



BUILD PROVE SELL
PI.Q PROFITABILITY ANALYSIS

Sample Company

Period of Analysis | Jan. '23 - Jan '24

Demographic | Customer

June 2024

POWERED BY



Methodology Assumptions

- 1** Revenue was assigned based on the invoice list provided by the company.
- 2** Direct costs were already assigned to specific jobs in the accounting system.
- 3** 30% of Overhead was assigned as a flat cost to each customer, and 20% was assigned as a flat cost to each location, assuming some setup time and opportunity cost for each transaction.
- 4** The remaining 50% of Overhead was assigned by revenue size, assuming larger jobs require more overhead time and attention.
- 5** Profit matches the Operating Income value on the P&L, ignoring miscellaneous income and expenses.

Summary: 133 Customers Lost \$3.0M of Business Value

▼ **43%**

OF CUSTOMERS LOST
BUSINESS VALUE

▼ **-\$602K**

OF PROFIT WAS LOST

▼ **46%**

OF BUSINESS VALUE
WAS LOST

Descriptive \$602K of Profit was Lost
\$3.0M of Business Value was Lost
Pi.QSM Score is Low

Diagnostic 133 Customers are Unprofitable
Profit Sources are Moderately-Diversified

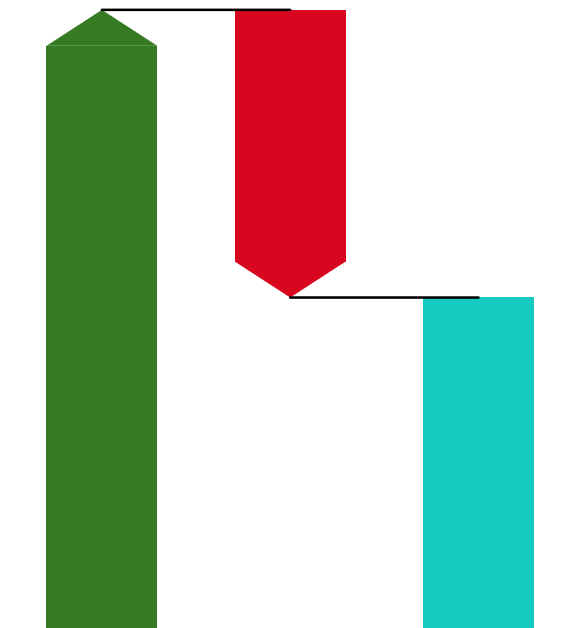
Prescriptive Rightsize Bottom 5 Customers
Replicate Top 5 Customers
Action Steps for Each Customer

Predictive Profit could Increase by \$213K
Business Value could Increase by \$1.1M

DESCRIPTIVE

\$602K of Profit was Lost

Net Profit could have been \$1.3M except for these losses



▲ **\$1.3M**

Peak ProfitSM

173 Profitable
Customers

▼ **-\$602K**

Lost Profit

133 Unprofitable
Customers

■ **\$695K**

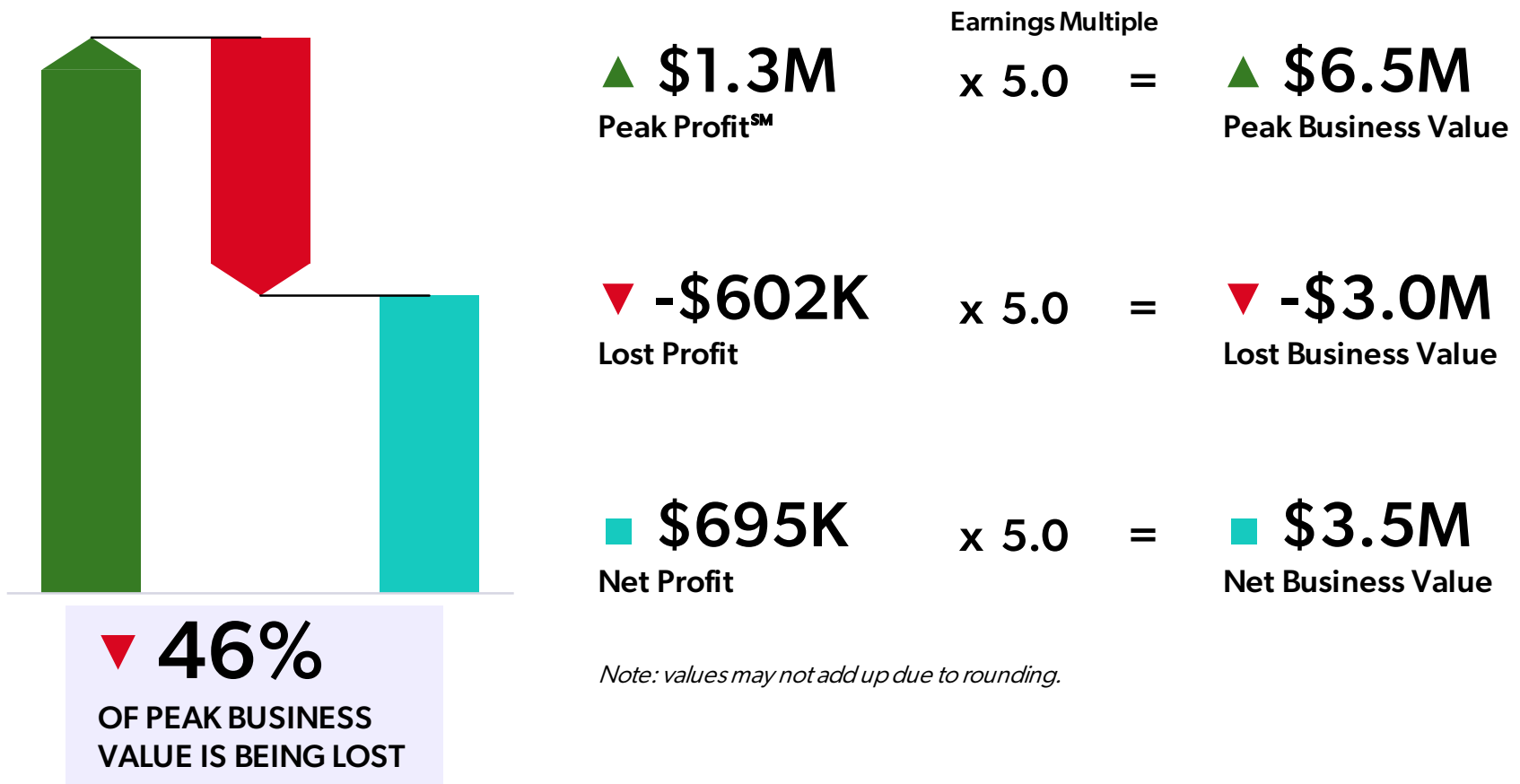
Net Profit

Note: values may not add up due to rounding.

