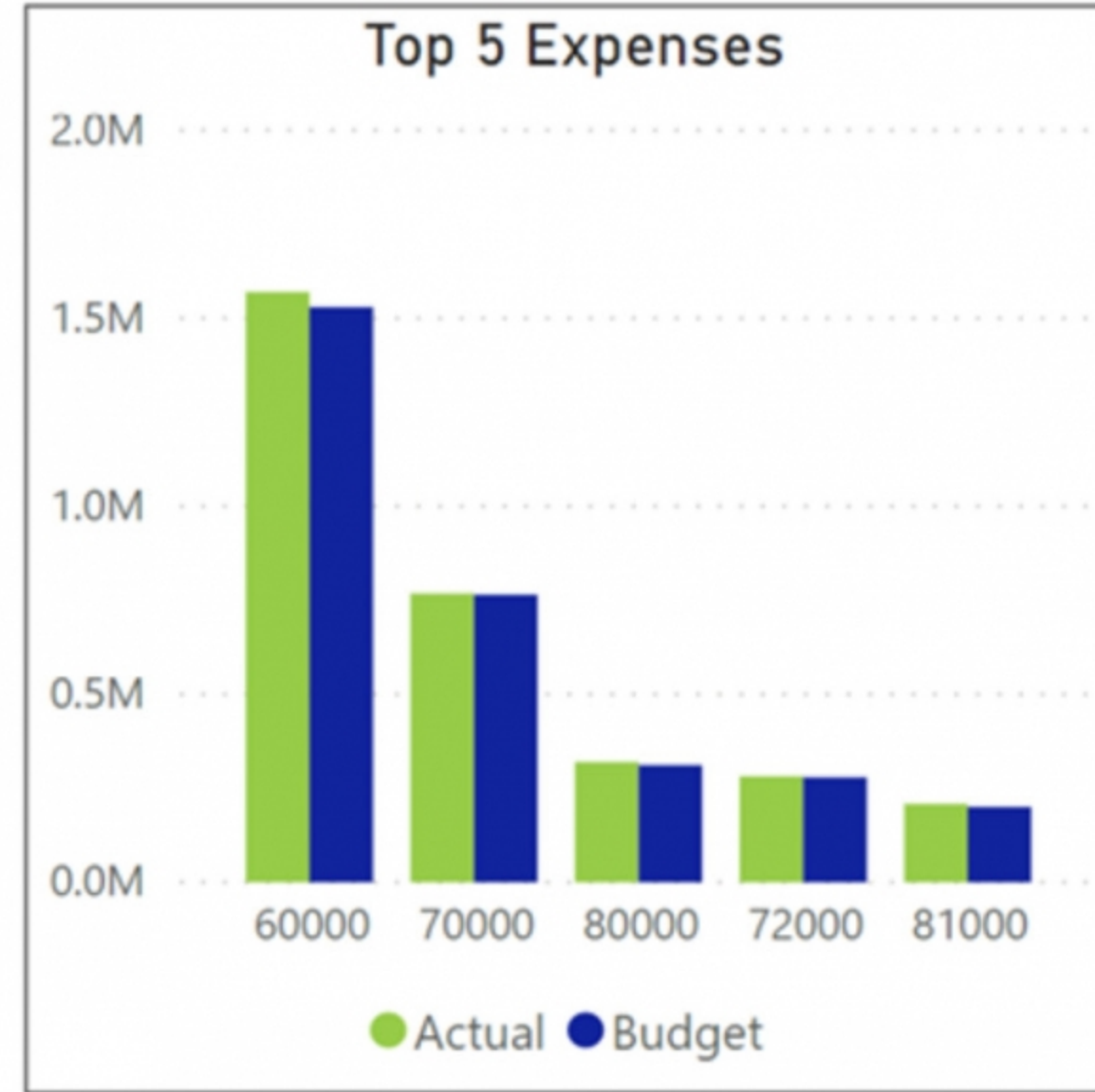
Accounts Payable and Receivable



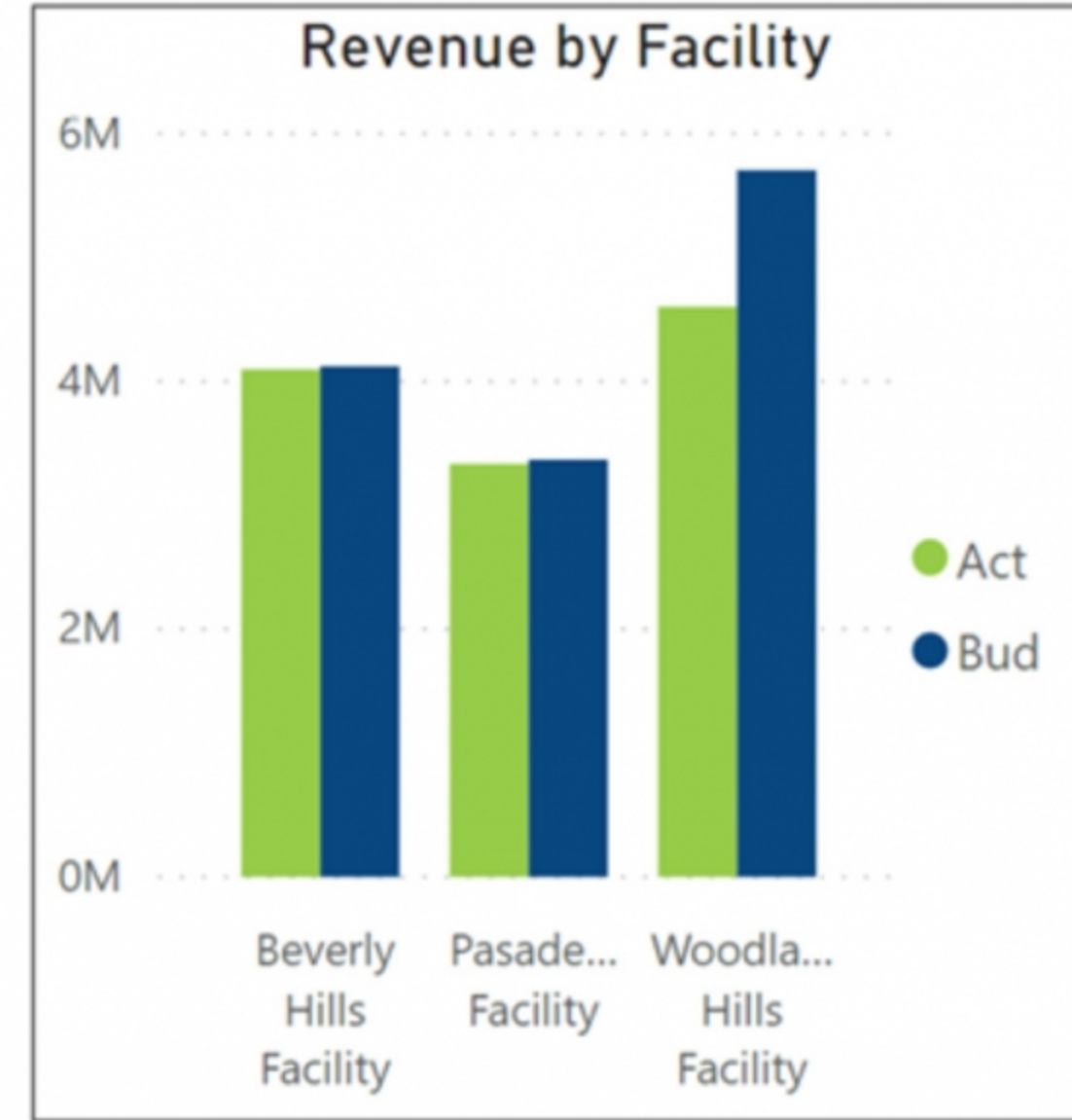
Revenue



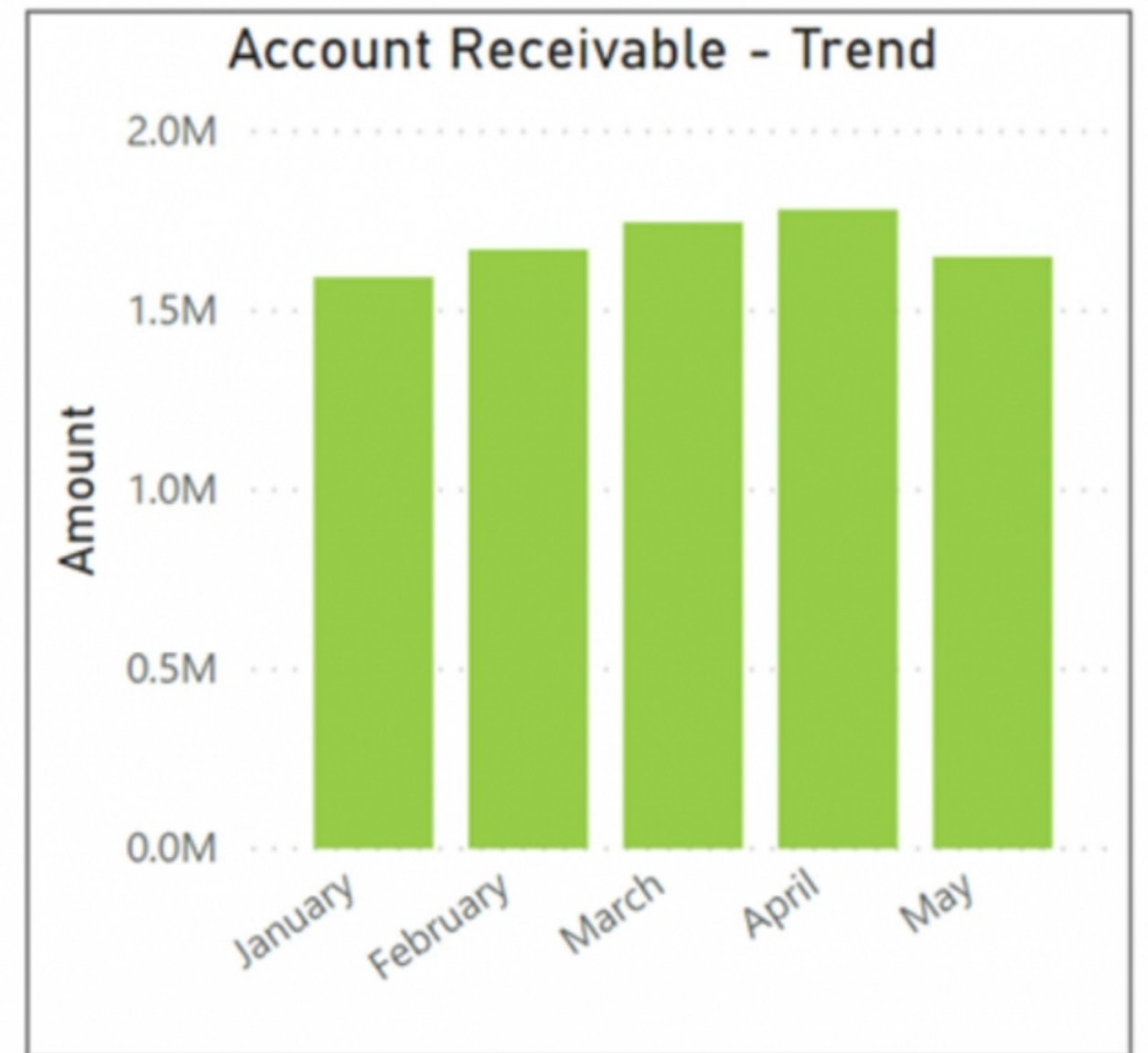
Top 5 Expenses



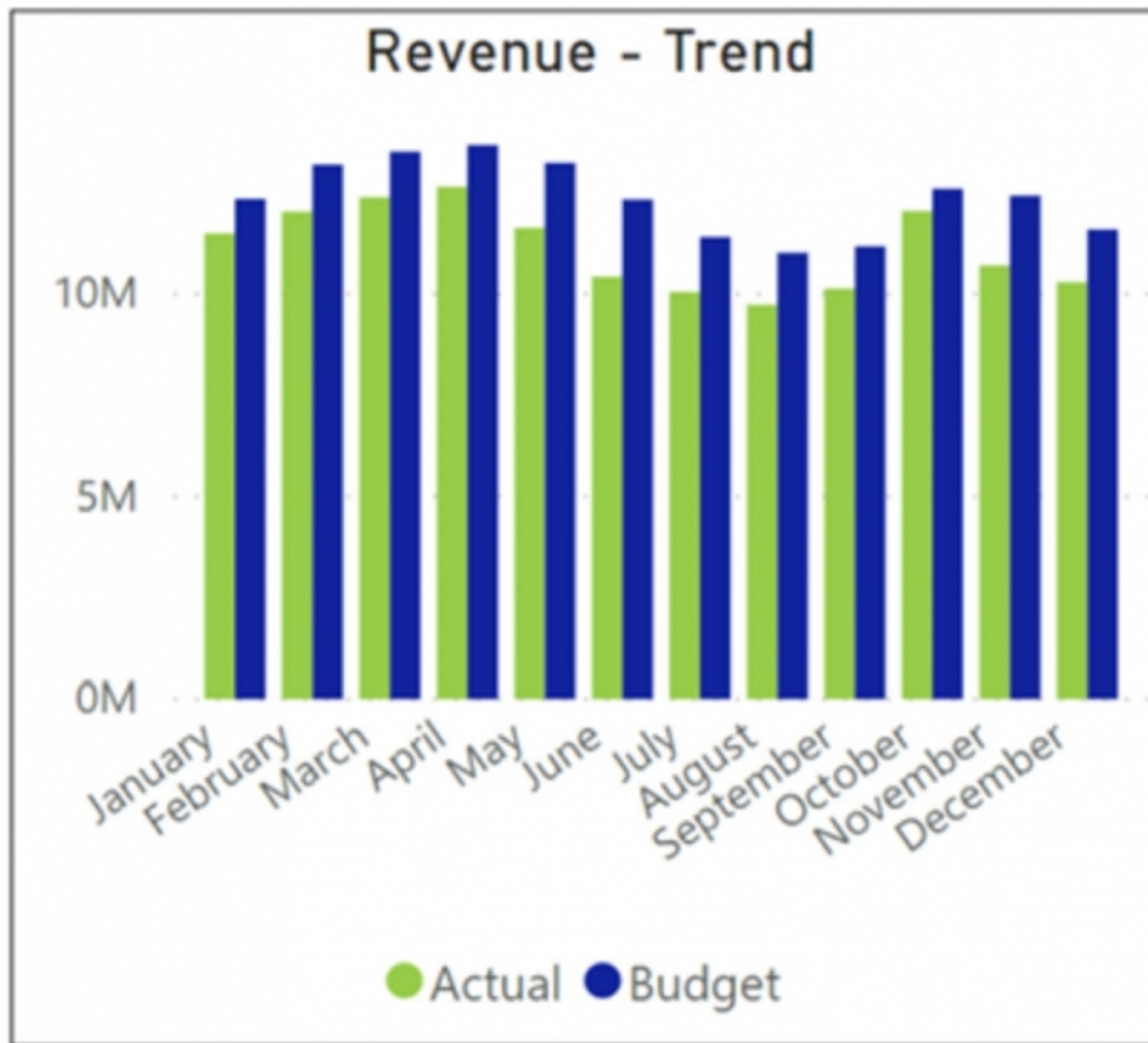
Revenue by Facility



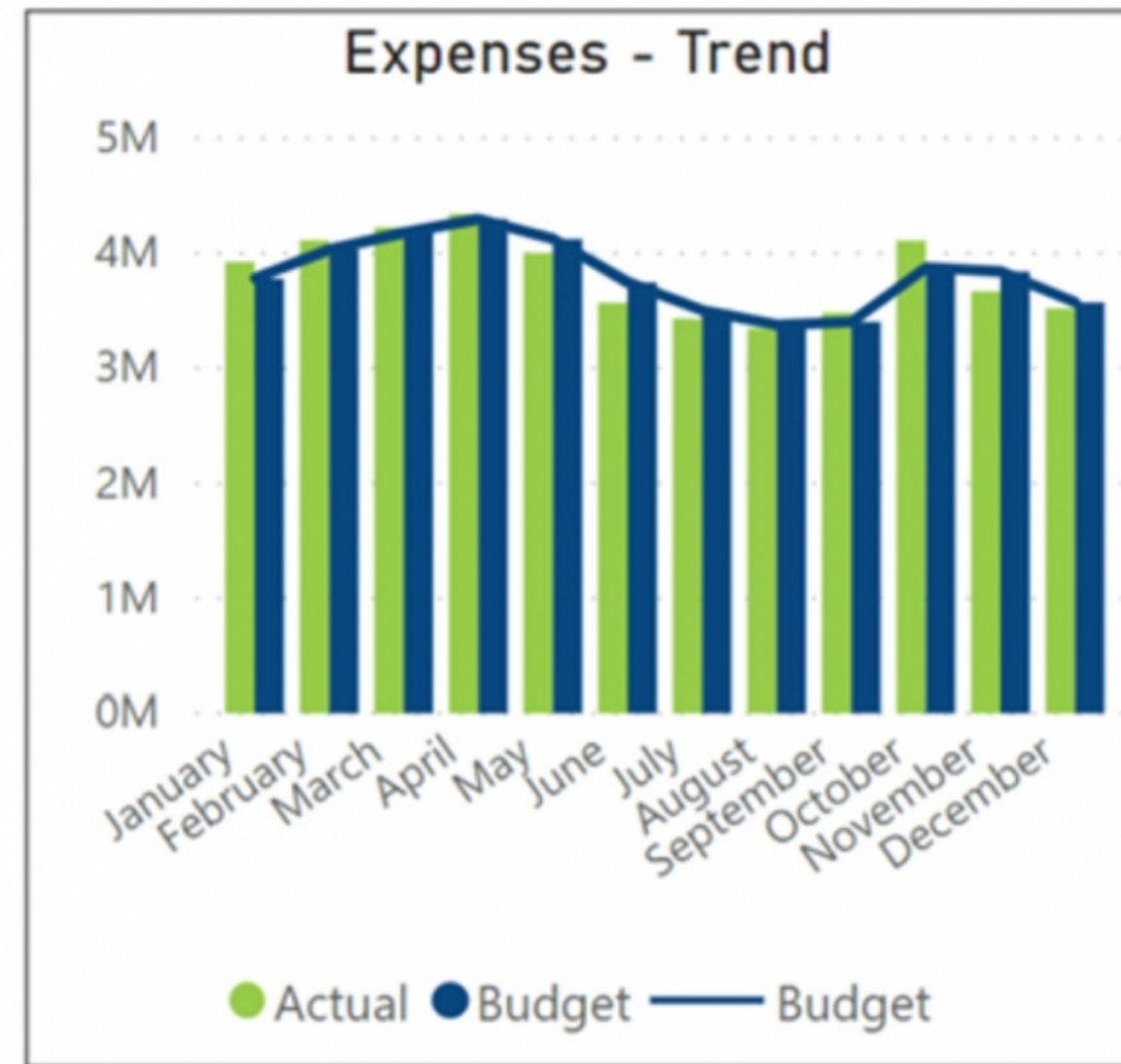
Account Receivable - Trend



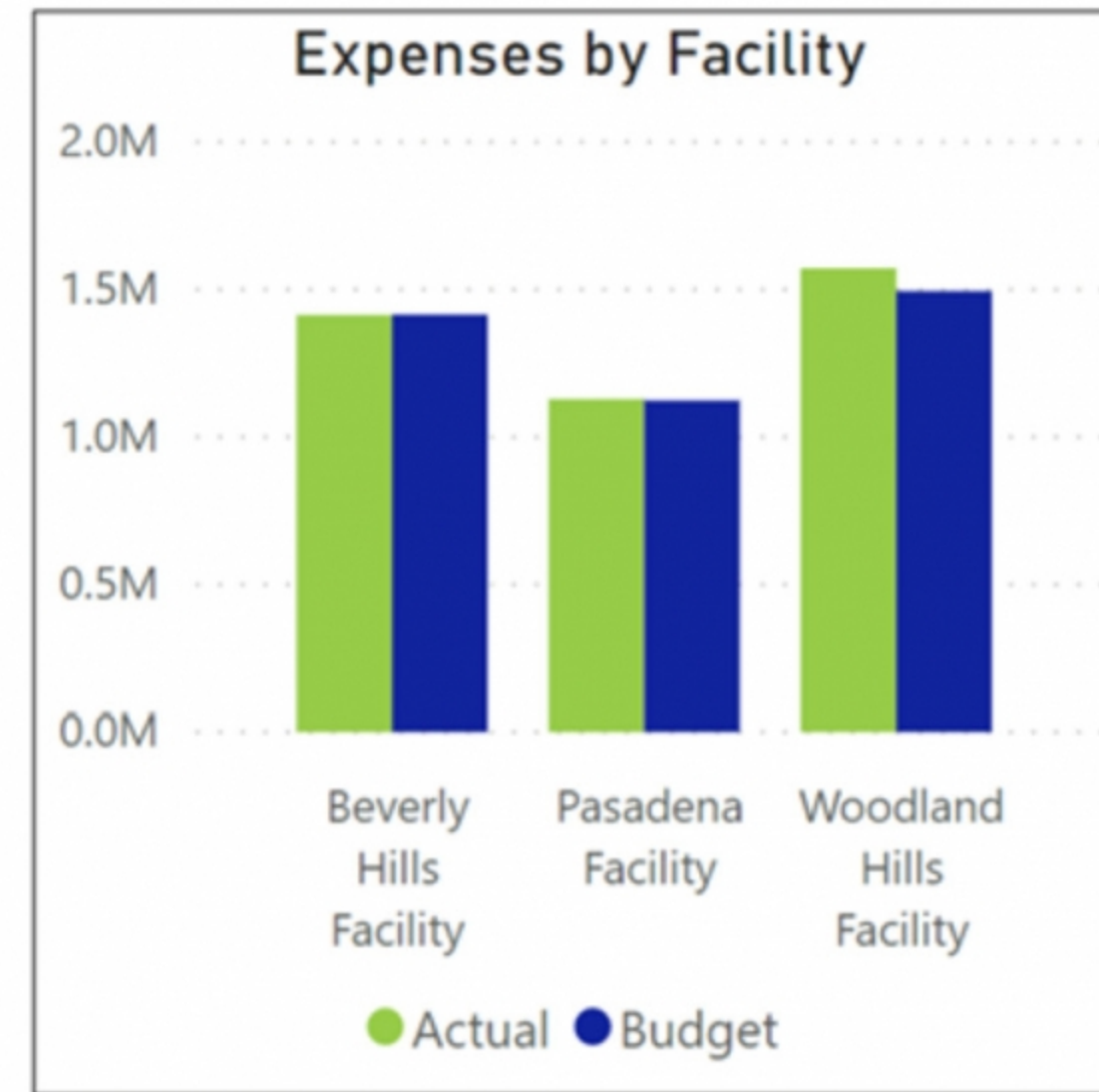
Revenue - Trend



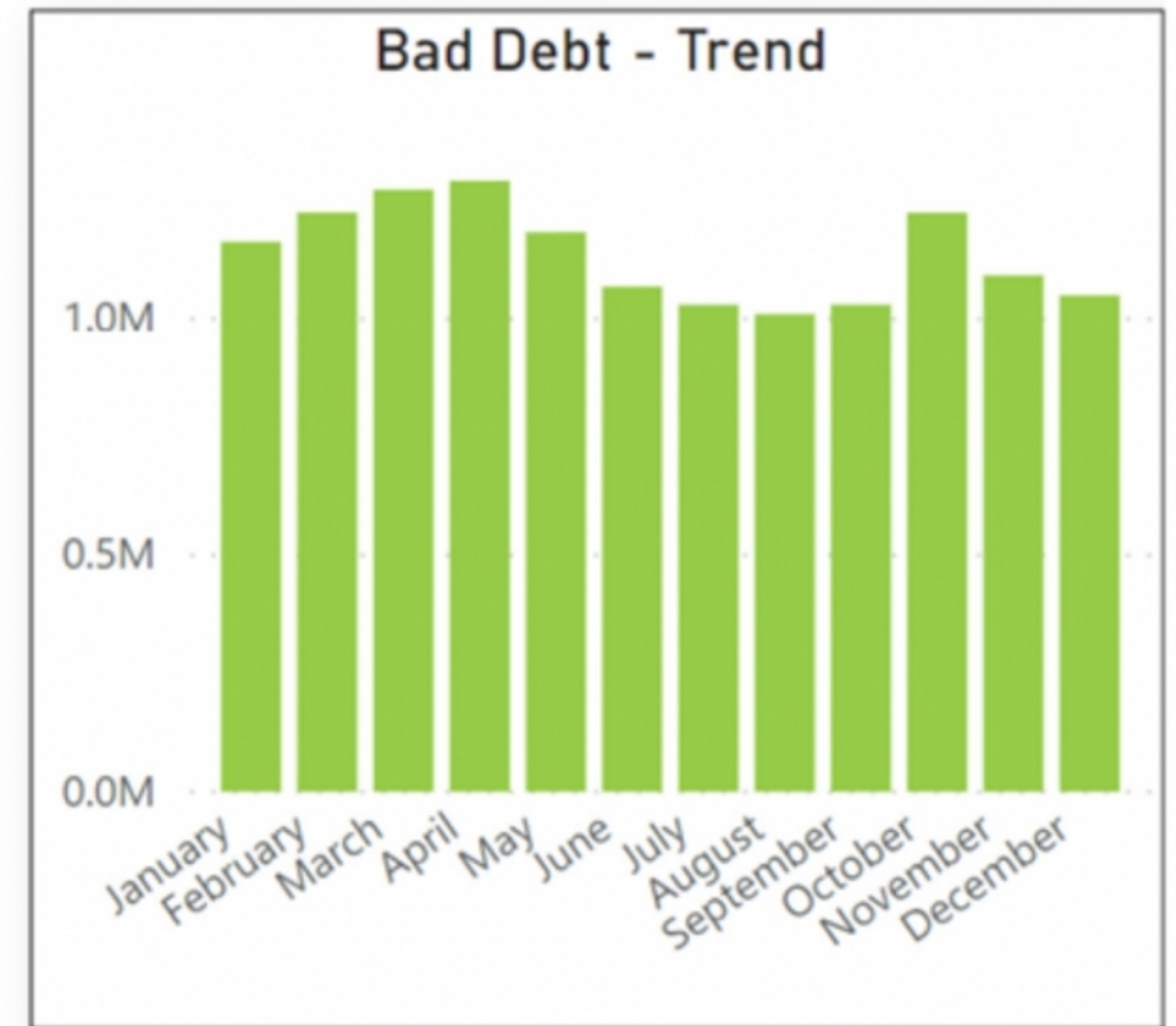
Expenses - Trend



Expenses by Facility



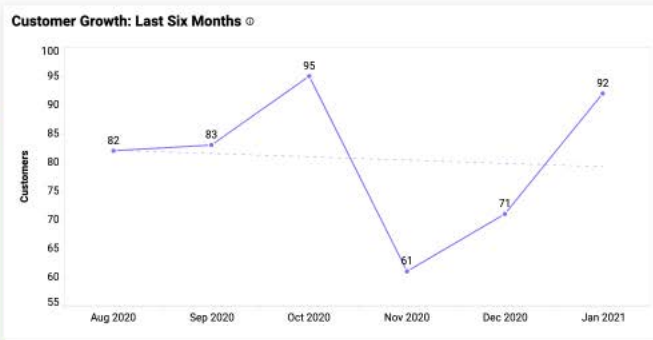
Bad Debt - Trend





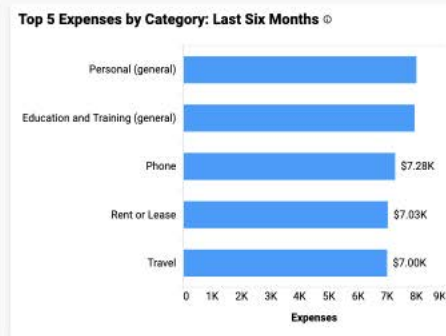
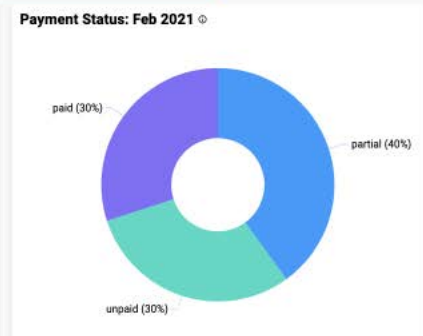
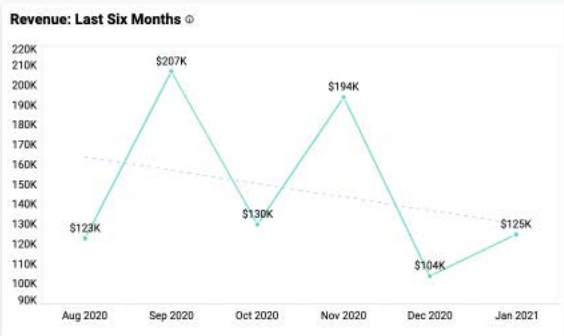
62.54%  
