

SAMPLE REPORTS SUMMARY:

- ❖ It is important to note that these reports are totally interactive and can be attached live to your data, creating “Real Time” information.
- ❖ There are five sample reports in this document. Reports of this nature are created in Excel and are simple to use compared to other reporting tools.

**SAMPLE AREA: DASHBOARD/SALES
EXAMPLE: SALES REPORT**

**SAMPLE AREA: DASHBOARD/MARKETING
EXAMPLE: MARKETING EXPENSES**

**SAMPLE AREA: FINANCE
EXAMPLE: BREAK-EVEN ANALYSIS**

**SAMPLE AREA: ACCOUNTING
EXAMPLE: A/R AGING REPORT**

**SAMPLE AREA: MANAGEMENT
EXAMPLE: CUSTOMER PROFITABILITY ANALYSIS**

SAMPLE AREA: DASHBOARD/SALES

EXAMPLE: SALES REPORT



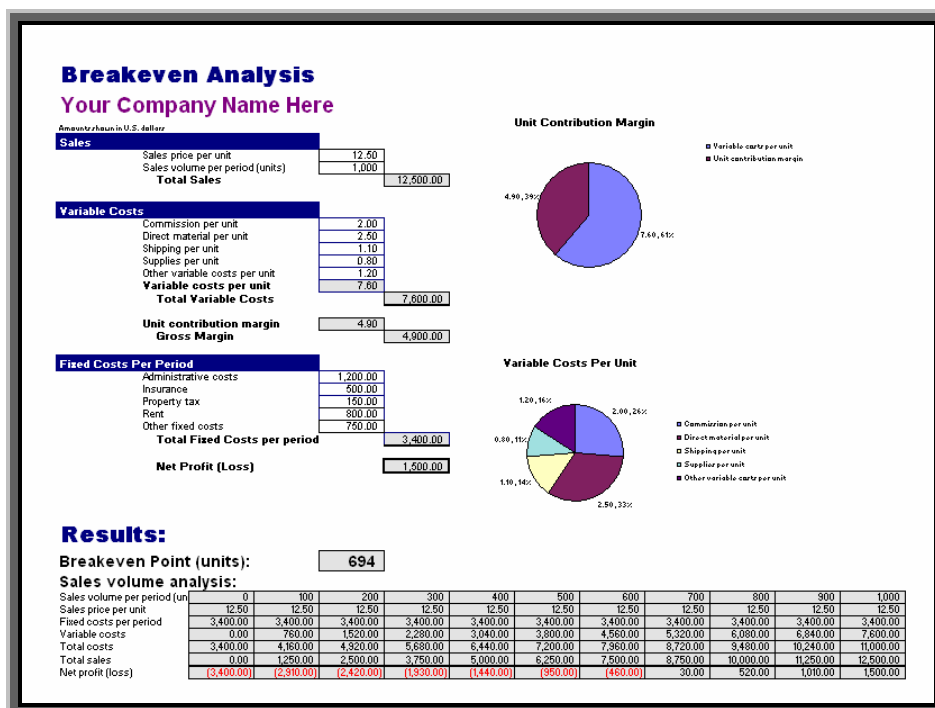
SAMPLE AREA: DASHBOARD/MARKETNG

EXAMPLE: MARKETING EXPENSES



SAMPLE AREA: FINANCE

EXAMPLE: BREAKEVEN ANALYSIS



SAMPLE AREA: MANAGEMENT

EXAMPLE: CUSTOMER PROFITABILITY ANALYSIS

Your Company Name Here Customer Profitability Analysis 11/28/96				
Model Key				
Bold numbers within white cells are inputs.				
<i>Italicized numbers in gray cells are calculations that generally should not be altered.</i>				
	Segment A	Segment B	Segment C	Overall
Customer Activity:				
Number of active customers—Beginning of period	5	8	8	21
Number of customers added	2	4	4	10
Number of customers lost/terminated	(1)	(2)	(2)	(5)
Number of active customers—End of period	6	10	10	26
Profitability Analysis:				
Revenue per segment	\$1,500,000	\$1,800,000	\$2,500,000	\$5,800,000
Weighting	28.8%	31.0%	43.0%	
Cost of Sales:				
Ongoing service and support costs	\$1,000,000	\$1,400,000	\$1,400,000	\$3,800,000
Other direct customer costs	200,000	100,000	100,000	400,000
Total cost of sales	\$1,200,000	\$1,500,000	\$1,500,000	\$4,200,000
Gross margin	\$300,000	\$300,000	\$1,000,000	\$1,600,000
Weighting	18.8%	16.7%	62.5%	
Other Costs:				
Customer acquisition	\$105,000	\$120,000	\$235,000	\$460,000
Customer marketing	150,000	125,000	275,000	550,000
Customer termination	80,000	190,000	140,000	410,000
Total other customer costs	\$335,000	\$435,000	\$650,000	\$1,420,000
Customer profit by segment	(\$35,000)	(\$135,000)	\$350,000	\$180,000
Weighting	-18.4%	-25.0%	19.4%	
Summary Metrics:				
Average cost per acquired customer	\$52,500	\$30,000	\$58,750	
Average cost per lost/terminated customer	\$90,000	\$65,000	\$70,000	
Average marketing cost per active customer	\$25,000	\$12,500	\$27,500	
Average profit (loss) per customer	(\$5,833)	(\$13,500)	\$35,000	