DESCRIPTIVE

\$3.0M of Business Value was Lost

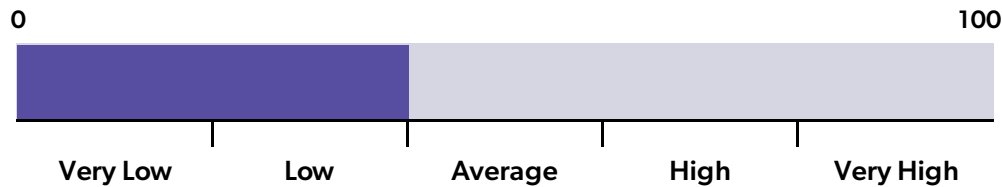
Profit Inc uses a standard 5x Earnings Multiple for illustrative purposes only. Our intent is to demonstrate the multiplicative impact of each dollar of profit or loss on the value of a business. Valuation multiples vary by type of business and change over time. The exact multiple for your business may be higher or lower than 5x.



DESCRIPTIVE

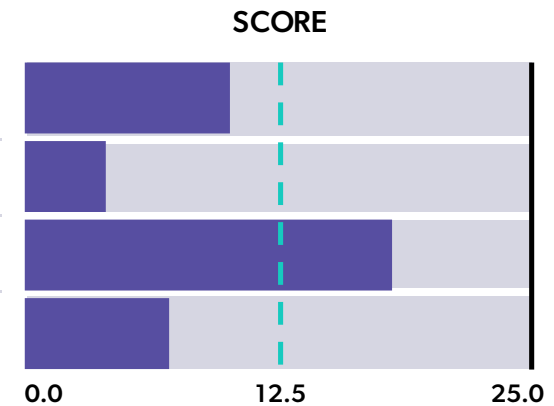
Pi.QSM Score is Low

39



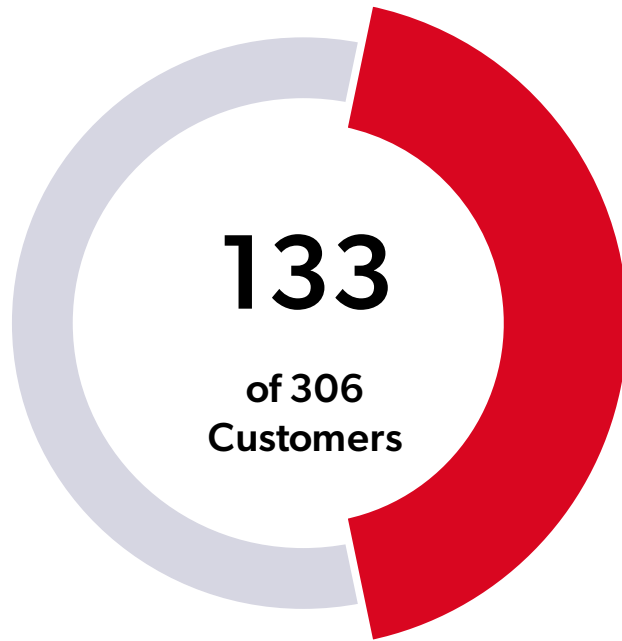
The Pi.QSM Score is an overall measure of earnings quality. It consists of four sub-scores calculated by comparing actual performance to a benchmark based on the median values of other companies that have run a Pi.Q Analysis. A value that matches the benchmark will score 12.5, and better values will score higher up to 25 for each sub-score.

COMPONENT	COMPANY	BENCHMARK	SCORE
Customer Profitability	57%	65%	10
Percent of Peak Profit SM Achieved	54%	72%	4
Peak Profit Concentration SM	29%	49%	18
Net Profit Margin	5%	9%	7



DIAGNOSTIC

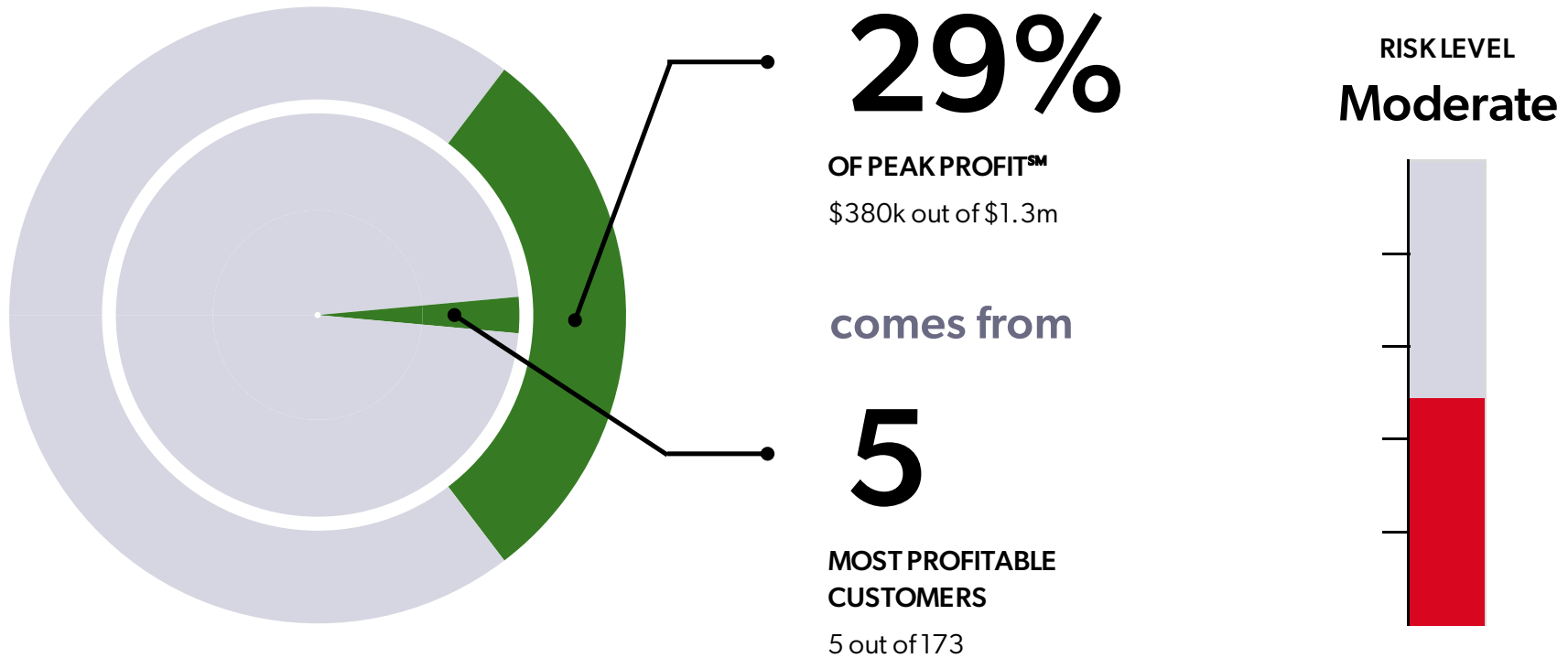
133 Customers are Unprofitable



▼ **43%**
OF CUSTOMERS ARE UNPROFITABLE

Profit Sources are Moderately-Diversified

High Peak Profit ConcentrationSM creates risk because the company is dependent on only a few Customers to generate much of its profit.