Overall Profit Margin

\$102,500  
Overall Outstanding Revenue



▼ -56.54%  
Expenses  
This Month: \$6.28K  
Last Month: \$14.45K

▼ -37.89%  
Revenue  
This Month: \$59K  
Last Month: \$95K





	D	E	F	G	H	I	J	K	L	M	N	O
<b>Indicator Name</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	
<b>Total Net Revenue</b>	2806	2912	2585	2885	2644	2585	2774	2885	2589	2520	2912	
<b>Cost of Goods Sold</b>	210	435	730	708	201	657	341	542	365	400	777	
<b>Gross Profit</b>	2596	2477	1855	2177	2443	1928	2433	2343	2224	2120	2135	
<b>Wages and Salaries</b>	106	106	110	37	85	122	132	78	141	69	76	
<b>Direct Marketing</b>	10	109	122	54	30	63	113	98	40	14	125	
<b>Advertising</b>	114	124	15	49						150	118	
<b>Professional Fees</b>	15										75	
<b>Outside Services</b>	91	17	132	17	58	138	18	57	78	110	104	
<b>Travel</b>	108	40	48	48	42	44	87	126	56	224	148	
<b>Other</b>	0	0	0	0	0	0	300	0	0	300	0	
<b>Total Expenses</b>	1378	1391	1222	1238	1313	1538	1716	1470	1635	1958	1310	
<b>Earnings Before Interest &amp; Taxes</b>	1218	1086	633	939	1130	390	717	873	589	162	825	
<b>Interest Expense</b>	222	240	244	344	301	344	100	377	311	379	368	
<b>Earnings Before Taxes</b>	1440	1326	877	1283	1431	734	817	1250	900	541	1193	
<b>Income Taxes</b>	233	260	180	280	365	310	213	180	210	280	365	
<b>Net Earnings</b>	1207	1066	697	1003	1066	424	604	1070	690	261	828	



