

# Monthly Financial Analysis & Insights

Demo Company\_1

Period : March 2024 - February 2025 | Report month : February 2025 | Generated on : September 16, 2025 (06:26 PM)

## Action Steps

Category	Status	Target	Actual	Comments
Income	✔ Positive	\$209,475	\$232,556.66	Income exceeded target, showing strong revenue generation.
COGS/Products	✔ Positive	20.0%	11.5%	Cost of sales significantly below target. Maintain efficiency.
Marketing	✔ Positive	16.0%	15.7%	Marketing spend is slightly below target. Review effectiveness.
Team	⚠ Warning	25.0%	33.9%	Payroll costs are well above target. Analyze staffing needs.
Overheads	⚠ Caution	18.0%	23.4%	Other expenses are above target. Seek areas for reduction.
Net Profit	⚠ Warning	21.0%	15.6%	Profitability is low, falling below target. Focus on key drivers.
Cash on Hand	⚠ Warning	\$265,634	\$-73,790.04	Cash reserves are negative. Immediate action is critical.

**Note:** Actuals for **February 2025**. Team = Employee Payroll, Contractors. Overheads = Practice Costs, Overheads, Business Development.

## Monthly Metrics

Metric	Actual (\$)	Forecast (\$)	Forecast %	YTD Avg (\$)	YTD Avg %
Monthly Revenue	\$232,556.66	\$197,145.20	-4.4%	\$206,249.52	12.8%
Monthly Expenses	\$196,254.25	\$203,437.75	0.3%	\$202,925.22	-3.3%
Monthly Profit	\$36,302.41	\$-6,292.55	-289.4%	\$3,324.30	992.1%

**Note:** Growth = 20%. Monthly mix = 9.8%. Median = 103.2%.

## Cash Movement

Account	Start Balance	End Balance	Movement
1101 Chase Primary (1623)	\$6,395.07	\$32,173.33	\$25,778.26
1102 Chase Collections (9369)	\$3,862.94	\$10,500.16	\$6,637.22
1103 Chase Profit (1363)	\$80,005.38	\$105,006.72	\$25,001.34
1104 Chase Tax (8811)	\$17,500.88	\$16,000.45	\$-1,500.43
1105 Chase Owners (8829)	\$10,000.59	\$16,000.75	\$6,000.16
2101 Chase (1605)	\$66,009.19	\$89,337.28	\$23,328.09
2102 AmEx Amazon Card (1000) - 4	\$74,513.42	\$78,079.41	\$3,565.99
2111 Bank of America (0960)	\$29,723.56	\$37,017.50	\$7,293.94
2112 Bank of America (6065)	\$11,839.06	\$7,715.87	\$-4,123.19
2114 US Bank (0811) - 5	\$22,933.61	\$32,991.27	\$10,057.66
2116 US Bank (2866) - 5	\$0.00	\$0.00	\$0.00
2120 CitiBank CC Costco (6718)	\$0.00	\$0.00	\$0.00
2113 Chase (7378) (deleted)	\$17,960.10	\$8,330.12	\$-9,629.98
<b>Total Movement</b>	\$-105,214.08	\$-73,790.04	\$31,424.04
<b>Expense Cover ratio (months)</b>	-0.52	-0.36	

**Note:** Expense Cover ratio = Cash on hand ÷ avg. monthly expenses \$202,554.20.

## Annual Metrics

Metric	Actual	Forecast	Forecast %	Perfect P&L	Perfect P&L %
YTD Revenue	\$412,499.03	\$394,290.39	4.6%	\$412,499.03	0.0%
YTD Expenses	\$405,850.43	\$425,725.20	-4.7%	\$325,874.23	24.5%
YTD Net Profit	\$6,648.60	\$-31,434.81	-121.1%	\$86,624.80	-92.3%

**Note:** Growth = 20%.

## YTD Overview

Category	YTD Actual	Perfect P&L	% of Gross
Total Income	\$2,383,951.01	\$2,383,951.01	100.0%
COGS	\$334,835.31	\$476,790.20	14.1%
Gross Profit	\$2,049,115.70	\$1,907,160.81	—
Marketing	\$526,326.48	\$381,432.16	22.1%
Team	\$956,215.33	\$595,987.75	40.1%
Overheads	\$613,273.30	\$429,111.18	25.7%
Total Op Exp	\$2,095,815.11	\$1,406,531.09	87.9%
Net Op Profit	\$-46,699.41	\$500,629.72	—
Net Margin	-2.0%	<b>21.0%</b>	—

🏠 Balance Sheet Overview			
Metric	Previous Month	Current Month	Movement
Total Cash	\$-105,214.08	\$-73,790.04	\$31,424.04
Fixed Assets	\$60,190.58	\$60,190.58	\$0.00
Liabilities	\$226,910.09	\$254,002.42	\$27,092.33
Equity	\$-48,954.32	\$-14,130.10	\$34,824.22