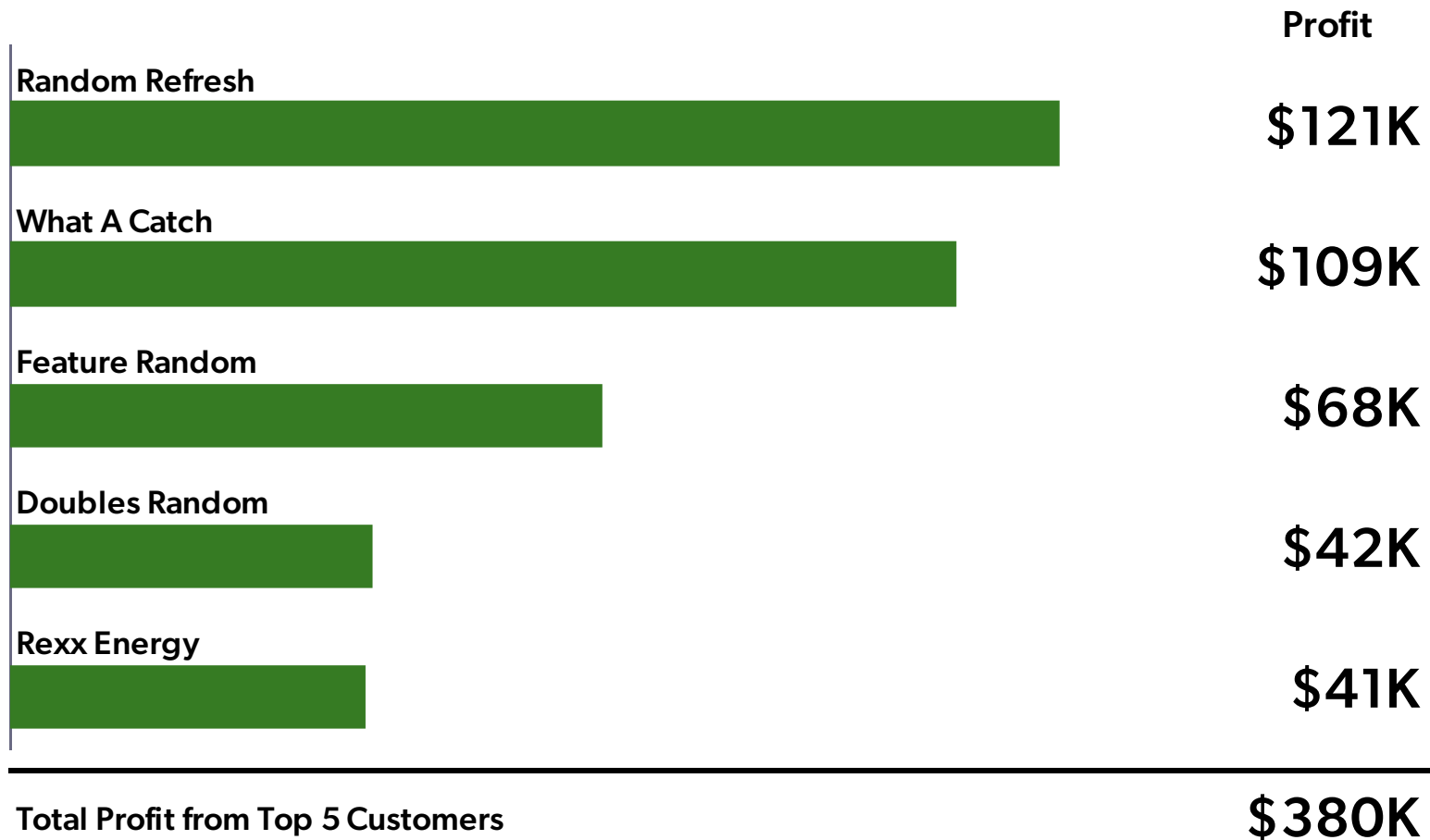


PRESCRIPTIVE

Replicate Top 5 Customers

Apply best practices used in the most profitable areas to diversify profit sources