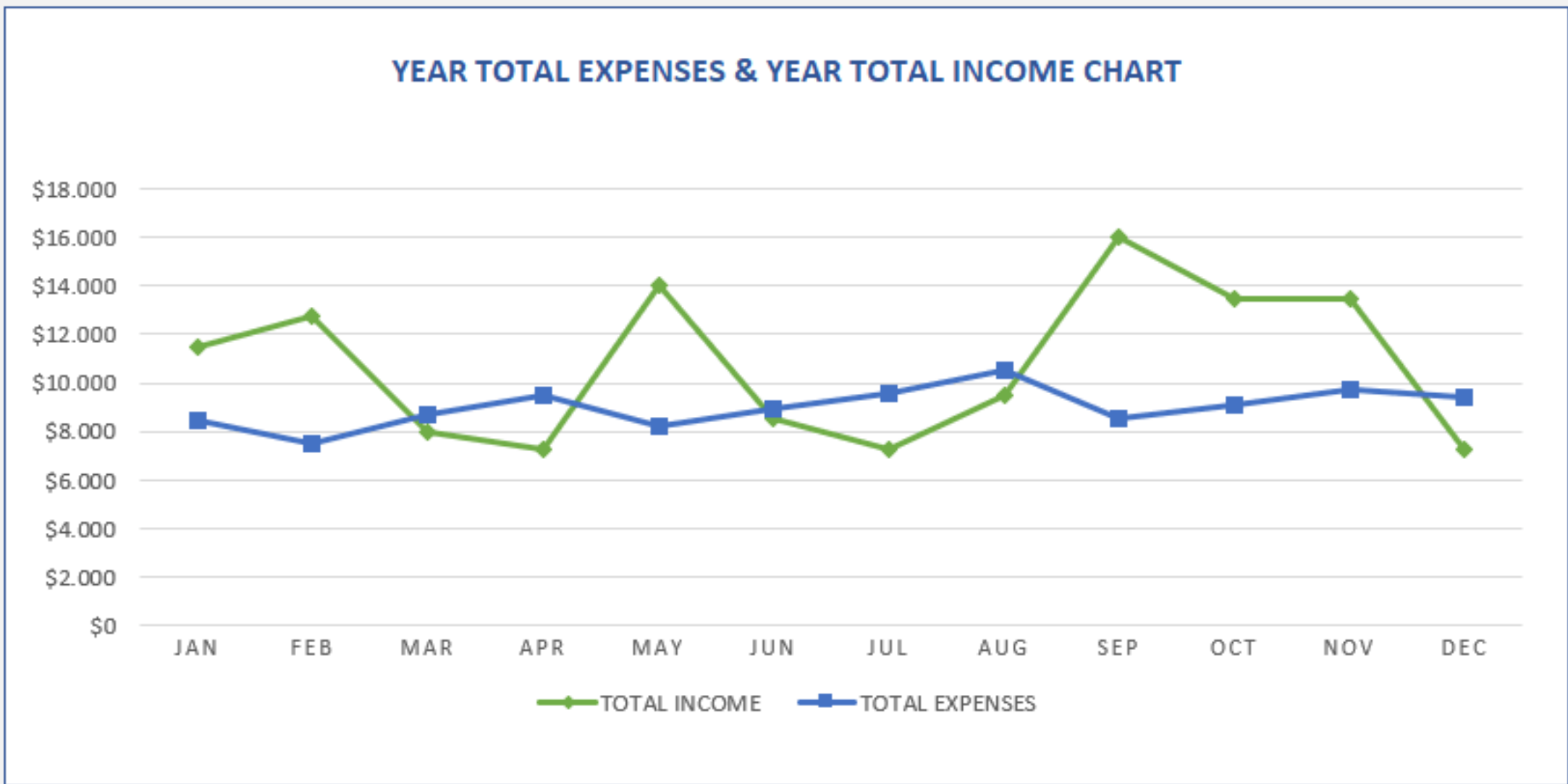
# PROFIT & LOSS STATEMENT DASHBOARD

DATABASE

For unique Excel templates, click →  
Contact: [info@someka.net](mailto:info@someka.net)



Profit & Loss Statement (YEAR TOTAL)	
Total Sales Revenue	: \$262.500,00
Total Cost of Sales	: \$174.500,00
Gross Profit	: \$88.000,00
Total Non-Operational Income	: \$41.000,00
<b>TOTAL INCOME</b>	<b>: \$129.000,00</b>
Total Operating Expenses	: \$99.690,00
Total Non-Recurring Expenses	: \$8.350,00
<b>TOTAL EXPENSES</b>	<b>: \$108.040,00</b>
<b>TOTAL TAXES</b>	<b>: \$5.175,00</b>
<b>NET INCOME</b>	<b>: \$15.785,00</b>
<b>TOTAL SHARE DISTRIBUTIONS</b>	<b>: \$10.100,00</b>
<b>NET PROFIT</b>	<b>: \$5.685,00</b>



June



How are we performing as a business

# Profit and Loss Statement

ENTERPRISE DNA

Select the comparison metric

Select a financial year

vs Budget

vs Last Year

FY14

FY15

FY16

FY17

## PnL Statement Breakdown ('000)



Sub Category	Category	FY Quarters Financial Statement Breakdown	Q1		Q2		Q3		Q4		Total	
			Actuals ('000)	% Diff	Actuals ('000)	% Diff	Actuals ('000)	% Diff	Actuals ('000)	% Diff	Actuals ('000)	% Diff
Revenue	Revenue	Revenue Adjust - Closed Jobs	\$3,443	91.0%	\$3,777	70.0%	\$4,333	47.2%	\$5,357	62.0%	\$16,911	64.6%
		Revenue Installed	\$60,722	89.0%	\$68,710	90.8%	\$70,293	83.7%	\$80,353	74.1%	\$280,078	83.6%
		Revenue Installed-Fire Pits	\$1,674	132.7%	\$2,125	141.9%	\$2,349	123.0%	\$2,866	117.5%	\$9,014	127.1%
		Revenue Installed-Lighting	\$2,729	43.6%	\$3,173	51.5%	\$3,859	68.4%	\$4,301	66.5%	\$14,061	58.5%
		Revenue Installed-Turf	\$2,584	114.1%	\$2,921	104.8%	\$3,639	115.8%	\$4,552	115.9%	\$13,696	113.1%
		Revenue Installed-Water Feature	\$168	96.1%	\$208	113.5%	\$232	103.6%	\$322	146.1%	\$931	117.3%
		<b>Total</b>	<b>\$71,320</b>	<b>88.5%</b>	<b>\$80,914</b>	<b>89.3%</b>	<b>\$84,705</b>	<b>82.8%</b>	<b>\$97,752</b>	<b>75.8%</b>	<b>\$334,691</b>	<b>83.4%</b>
		<b>Total</b>	<b>\$71,320</b>	<b>88.5%</b>	<b>\$80,914</b>	<b>89.3%</b>	<b>\$84,705</b>	<b>82.8%</b>	<b>\$97,752</b>	<b>75.8%</b>	<b>\$334,691</b>	<b>83.4%</b>
Expenses	COGS	COS - Commissions	(\$6,524)	-63.1%	(\$7,372)	-48.3%	(\$9,022)	-55.3%	(\$10,670)	-70.0%	(\$33,587)	-59.5%
		COS - Equipment	(\$485)	-90.4%	(\$525)	-79.8%	(\$606)	-64.3%	(\$793)	-82.6%	(\$2,409)	-78.5%
		COS - Labor Burden	(\$383)	-51.4%	(\$465)	-68.3%	(\$509)	-77.8%	(\$650)	-87.9%	(\$2,006)	-72.8%
		COS - Materials	(\$11,903)	-70.7%	(\$13,970)	-76.1%	(\$15,691)	-58.2%	(\$17,825)	-59.9%	(\$59,390)	-65.1%
		COS - Other Costs	(\$3,662)	-124.0%	(\$4,837)	-159.9%	(\$5,252)	-138.0%	(\$6,390)	-119.8%	(\$20,141)	-133.9%
		COS - Prize Fund	(\$1,363)	-62.0%	(\$1,503)	-47.6%	(\$1,737)	-45.6%	(\$1,946)	-46.1%	(\$6,548)	-49.4%
		COS - Prize Fund Constr.	(\$2,023)	-142.2%	(\$2,375)	-152.5%	(\$2,607)	-118.1%	(\$3,119)	-115.8%	(\$10,124)	-129.2%
		COS - Referral Fund	(\$349)	-68.6%	(\$422)	-85.7%	(\$509)	-94.4%	(\$572)	-93.7%	(\$1,852)	-86.8%
		COS - Repair Fund	(\$639)	-68.3%	(\$780)	-69.9%	(\$953)	-73.0%	(\$1,152)	-90.7%	(\$3,524)	-76.7%
		COS - Subcontractors	(\$16,824)	-78.7%	(\$19,209)	-80.8%	(\$22,280)	-77.6%	(\$23,075)	-68.9%	(\$81,388)	-76.0%
			<b>Total</b>	<b>(\$44,154)</b>	<b>-78.1%</b>	<b>(\$51,458)</b>	<b>-79.9%</b>	<b>(\$59,165)</b>	<b>-72.3%</b>	<b>(\$66,191)</b>	<b>-72.2%</b>	<b>(\$220,969)</b>

Debt Obligations

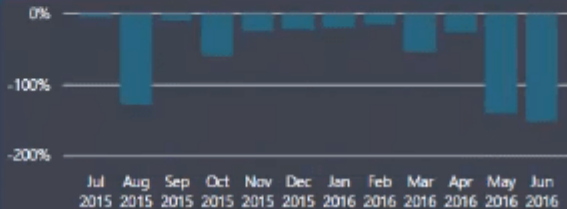
## Monthly Result Comparisons ('000)