🔍 Key Performance Insights			
Insight	Analysis	Why It Matters	Action Needed
Revenue vs Plan	✔️ Positive trend; February income well above target.	Strong revenue underpins growth and stability.	Continue driving sales initiatives.
Expense Control	⚠️ Caution with high Team and Overheads.	Excessive costs erode profit margins quickly.	Implement strict budget reviews, optimize spending.
Profit Trajectory	📉 Warning as net profit is significantly low.	Low profitability hinders reinvestment and growth.	Address high costs and enhance pricing strategy.
Cash Strength	📉 Warning as cash position remains negative.	Negative cash impacts operational flexibility.	Prioritize cash generation, manage payables closely.
Year-End Outlook	Projection shows continued challenges without change.	Proactive steps are needed to improve financial health.	Develop a detailed recovery plan.

📅 Action Plan	
Timeline	Priority Actions
<b>This Week</b>	<ul style="list-style-type: none"><li>• Immediately review cash flow and liquidity. 💰</li><li>• Identify specific high-cost areas in Team expenses. 🗑️</li><li>• Optimize immediate payable cycles. ⚡</li></ul>
<b>This Month</b>	<ul style="list-style-type: none"><li>• Implement a strict expense control program. 📋</li><li>• Review all contracts for cost reduction opportunities. 🔄</li><li>• Develop a cash-generating strategy. 💡</li></ul>
<b>Next 3 Months</b>	<ul style="list-style-type: none"><li>• Evaluate staffing levels and team efficiency. 👥</li><li>• Explore new revenue streams or pricing models. 🚀</li><li>• Renegotiate vendor terms for better rates. 🤝</li></ul>

🚀 12-Month Outlook			
Revenue Trajectory			
Quarter	Projected Revenue	Key Drivers	Risk Factors
Q4 2025	\$595,987.74	<ul style="list-style-type: none"><li>• Continued sales momentum.</li><li>• Potential new service offerings.</li></ul>	<ul style="list-style-type: none"><li>• Market competition intensifies.</li><li>• Economic slowdown impacts demand.</li></ul>
Q1 2026	\$595,987.74	<ul style="list-style-type: none"><li>• Strategic marketing campaigns.</li></ul>	<ul style="list-style-type: none"><li>• Uncontrolled expense creep.</li></ul>
Q2-Q4 2026	\$1,787,963.22	<ul style="list-style-type: none"><li>• Expansion into new markets.</li></ul>	<ul style="list-style-type: none"><li>• Talent retention challenges.</li></ul>

🎯 Critical KPIs			
KPI	Target	Current Track	Actions
Monthly Revenue	\$209,475	On track	Maintain sales efforts, explore growth.
Profit Margin	21.0%	Off track	Aggressively reduce costs, improve efficiency.
Cash Reserves	1.3 months	Off track	Focus on positive cash flow immediately.

💡 Bottom Line

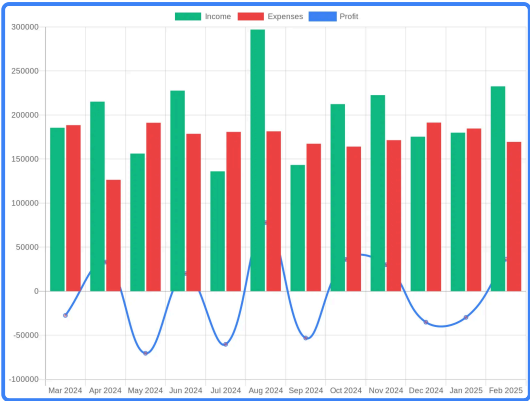
**Financial Health:** Demo Company\_1 revenue is robust, but severe profitability and cash flow issues persist. Urgent attention to high Team and Overheads expenses is essential. Strategic cost cutting and cash generation are top priorities.

➔ Next Steps

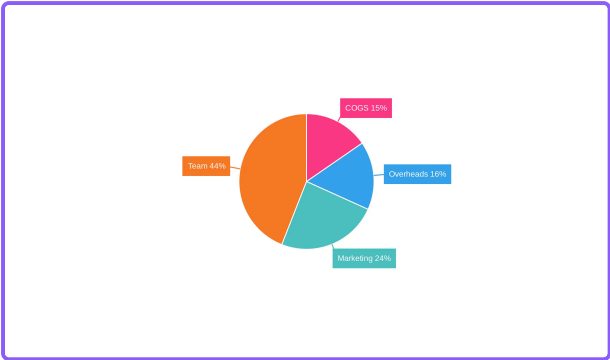
- Priority 1:** Address negative cash on hand and implement a liquidity plan immediately. **Deadline: Within 1 week.**
- Priority 2:** Conduct a comprehensive review of all expense categories, especially Team and Overheads. **Deadline: Within 2 weeks.**

📊 Financial Performance Charts

12-Month Income, Expenses and Profit



YTD Expenses Breakdown



Cash on Hand