These are the Customers that generated the most profit

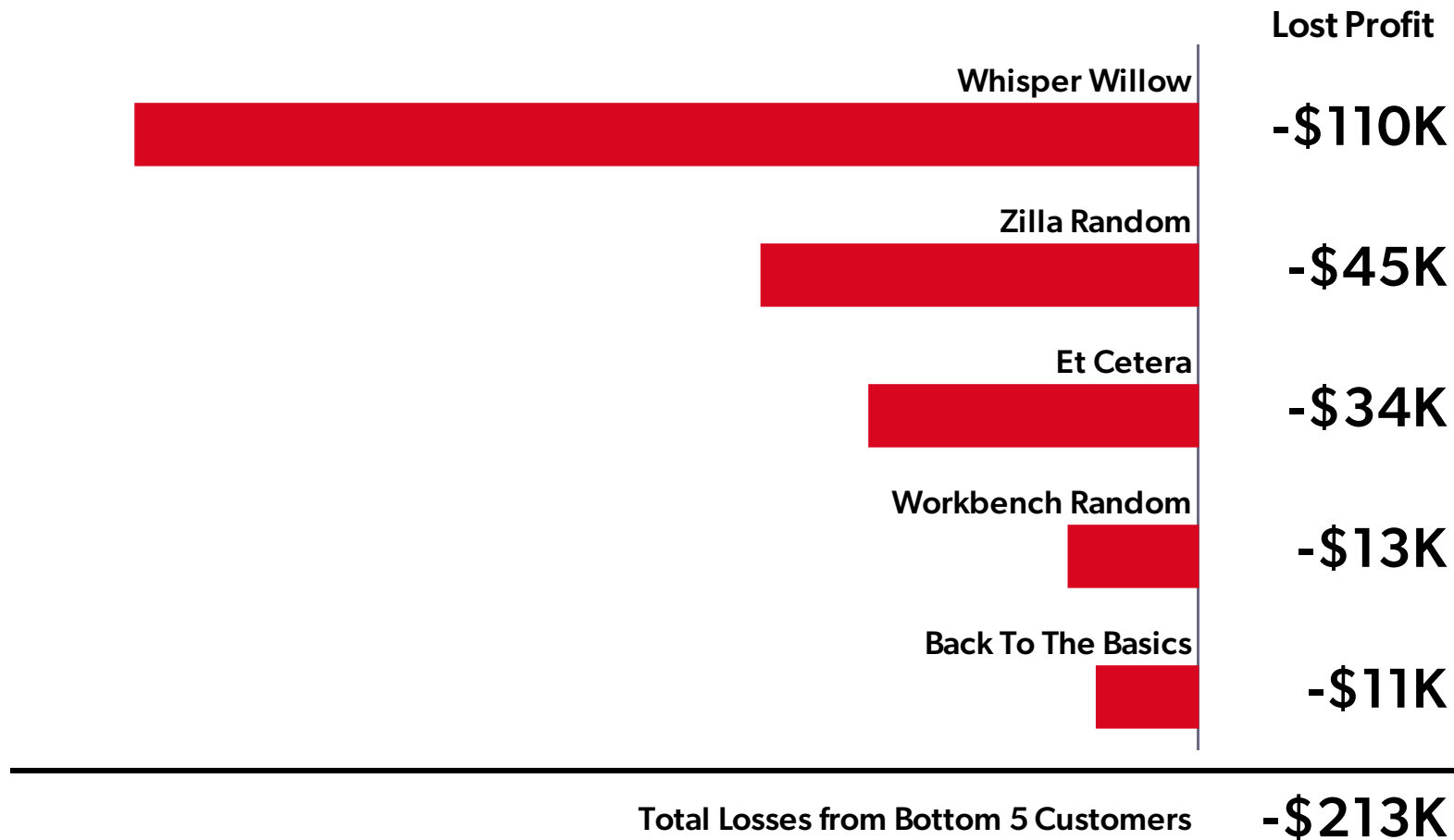


PRESCRIPTIVE

Rightsize Bottom 5 Customers

Reprice, reduce services, or stop selling in the most unprofitable areas

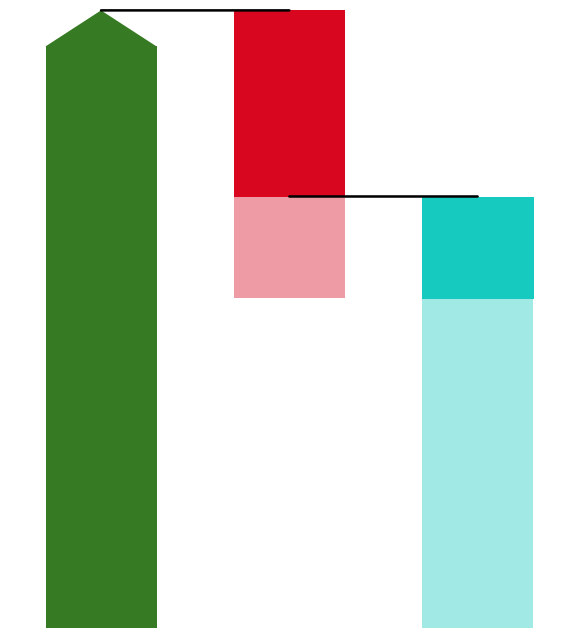
Your most unprofitable Customers are characterized by the greatest Lost Profit, regardless of Revenue.



PREDICTIVE

Profit could Increase by \$213K

By Breaking Even on 5 Most Unprofitable Customers



▲ **\$1.3M**
Peak ProfitSM

▼ **-\$602K**
Lost Profit

■ **\$695K**
Net Profit

+ \$213K =

▼ **-\$390K**
Annualized
Lost Profit

+ \$213K =

■ **\$907k**
Annualized
Lost Profit

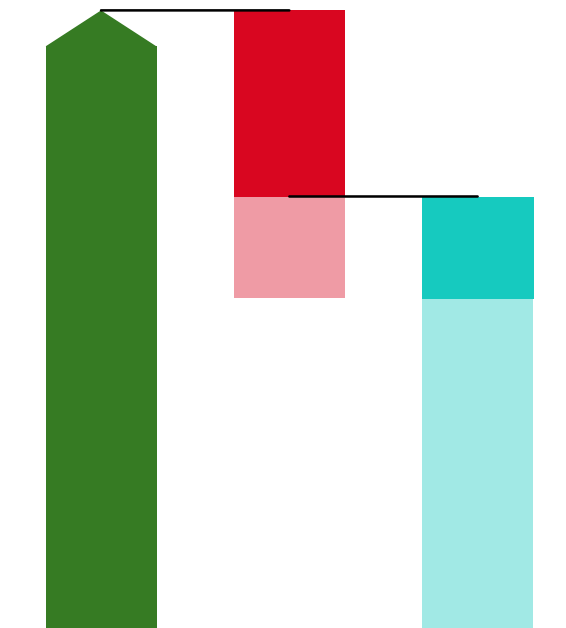
Note: values may not add up due to rounding.



PREDICTIVE

Business Value could Increase by \$1.1M

By Breaking Even on 5 Most Unprofitable Customers



▲ **\$6.5M**
Peak Business Value

▼ **-\$3.0M**
Lost Business Value

■ **\$3.5M**
Net Business Value

+ \$1.1M =

▼ **-\$1.9M**
Lost Business Value

+ \$1.1M =

■ **\$4.5M**
Net Business Value

Note: values may not add up due to rounding.

Business value assumes a 5.00x earnings multiple of annualized profit.

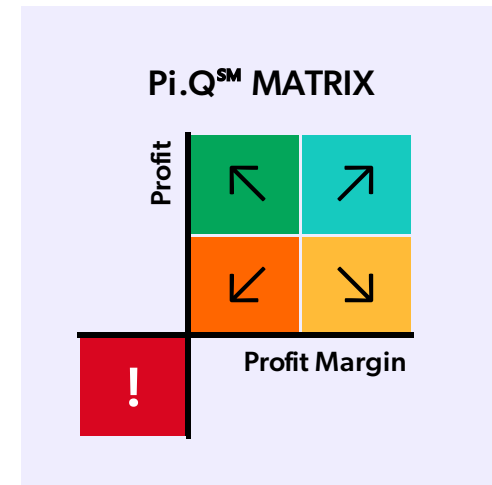


PRESCRIPTIVE

Action Steps for Each Customer

CUSTOMERS

	High-Profit High-Margin	Acquire more that look like this. Replicate processes used here.	82
	High-Profit Low-Margin	Improve Margins: <ul style="list-style-type: none"> • Reduce services or direct expenses • Improve pricing model • Improve business processes 	5
	Low-Profit High-Margin	Sell more: <ul style="list-style-type: none"> • Cross-sell • Upsell 	5
	Low-Profit Low-Margin	Improve margins first. Then sell more.	81
	Unprofitable	Improve margins immediately. If margins cannot be increased, stop selling in this area.	133
Total		Median Profit: \$3,305 Median Profit Margin: 7.0%	306



Location Profit Detail

↗ High-Profit, High-Margin
↖ High-Profit, Low-Margin
↘ Low-Profit, High-Margin
↙ Low-Profit, Low-Margin
! Unprofitable