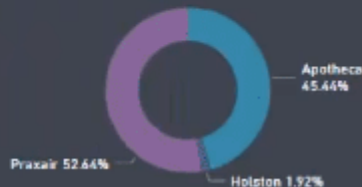
Actuals ('000) Comparison Metric



## % Monthly Performance Difference ('000)



## Results Breakdown by Entity





Select Date  
05/01/2021 - 11/30/2021

Customers

172 Total  
126 Active

Subscriptions

190 Total  
83 Active

Invoices

147 Total Invoice  
59 Overdue Invoice

▲ 46.91%  
AR Balance

\$54.80K Debit Balance  
\$33.98K Credit Balance

▲ \$6.10K  
Net Collections

\$53.01K Current Month  
\$46.91K Last Month

▲ \$0.65K  
Earned Revenue

\$3.15K Current Month  
\$2.50K Last Month

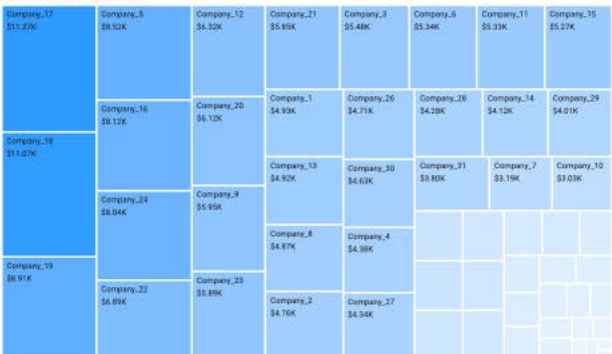
▼ (\$0.57K)  
Deferred Revenue

\$5.99K Current Month  
\$6.57K Last Month

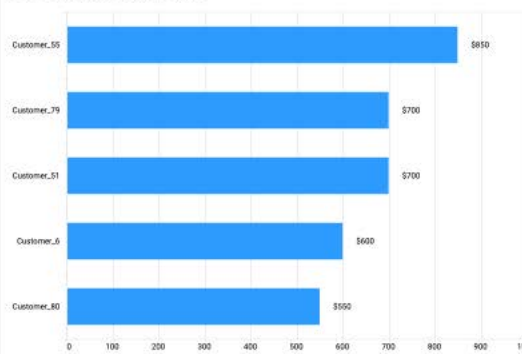
Avg. Revenue Per Subscriber  
\$125

Avg. Customer Lifetime Value  
\$689

Revenue by Company



Top 5 Customers by Revenue



Churn Rate



Subscription Cancellation Rate

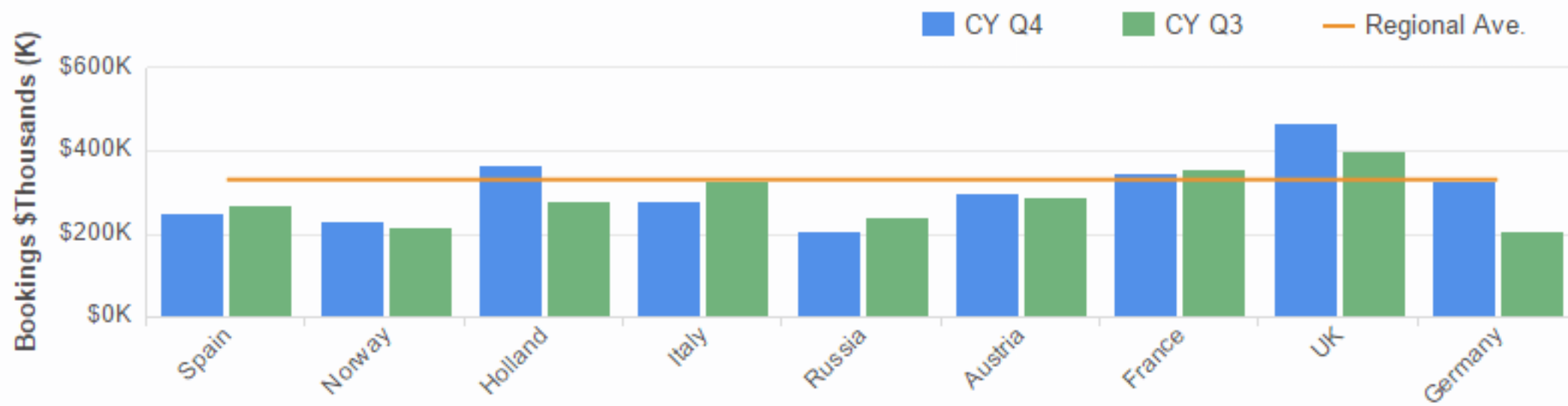


## Opportunity Breakdown - QTD



- North America (\$657K)
- Europe (\$243K)
- Asia (\$178K)
- Other (\$123K)

## Bookings QTD



## Top Products in Revenue

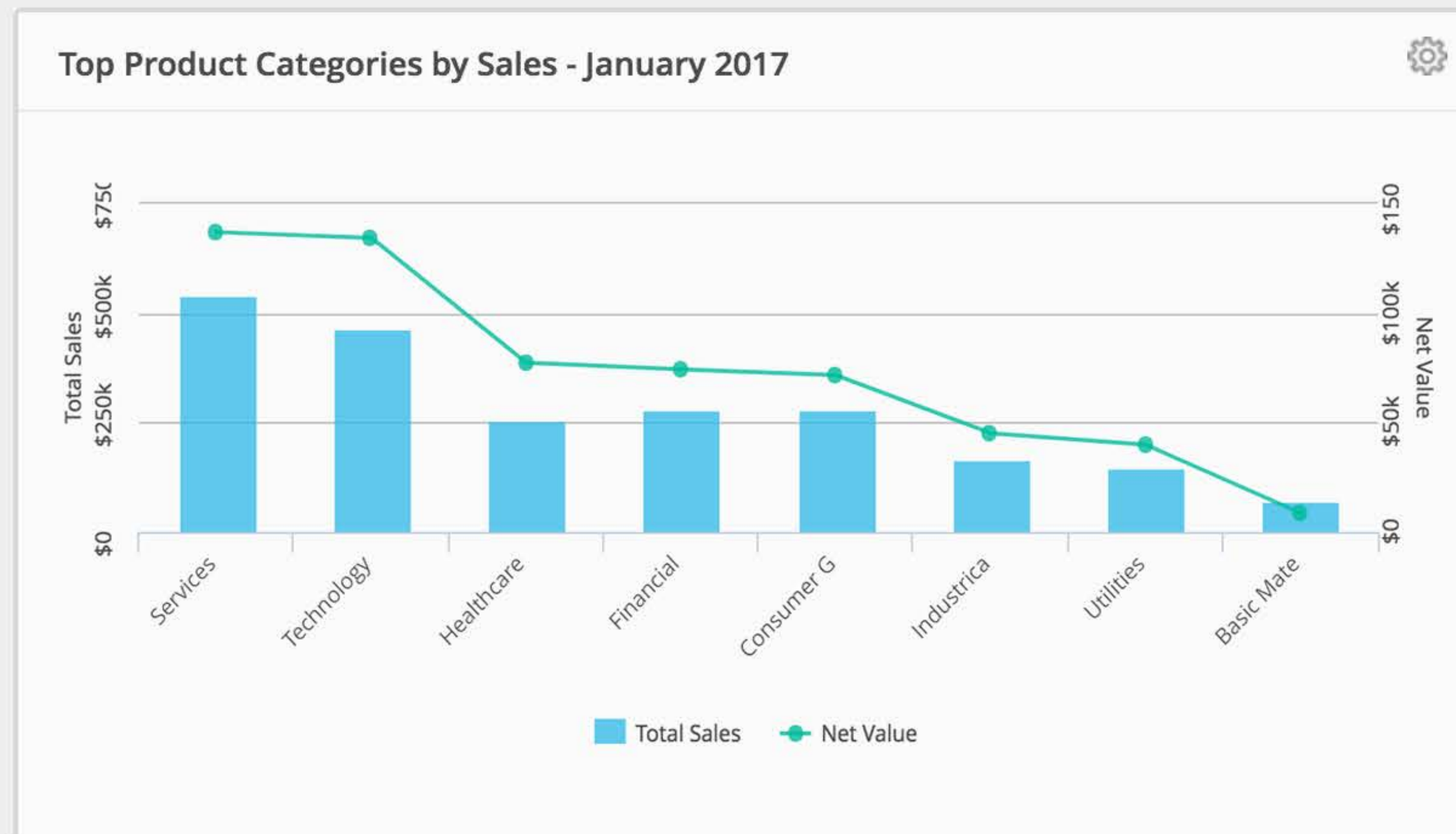
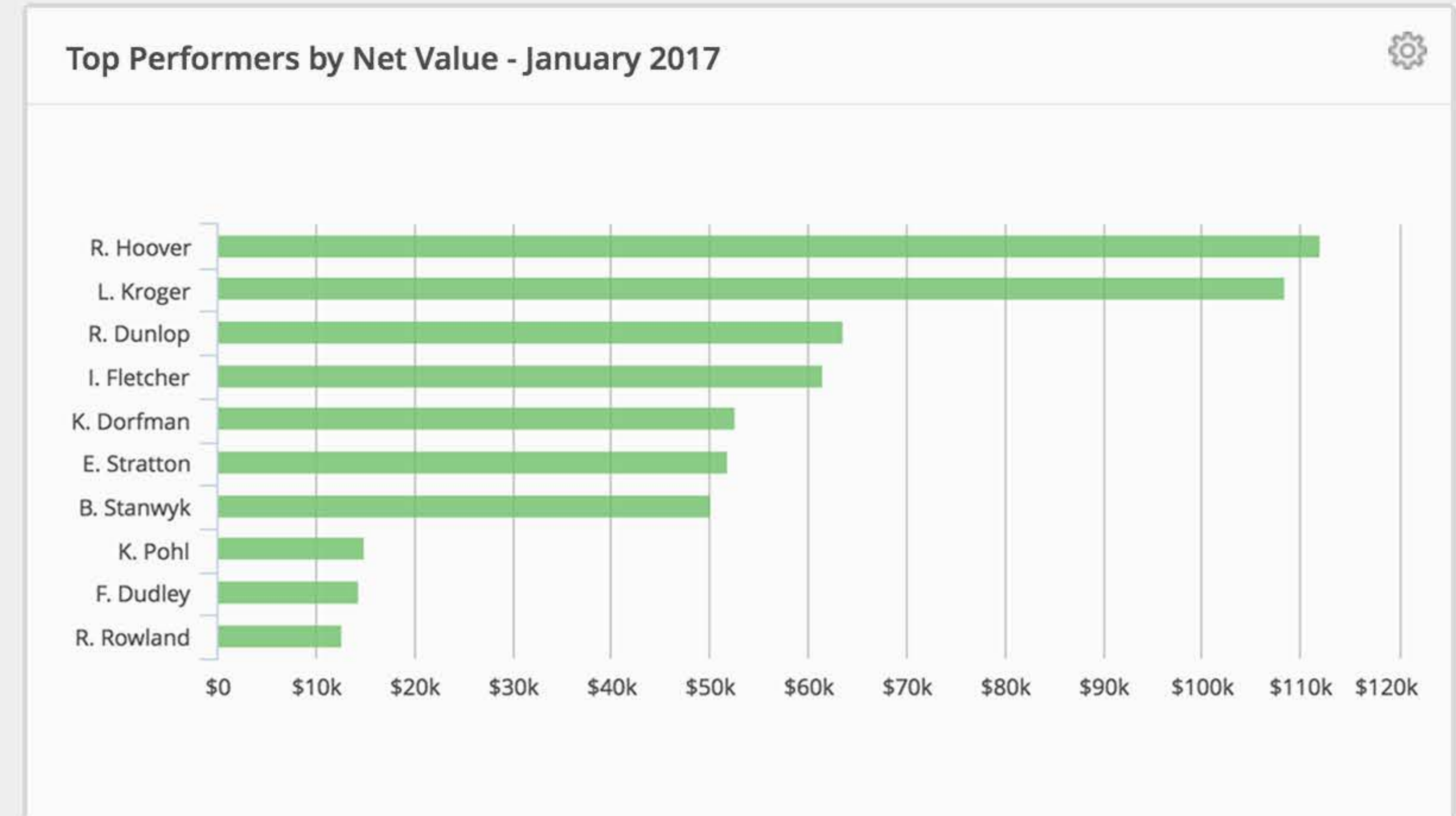
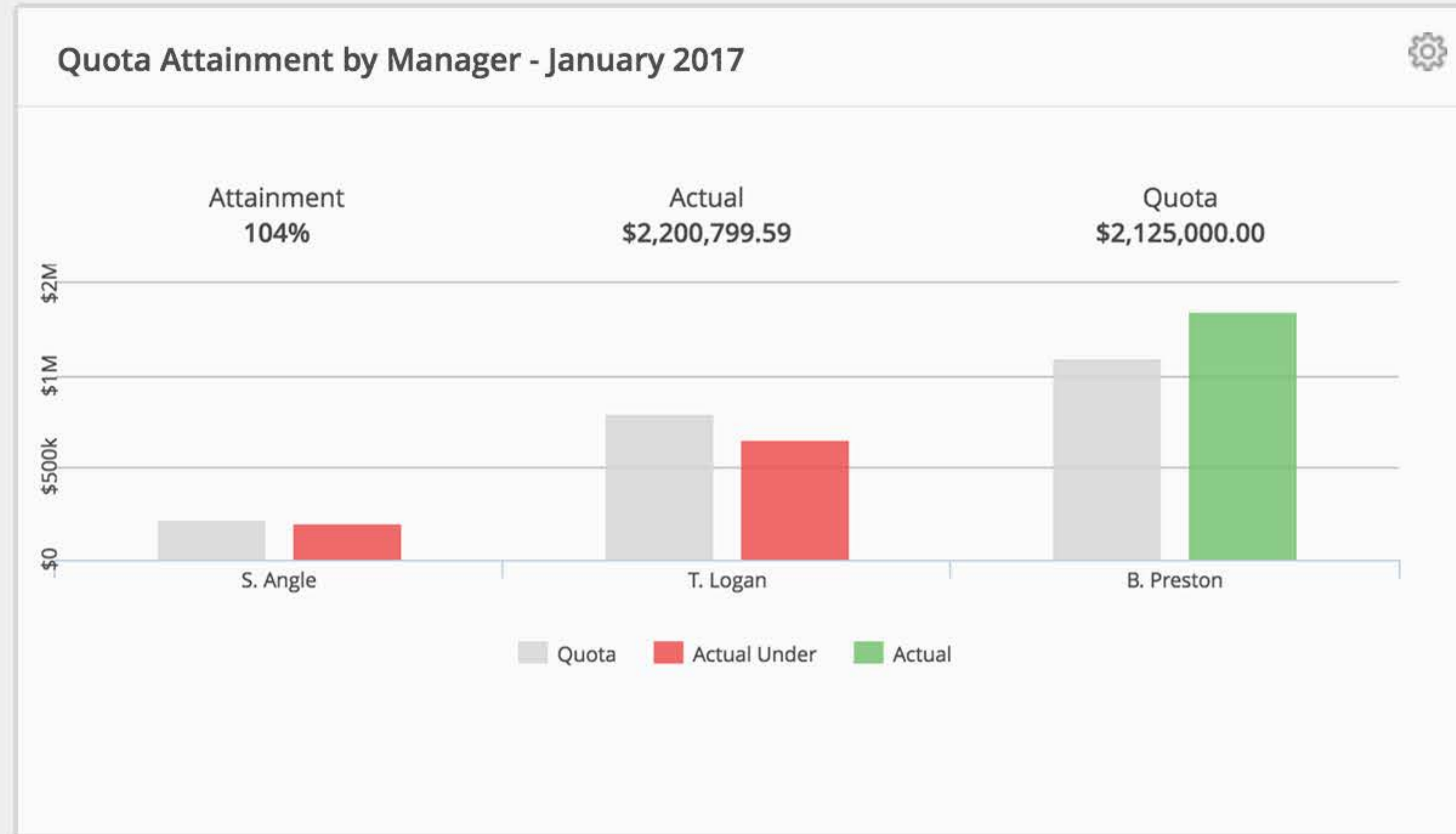


- Product 1 (\$325K)
- Product 2 (\$187K)
- Product 3 (\$165K)
- Product 4 (\$125K)
- Product 5 (\$106K)