#	Location	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↗	1 Dallas	5,713,151	42.3%	2,696,303	2,669,791	347,058	6.1%	50.0%	0.0%
↗	2 Oklahoma City	2,765,261	20.5%	1,259,074	1,296,654	209,533	7.6%	30.2%	0.0%
↙	3 Austin	3,405,038	25.2%	1,620,377	1,660,255	124,407	3.7%	17.9%	0.0%
↙	4 Tulsa	1,626,823	12.0%	770,723	842,400	13,701	0.8%	2.0%	0.0%

Product Type Profit Detail

↗ High-Profit, High-Margin
↖ High-Profit, Low-Margin
↘ Low-Profit, High-Margin
↙ Low-Profit, Low-Margin
! Unprofitable

#	Product Type	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↗	1 Construction	6,824,305	50.5%	3,137,232	3,097,273	589,801	8.6%	81.8%	0.0%
↖	2 Other Services	1,733,952	12.8%	789,500	835,061	109,391	6.3%	15.2%	0.0%
↘	3 Equipment Rental	285,541	2.1%	130,012	134,015	21,514	7.5%	3.0%	0.0%
!	4 Repairs	4,666,476	34.5%	2,289,732	2,402,751	(26,008)	-0.6%	0.0%	100.0%

Project Manager Profit Detail

↗ High-Profit, High-Margin
↖ High-Profit, Low-Margin
↘ Low-Profit, High-Margin
↙ Low-Profit, Low-Margin
! Unprofitable

#	Project Manager	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↗	1 Parker Armstrong	2,558,789	18.9%	1,165,064	1,062,837	330,888	12.9%	36.2%	0.0%
↗	2 Kareem Olsen	1,636,902	12.1%	745,312	650,854	240,737	14.7%	26.3%	0.0%
↗	3 Ronan Roy	2,587,854	19.2%	1,178,298	1,191,948	217,609	8.4%	23.8%	0.0%
↙	4 Hannah Patel	1,498,173	11.1%	682,146	753,131	62,897	4.2%	6.9%	0.0%
↙	5 Oaklyn Donaldson	833,575	6.2%	379,542	391,268	62,765	7.5%	6.9%	0.0%
!	6 Canaan Wong	1,207,291	8.9%	579,702	639,428	(11,839)	-1.0%	0.0%	5.4%
!	7 Adelaide Arnold	224,893	1.7%	102,398	145,599	(23,104)	-10.3%	0.0%	10.5%
!	8 Abraham Hill	1,090,101	8.1%	572,343	546,052	(28,294)	-2.6%	0.0%	12.8%
!	9 Presley Dean	1,348,487	10.0%	613,991	769,373	(34,877)	-2.6%	0.0%	15.8%
!	10 Savanna Whitaker	524,208	3.9%	327,682	318,609	(122,083)	-23.3%	0.0%	55.4%

Customer Profit Detail

↗ High-Profit, High-Margin
↖ High-Profit, Low-Margin
↘ Low-Profit, High-Margin
↙ Low-Profit, Low-Margin
! Unprofitable

#	Customer	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↗	1 Random Refresh	577,701	4.3%	263,038	194,006	120,657	20.9%	9.3%	0.0%
↗	2 What A Catch	546,343	4.0%	248,760	188,798	108,785	19.9%	8.4%	0.0%
↗	3 Feature Random	335,561	2.5%	152,787	114,668	68,106	20.3%	5.3%	0.0%
↗	4 Doubles Random	246,918	1.8%	112,426	92,863	41,629	16.9%	3.2%	0.0%
↗	5 Rexx Energy	217,385	1.6%	98,980	77,588	40,818	18.8%	3.1%	0.0%
↗	6 Level Travel	179,637	1.3%	81,792	64,011	33,833	18.8%	2.6%	0.0%
↗	7 Supremeboots	179,014	1.3%	81,508	63,809	33,696	18.8%	2.6%	0.0%
↗	8 Midsummer Night	158,024	1.2%	71,951	57,340	28,733	18.2%	2.2%	0.0%
↗	9 Heart Beat	151,310	1.1%	68,894	55,159	27,257	18.0%	2.1%	0.0%
↗	10 Circuit Random	149,678	1.1%	68,151	54,278	27,249	18.2%	2.1%	0.0%
↗	11 Bed Random	145,638	1.1%	66,312	53,316	26,010	17.9%	2.0%	0.0%
↗	12 Close Crowds	140,904	1.0%	64,156	52,741	24,007	17.0%	1.9%	0.0%
↗	13 Weheartsandals	132,101	1.0%	60,148	48,568	23,385	17.7%	1.8%	0.0%
↗	14 Life Paths	115,114	0.9%	52,413	43,049	19,651	17.1%	1.5%	0.0%
↗	15 Puzzles	114,364	0.8%	52,072	43,156	19,136	16.7%	1.5%	0.0%
↗	16 Flowers Random	114,129	0.8%	51,965	43,079	19,085	16.7%	1.5%	0.0%
↗	17 Ten Fold Security	107,324	0.8%	48,867	40,868	17,589	16.4%	1.4%	0.0%
↗	18 Yellow Essence	105,445	0.8%	48,011	40,258	17,176	16.3%	1.3%	0.0%
↗	19 Sense Random	100,148	0.7%	45,599	38,537	16,012	16.0%	1.2%	0.0%
↗	20 Slick Systems	96,532	0.7%	43,953	37,012	15,567	16.1%	1.2%	0.0%
↗	21 Watchtower Random	100,345	0.7%	45,689	39,564	15,092	15.0%	1.2%	0.0%
↗	22 Blue Smoke	93,426	0.7%	42,538	36,674	14,213	15.2%	1.1%	0.0%
↗	23 Et Cetera Systems	89,196	0.7%	40,612	34,629	13,954	15.6%	1.1%	0.0%
↗	24 Odd And Ends	84,652	0.6%	38,544	33,153	12,956	15.3%	1.0%	0.0%
↗	25 Resource Refresh	87,579	0.6%	39,876	34,775	12,928	14.8%	1.0%	0.0%
↗	26 Million Random	85,884	0.6%	39,104	33,903	12,876	15.0%	1.0%	0.0%

Customer Profit Detail

↗ High-Profit, High-Margin
↖ High-Profit, Low-Margin
↘ Low-Profit, High-Margin
↙ Low-Profit, Low-Margin
! Unprofitable

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↗	27 Contribution Collector	85,790	0.6%	39,062	34,193	12,535	14.6%	1.0%	0.0%
↗	28 Express Random	84,537	0.6%	38,491	33,786	12,260	14.5%	0.9%	0.0%
↗	29 A1 Random	77,108	0.6%	35,109	30,702	11,298	14.7%	0.9%	0.0%
↗	30 Limner Studio	76,783	0.6%	34,961	30,596	11,226	14.6%	0.9%	0.0%
↗	31 The Source	73,281	0.5%	33,366	29,458	10,456	14.3%	0.8%	0.0%
↗	32 Mulletmasters	67,028	0.5%	30,519	27,427	9,082	13.5%	0.7%	0.0%
↗	33 Shady Bootz	69,072	0.5%	31,450	28,762	8,860	12.8%	0.7%	0.0%
↗	34 In A Pinch	71,697	0.5%	32,645	30,256	8,795	12.3%	0.7%	0.0%
↗	35 Posture Random	63,765	0.5%	29,033	26,367	8,365	13.1%	0.6%	0.0%
↗	36 Handy Help	64,270	0.5%	29,263	26,881	8,126	12.6%	0.6%	0.0%
↗	37 Broker Random	61,932	0.5%	28,199	25,772	7,962	12.9%	0.6%	0.0%
↗	38 Handle Random	63,447	0.5%	28,889	26,935	7,624	12.0%	0.6%	0.0%
↗	39 Paper City	61,450	0.5%	27,979	25,965	7,506	12.2%	0.6%	0.0%
↗	40 MoonStore	59,662	0.4%	27,165	25,034	7,463	12.5%	0.6%	0.0%
↗	41 Drift Random	61,047	0.5%	27,796	25,834	7,417	12.2%	0.6%	0.0%
↗	42 Bluewhale Surfboards	59,242	0.4%	26,974	24,898	7,371	12.4%	0.6%	0.0%
↗	43 Farmhouse Random	60,000	0.4%	27,319	25,494	7,187	12.0%	0.6%	0.0%
↗	44 Rent Platform	58,071	0.4%	26,441	24,517	7,113	12.2%	0.5%	0.0%
↗	45 Crystal Clear	95,003	0.7%	43,257	44,792	6,955	7.3%	0.5%	0.0%
↗	46 WildWest	57,290	0.4%	26,085	24,263	6,941	12.1%	0.5%	0.0%
↗	47 Adventures	57,037	0.4%	25,970	24,181	6,886	12.1%	0.5%	0.0%
↗	48 Excellent Essence	57,858	0.4%	26,344	24,798	6,716	11.6%	0.5%	0.0%
↗	49 Radiate Random	57,173	0.4%	26,032	24,575	6,566	11.5%	0.5%	0.0%
↗	50 Moxie Marketing	54,950	0.4%	25,020	23,503	6,427	11.7%	0.5%	0.0%
↗	51 Random Grove	57,855	0.4%	26,342	25,118	6,395	11.1%	0.5%	0.0%
↗	52 Guard Random	56,012	0.4%	25,503	24,519	5,990	10.7%	0.5%	0.0%

Customer Profit Detail


↗ High-Profit, High-Margin
↖ High-Profit, Low-Margin
↘ Low-Profit, High-Margin
↙ Low-Profit, Low-Margin
! Unprofitable


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	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↗	53 Cogent Data	52,874	0.4%	24,075	22,829	5,971	11.3%	0.5%	0.0%
↗	54 Feel Electric	52,504	0.4%	23,906	22,708	5,890	11.2%	0.5%	0.0%
↗	55 Chat Random	53,623	0.4%	24,415	23,422	5,785	10.8%	0.4%	0.0%
↗	56 Westend Schools	51,968	0.4%	23,662	22,534	5,772	11.1%	0.4%	0.0%
↗	57 Novel Center	54,776	0.4%	24,940	24,117	5,718	10.4%	0.4%	0.0%
↗	58 Odds And Ends	51,035	0.4%	23,237	22,231	5,567	10.9%	0.4%	0.0%
↗	59 Pop-Culture	53,731	0.4%	24,465	23,778	5,488	10.2%	0.4%	0.0%
↗	60 Content Construct	50,726	0.4%	23,096	22,481	5,149	10.1%	0.4%	0.0%
↖	61 String Sing	77,226	0.6%	35,163	37,091	4,973	6.4%	0.4%	0.0%
↗	62 Opulent Obsession	47,894	0.4%	21,807	21,211	4,876	10.2%	0.4%	0.0%
↖	63 Coolest Cats	71,966	0.5%	32,767	34,682	4,516	6.3%	0.3%	0.0%
↖	64 Power Pros	78,008	0.6%	35,519	37,987	4,503	5.8%	0.3%	0.0%
↗	65 Seemusicplay	45,677	0.3%	20,798	20,490	4,389	9.6%	0.3%	0.0%
↗	66 Random Wishes	48,627	0.4%	22,141	22,120	4,367	9.0%	0.3%	0.0%
↗	67 Bravura Inc	48,285	0.4%	21,985	22,009	4,291	8.9%	0.3%	0.0%
↗	68 Cowboy Random	45,185	0.3%	20,574	20,331	4,281	9.5%	0.3%	0.0%
↗	69 Etcetera Ink	50,901	0.4%	23,176	23,500	4,225	8.3%	0.3%	0.0%
↗	70 Daily Random	47,961	0.4%	21,838	21,904	4,220	8.8%	0.3%	0.0%
↗	71 Silence Center	44,291	0.3%	20,166	20,040	4,084	9.2%	0.3%	0.0%
↗	72 Fadeaway Random	47,124	0.3%	21,456	21,631	4,036	8.6%	0.3%	0.0%
↗	73 Ethnic Shop	43,073	0.3%	19,612	19,645	3,817	8.9%	0.3%	0.0%
↗	74 Early Bird	44,352	0.3%	20,194	20,410	3,748	8.4%	0.3%	0.0%
↗	75 Communities	42,576	0.3%	19,386	19,483	3,707	8.7%	0.3%	0.0%
↗	76 Directory Random	45,533	0.3%	20,732	21,114	3,686	8.1%	0.3%	0.0%
↗	77 For The Couture	43,894	0.3%	19,986	20,261	3,647	8.3%	0.3%	0.0%
↗	78 Promo Random	45,187	0.3%	20,575	21,002	3,610	8.0%	0.3%	0.0%