## Regional Sales Status



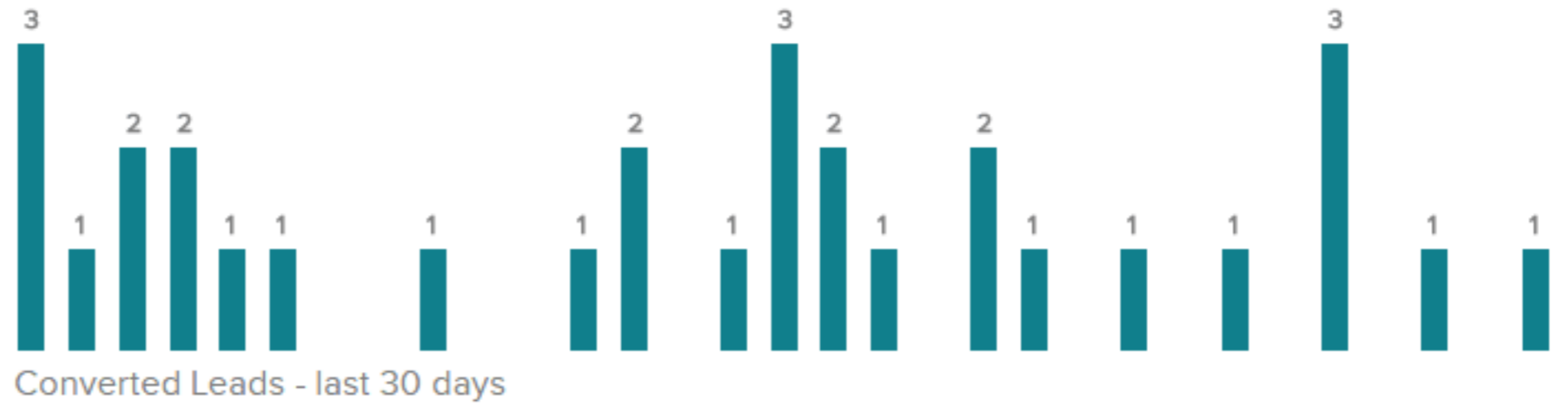
Home < Sales Comp Dashboard



# Lead Conversion Ratio

# 17 : 1

Unqualified leads turned into customers



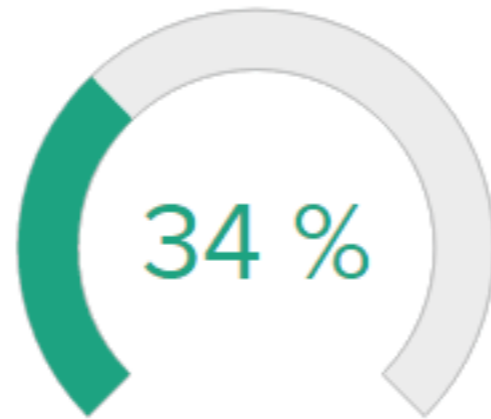
Leads 2.130

Opportunities 643

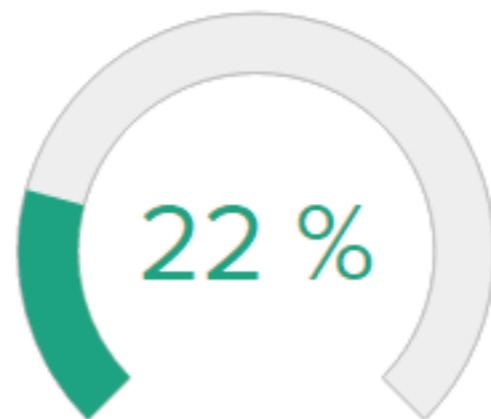
Negotiation 501

Proposal 295

Wins 134



Lead-to-Opportunity Ratio



Opportunity-to-Win Ratio

Daniel  
Sales Manager 1

3 %  
CONVERSION RATE



Anna  
Sales Manager 2

11 %  
CONVERSION RATE



Max  
Sales Manager 3

7 %  
CONVERSION RATE



# Sales Performance Dashboard



**358**  
NEW CUSTOMERS | YTD



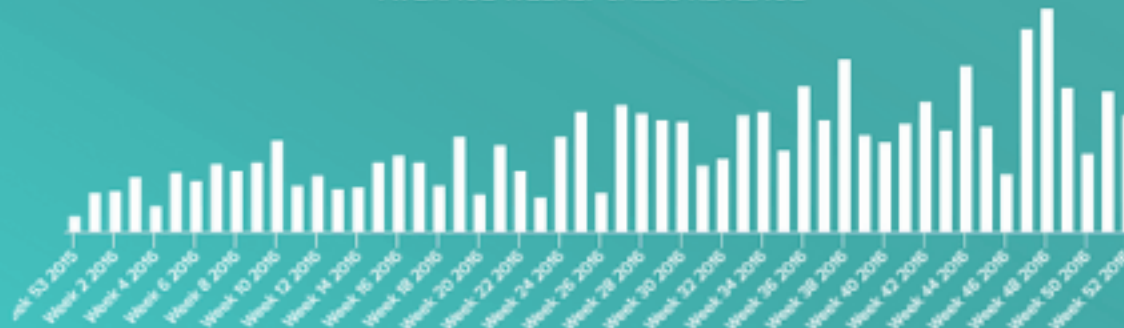
**1,180,357 €**  
SALES REVENUE | YTD



**930,216 €**  
PROFIT | YTD

**12,924 €**

AVERAGE WEEKLY SALES REVENUE



**247,234 €**

ABOVE SALES TARGET | YTD



## MONTHLY SALES GROWTH

**13 %**

TARGETED SALES GROWTH: 15 %



ACCUMULATED REVENUE | LAST 12 MONTHS

## SALES COUNTRY PERFORMANCE



AUSTRIA	394,645 €
GERMANY	766,324 €
SWITZERLAND	19,388 €

## AVERAGE REVENUE PER UNIT

**100 €**



## CUSTOMER LIFETIME VALUE

**136 €**



## CUSTOMER ACQUISITION COST

**364 €**







**133**  
NEW CUSTOMER | YTD



**789.595 €**  
SALES REVENUE | YTD



**199.955 €**  
PROFIT | YTD

**54.822 €**

AVERAGE WEEKLY SALES REVENUE



**363.054 €**

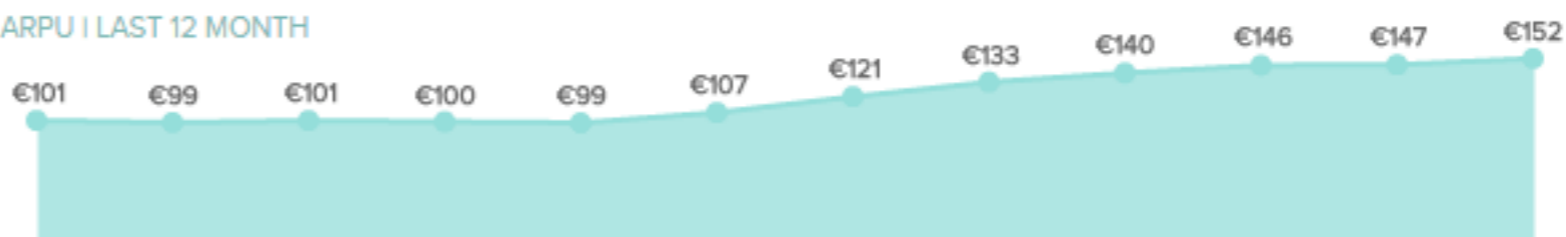
ABOVE SALES TARGET | YTD



AVERAGE REVENUE PER UNIT

**120 €**

ARPU | LAST 12 MONTH



CUSTOMER LIFETIME VALUE

**333 €**

CLV | LAST 12 MONTH



CUSTOMER ACQUISITION COST

**276 €**

CAC | LAST 12 MONTH



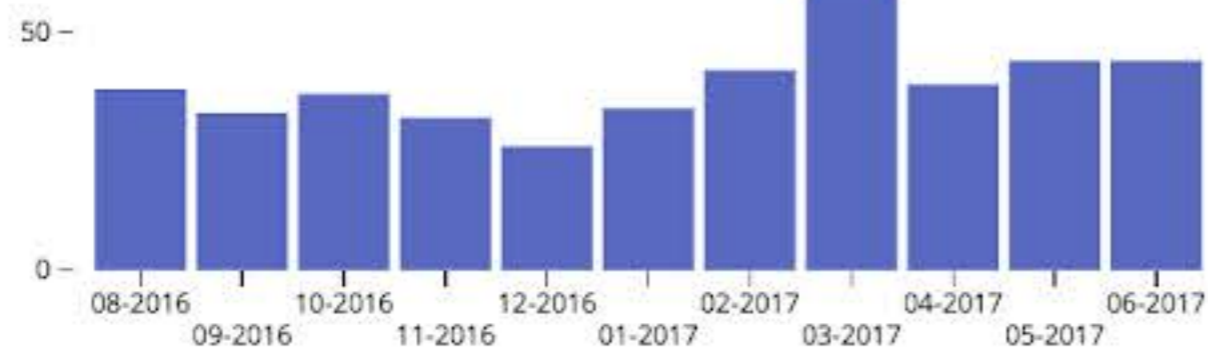
### Open deals

56

### Deals in the freezer

27

### New deals per month



### Revenue Total [€]

94.828.674

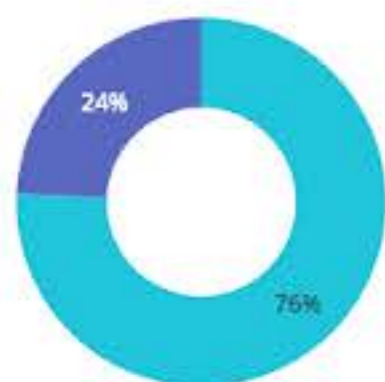
### Revenue Last month [€]

9.308.550 ↓ -56%

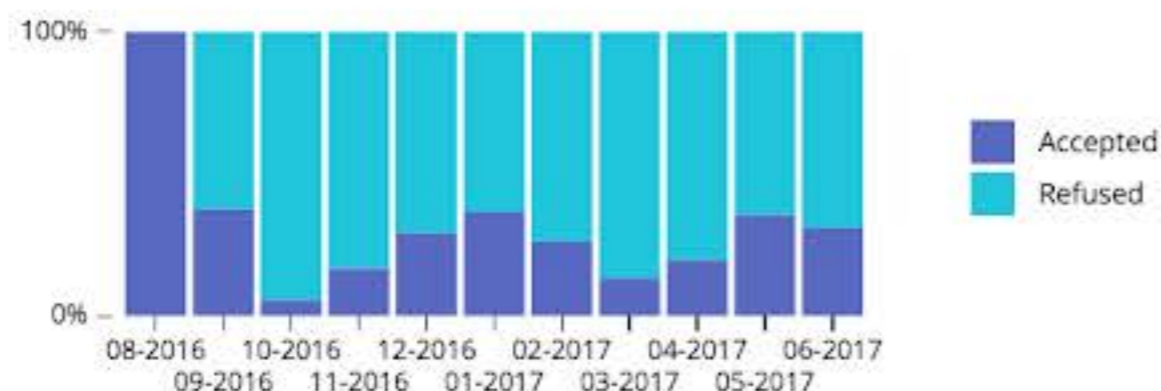
### Revenue per month [€]



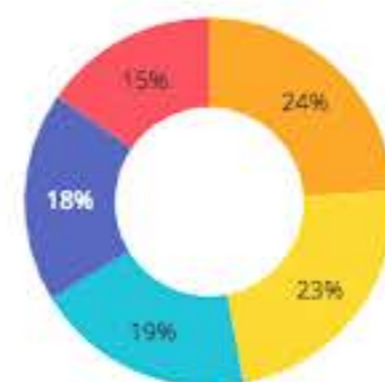
### Close rate total (number of deals)



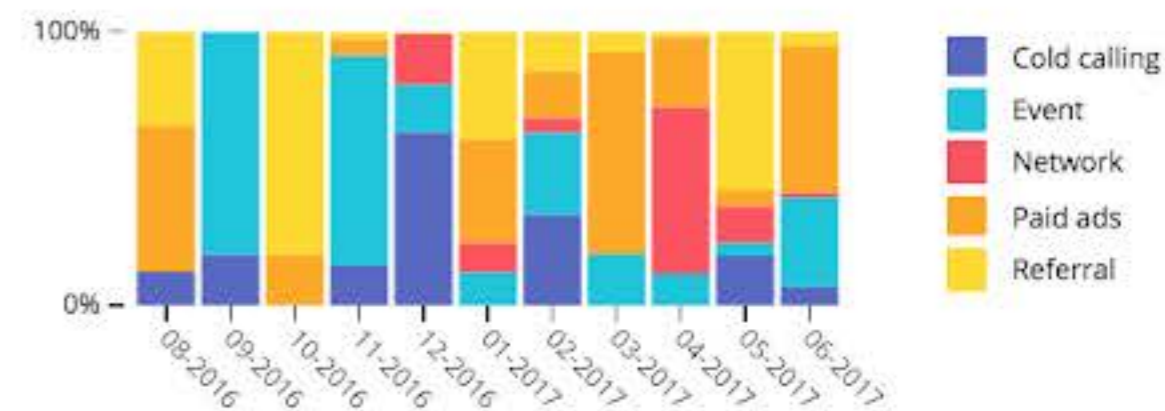
### Close rate per month (number of deals)



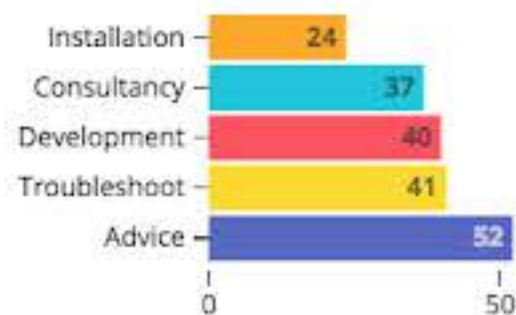
### Revenue per source total [€]



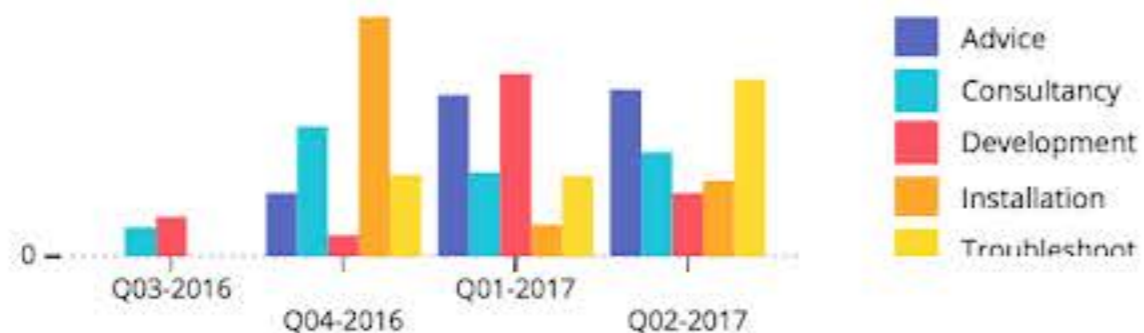
### Revenue per source per month [€]



### Average Sales cycle per license [d]



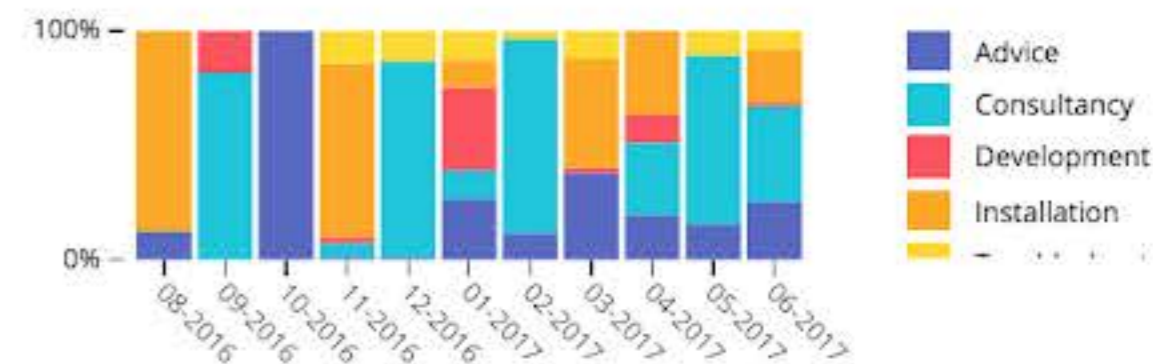
### Average Sales cycle per license per quarter [d]



### Revenue per license [€]



### Revenue per license per quarter [€]

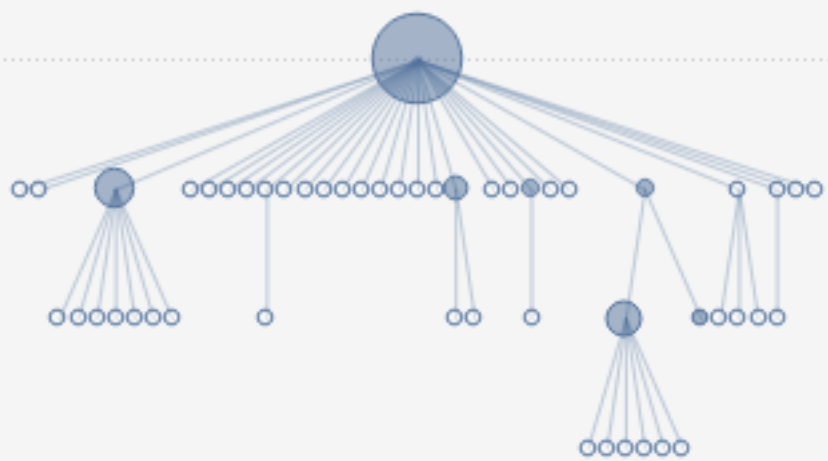


Top Parent Account 4

Top Parent Account 4

99 SUB-ACCTS

No items highlighted



ELITE? OEM? CAP? ELA? ESC'D? VC?



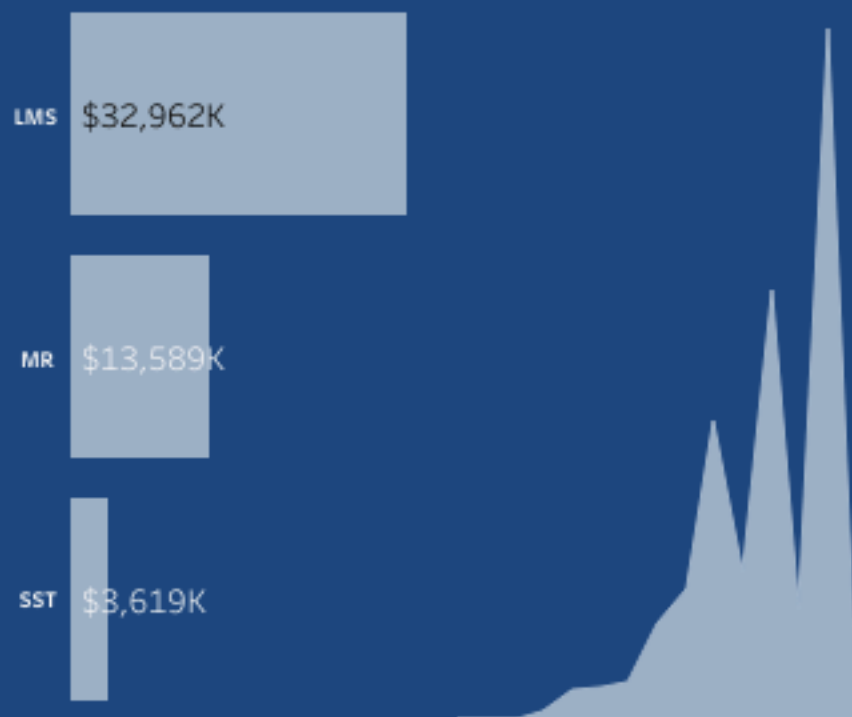
Tableau Account Team

AMs	1
CSMs	6
ESAMs	1
TAMs	1

Acct Mngr	SalesUser15	
ESAM	SalesUser130	
Cust Success	SalesUser11	
	SalesUser30	
	SalesUser75	
	SalesUser355	

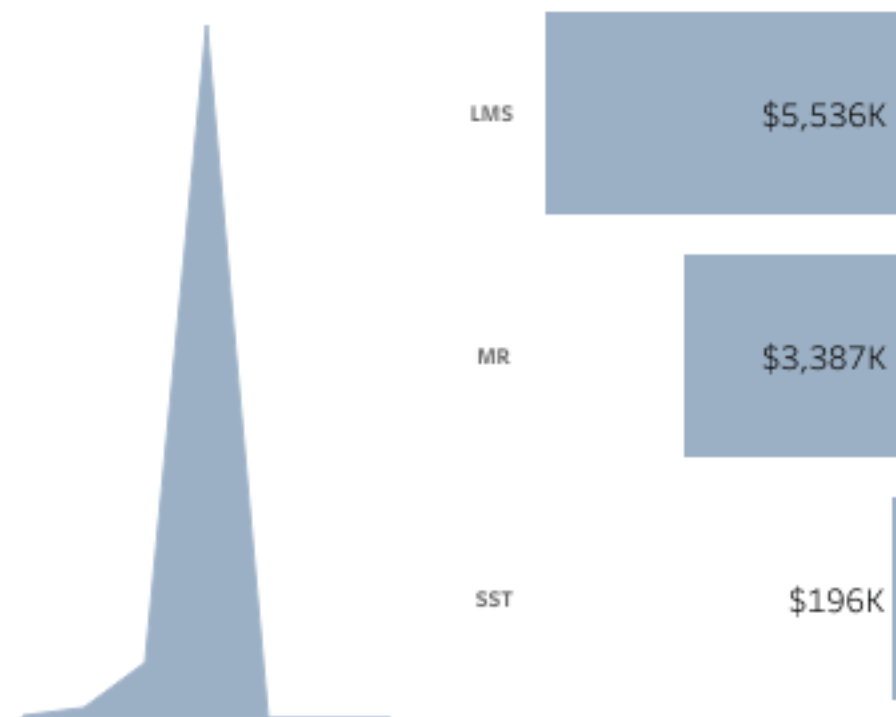
\$50,169,893

Lifetime Revenue



\$9,076,682

Total Pipeline



Global Services (TTM)

\$14,571 COMPLETED

Training (TTM)

\$52,989 COMPLETE \$2,500 AVAILABLE

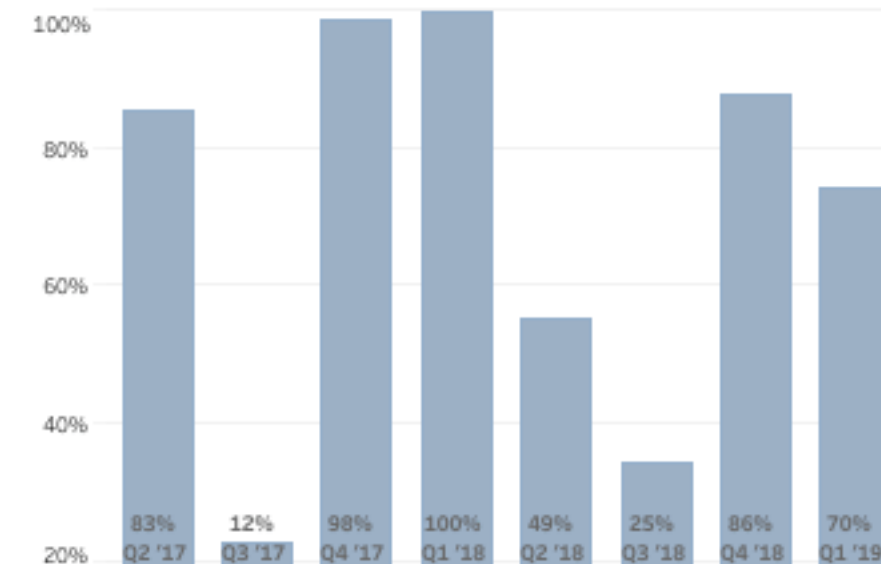
Customer/Prospect Engagement

42.6% CUSTOMER ENGAGEMENT % 20.0% PROSPECT ENGAGEMENT %

Customer Success

97.54% LAST YEAR

96.2% ALL TIME



Support (TTM)

2 / 277 Open / Closed P1s 7 / 744 Open / Closed P2s 1,339 Closed P3+s