Customer Profit Detail



























 High-Profit, High-Margin

 High-Profit, Low-Margin

 Low-Profit, High-Margin

 Low-Profit, Low-Margin

 Unprofitable

#	Customer	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
	79 Gravitywears	41,985	0.3%	19,117	19,291	3,578	8.5%	0.3%	0.0%
	80 First Award	47,928	0.4%	21,823	22,535	3,571	7.5%	0.3%	0.0%
	81 Randomvio	41,899	0.3%	19,077	19,263	3,558	8.5%	0.3%	0.0%
	82 Eager Essence	41,704	0.3%	18,989	19,200	3,516	8.4%	0.3%	0.0%
	83 Knick Knack Patty Wack	41,381	0.3%	18,841	19,095	3,445	8.3%	0.3%	0.0%
	84 List Point	42,953	0.3%	19,557	19,955	3,440	8.0%	0.3%	0.0%
	85 Find Agenda	41,292	0.3%	18,801	19,066	3,425	8.3%	0.3%	0.0%
	86 Wins Begin	66,487	0.5%	30,273	32,902	3,312	5.0%	0.3%	0.0%
	87 Pen And Paper	66,456	0.5%	30,259	32,892	3,305	5.0%	0.3%	0.0%
	88 Spicy Dinner	40,698	0.3%	18,531	18,873	3,295	8.1%	0.3%	0.0%
	89 Finder'S Keepers	40,531	0.3%	18,455	18,819	3,258	8.0%	0.3%	0.0%
	90 Lifestyle Random	43,035	0.3%	19,594	20,303	3,137	7.3%	0.2%	0.0%
	91 Win Ribbon	42,289	0.3%	19,255	20,061	2,973	7.0%	0.2%	0.0%
	92 Quad Goals	44,981	0.3%	20,481	21,577	2,923	6.5%	0.2%	0.0%
	93 Make It Count	39,943	0.3%	18,187	18,978	2,779	7.0%	0.2%	0.0%
	94 Nick'S Knacks	39,223	0.3%	17,859	18,744	2,620	6.7%	0.2%	0.0%
	95 Epic Adventure	39,113	0.3%	17,809	18,708	2,596	6.6%	0.2%	0.0%
	96 Company Guide	38,602	0.3%	17,576	18,542	2,484	6.4%	0.2%	0.0%
	97 Dirty Mirrors	38,435	0.3%	17,500	18,488	2,447	6.4%	0.2%	0.0%
	98 Company Ware	36,279	0.3%	16,518	17,437	2,323	6.4%	0.2%	0.0%
	99 Run This Town	36,261	0.3%	16,510	17,431	2,319	6.4%	0.2%	0.0%
	100 Vortex Solar	36,247	0.3%	16,504	17,427	2,316	6.4%	0.2%	0.0%
	101 Natural Essentials	39,167	0.3%	17,834	19,047	2,287	5.8%	0.2%	0.0%
	102 Zing Zang	35,851	0.3%	16,323	17,298	2,229	6.2%	0.2%	0.0%
	103 We Live Alive	35,843	0.3%	16,320	17,296	2,228	6.2%	0.2%	0.0%
	104 Clear Prints	35,821	0.3%	16,310	17,288	2,223	6.2%	0.2%	0.0%

Customer Profit Detail

↗ High-Profit, High-Margin
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 ! Unprofitable

#	Customer	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↙	105 Authority Random	37,325	0.3%	16,995	18,127	2,203	5.9%	0.2%	0.0%
↙	106 Crafty Conversations	35,639	0.3%	16,227	17,229	2,183	6.1%	0.2%	0.0%
↙	107 Live Symbol	35,630	0.3%	16,223	17,226	2,181	6.1%	0.2%	0.0%
↙	108 Friend Random	37,107	0.3%	16,896	18,056	2,155	5.8%	0.2%	0.0%
↙	109 Random Reason	35,365	0.3%	16,102	17,140	2,122	6.0%	0.2%	0.0%
↙	110 Roll Up	35,202	0.3%	16,028	17,087	2,087	5.9%	0.2%	0.0%
↙	111 Dream Collection	36,631	0.3%	16,679	17,902	2,051	5.6%	0.2%	0.0%
↙	112 Flicker Random	36,630	0.3%	16,678	17,901	2,050	5.6%	0.2%	0.0%
↙	113 Modestico	37,946	0.3%	17,278	18,650	2,019	5.3%	0.2%	0.0%
↙	114 Push To Start	34,480	0.3%	15,700	16,853	1,928	5.6%	0.1%	0.0%
↙	115 All Systems Go	37,380	0.3%	17,020	18,466	1,894	5.1%	0.1%	0.0%
↙	116 Terrific Tchotchkes	34,323	0.3%	15,628	16,802	1,893	5.5%	0.1%	0.0%
↙	117 Maxx Dry-Cleaning	34,249	0.3%	15,594	16,778	1,877	5.5%	0.1%	0.0%
↙	118 Splashfest	33,972	0.3%	15,468	16,688	1,816	5.3%	0.1%	0.0%
↙	119 Crazy Chicken	39,825	0.3%	18,133	19,902	1,790	4.5%	0.1%	0.0%
↙	120 Oust Random	33,827	0.3%	15,402	16,640	1,784	5.3%	0.1%	0.0%
↙	121 BizNameWiz Writer	33,608	0.2%	15,302	16,569	1,736	5.2%	0.1%	0.0%
↙	122 Furs Kips	33,535	0.2%	15,269	16,546	1,720	5.1%	0.1%	0.0%
↙	123 Race To Random	35,052	0.3%	15,960	17,389	1,704	4.9%	0.1%	0.0%
↙	124 Forge Ahead	32,879	0.2%	14,970	16,333	1,576	4.8%	0.1%	0.0%
↙	125 Sanguine Skincare	32,493	0.2%	14,795	16,207	1,491	4.6%	0.1%	0.0%
↙	126 Empty Particles	31,884	0.2%	14,517	16,009	1,357	4.3%	0.1%	0.0%
↙	127 Cabal Random	33,449	0.2%	15,230	16,868	1,351	4.0%	0.1%	0.0%
↙	128 Hot Takes	37,812	0.3%	17,217	19,248	1,348	3.6%	0.1%	0.0%
↙	129 Flashy Favorites	31,741	0.2%	14,452	15,963	1,326	4.2%	0.1%	0.0%
↙	130 DualLight	33,321	0.2%	15,172	16,826	1,323	4.0%	0.1%	0.0%

Customer Profit Detail

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	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↙	131 Ferrets Live	37,608	0.3%	17,123	19,182	1,303	3.5%	0.1%	0.0%
↙	132 Soprano House	31,579	0.2%	14,379	15,910	1,290	4.1%	0.1%	0.0%
↙	133 On The Move	31,575	0.2%	14,376	15,909	1,289	4.1%	0.1%	0.0%
↙	134 Lavish Random	31,188	0.2%	14,200	15,783	1,204	3.9%	0.1%	0.0%
↙	135 KnowChance	37,091	0.3%	16,888	19,014	1,189	3.2%	0.1%	0.0%
↙	136 Turnt Up Tunes	32,690	0.2%	14,884	16,621	1,184	3.6%	0.1%	0.0%
↙	137 Let'S Roll	36,995	0.3%	16,845	18,983	1,168	3.2%	0.1%	0.0%
↙	138 Graphic Master	36,911	0.3%	16,806	18,955	1,149	3.1%	0.1%	0.0%
↙	139 Catch Up!	32,493	0.2%	14,795	16,557	1,141	3.5%	0.1%	0.0%
↙	140 Accidental Kindness	36,848	0.3%	16,778	18,935	1,136	3.1%	0.1%	0.0%
↙	141 TV-Partner	32,059	0.2%	14,597	16,416	1,046	3.3%	0.1%	0.0%
↙	142 BreakDown	31,933	0.2%	14,539	16,375	1,018	3.2%	0.1%	0.0%
↙	143 Strat Security	32,938	0.2%	14,997	17,023	918	2.8%	0.1%	0.0%
↙	144 Knick Knacks	29,718	0.2%	13,531	15,306	881	3.0%	0.1%	0.0%
↙	145 Cool Solutions	32,769	0.2%	14,920	16,968	881	2.7%	0.1%	0.0%
↙	146 Sound Random	32,642	0.2%	14,862	16,926	853	2.6%	0.1%	0.0%
↙	147 Lion Family	29,304	0.2%	13,342	15,171	790	2.7%	0.1%	0.0%
↙	148 Voila Victory	32,333	0.2%	14,722	16,826	785	2.4%	0.1%	0.0%
↙	149 Crew Random	29,272	0.2%	13,328	15,161	783	2.7%	0.1%	0.0%
↙	150 List Overdrive	30,862	0.2%	14,052	16,027	783	2.5%	0.1%	0.0%
↙	151 Villa Random	32,298	0.2%	14,706	16,815	777	2.4%	0.1%	0.0%
↙	152 Complete Competition	29,191	0.2%	13,291	15,134	765	2.6%	0.1%	0.0%
↙	153 Halo Random	32,137	0.2%	14,633	16,763	742	2.3%	0.1%	0.0%
↙	154 Attitude Random	29,012	0.2%	13,210	15,076	726	2.5%	0.1%	0.0%
↙	155 ZeroClerk	31,897	0.2%	14,523	16,685	689	2.2%	0.1%	0.0%
↙	156 Witch Union	28,512	0.2%	12,982	14,914	616	2.2%	0.0%	0.0%

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	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
↙	157 Rev Up	28,188	0.2%	12,834	14,809	545	1.9%	0.0%	0.0%
↙	158 Lane Random	29,722	0.2%	13,533	15,657	532	1.8%	0.0%	0.0%
↙	159 List Cohort	28,003	0.2%	12,750	14,748	504	1.8%	0.0%	0.0%
↙	160 Counted Moments	27,975	0.2%	12,737	14,739	498	1.8%	0.0%	0.0%
↙	161 Missed Opps	27,839	0.2%	12,676	14,695	468	1.7%	0.0%	0.0%
↙	162 Rock And Random	27,555	0.2%	12,546	14,603	406	1.5%	0.0%	0.0%
↙	163 Cuts Random	30,465	0.2%	13,871	16,219	374	1.2%	0.0%	0.0%
↙	164 Geek Random	28,938	0.2%	13,176	15,402	360	1.2%	0.0%	0.0%
↙	165 NoWorries	27,261	0.2%	12,412	14,507	341	1.3%	0.0%	0.0%
↙	166 Company Elevate	27,120	0.2%	12,348	14,462	310	1.1%	0.0%	0.0%
↙	167 FirstVictory	32,367	0.2%	14,737	17,479	151	0.5%	0.0%	0.0%
↙	168 Calm Down	26,336	0.2%	11,991	14,207	138	0.5%	0.0%	0.0%
↙	169 Entice Random	27,873	0.2%	12,691	15,056	126	0.5%	0.0%	0.0%
↙	170 Winter Shop	29,284	0.2%	13,334	15,836	115	0.4%	0.0%	0.0%
↙	171 Nourish Random	27,569	0.2%	12,553	14,958	59	0.2%	0.0%	0.0%
↙	172 Randomadil	31,843	0.2%	14,499	17,309	36	0.1%	0.0%	0.0%
↙	173 Obsessed Opportunitie	25,800	0.2%	11,747	14,033	20	0.1%	0.0%	0.0%
!	174 List Allocate	28,373	0.2%	12,919	15,540	(85)	-0.3%	0.0%	0.0%
!	175 Name Segment	26,108	0.2%	11,888	14,483	(262)	-1.0%	0.0%	0.0%
!	176 Compelling Convo	24,341	0.2%	11,083	13,559	(301)	-1.2%	0.0%	0.0%
!	177 Clever Counts	23,986	0.2%	10,921	13,443	(379)	-1.6%	0.0%	0.1%
!	178 Name Street	23,965	0.2%	10,912	13,436	(383)	-1.6%	0.0%	0.1%
!	179 Smoke Random	25,550	0.2%	11,633	14,302	(385)	-1.5%	0.0%	0.1%
!	180 Forest Shop	23,729	0.2%	10,804	13,360	(435)	-1.8%	0.0%	0.1%
!	181 The Bird's Nest	29,252	0.2%	13,319	16,467	(534)	-1.8%	0.0%	0.1%
!	182 Will Thrill	23,157	0.2%	10,544	13,174	(561)	-2.4%	0.0%	0.1%

Customer Profit Detail

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	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%	
!	183	Vedas Random	29,090	0.2%	13,245	16,414	(570)	-2.0%	0.0%	0.1%
!	184	MusicMany	23,113	0.2%	10,524	13,160	(571)	-2.5%	0.0%	0.1%
!	185	Candor Corp	29,081	0.2%	13,241	16,411	(572)	-2.0%	0.0%	0.1%
!	186	Organics Random	24,405	0.2%	11,112	13,930	(637)	-2.6%	0.0%	0.1%
!	187	Traffic Center	22,354	0.2%	10,178	12,913	(737)	-3.3%	0.0%	0.1%
!	188	Erudite Learning	22,282	0.2%	10,145	12,890	(753)	-3.4%	0.0%	0.1%
!	189	Though Random	22,161	0.2%	10,090	12,850	(780)	-3.5%	0.0%	0.1%
!	190	Bolt Random	27,910	0.2%	12,708	16,031	(829)	-3.0%	0.0%	0.1%
!	191	The Silver Bullet	23,437	0.2%	10,671	13,615	(850)	-3.6%	0.0%	0.1%
!	192	List Combine	21,840	0.2%	9,944	12,746	(850)	-3.9%	0.0%	0.1%
!	193	Reclaim Random	24,717	0.2%	11,254	14,352	(889)	-3.6%	0.0%	0.1%
!	194	Red Room	27,157	0.2%	12,365	15,786	(995)	-3.7%	0.0%	0.2%
!	195	Absent-Minded	21,092	0.2%	9,603	12,503	(1,015)	-4.8%	0.0%	0.2%
!	196	Essentials	20,998	0.2%	9,561	12,473	(1,036)	-4.9%	0.0%	0.2%
!	197	LiftCenter	20,648	0.2%	9,401	12,359	(1,112)	-5.4%	0.0%	0.2%
!	198	Company Acquisition	22,186	0.2%	10,102	13,209	(1,124)	-5.1%	0.0%	0.2%
!	199	ReactRegister	23,058	0.2%	10,499	13,813	(1,254)	-5.4%	0.0%	0.2%
!	200	Ice Castle	19,984	0.1%	9,099	12,143	(1,258)	-6.3%	0.0%	0.2%
!	201	Atlas Stationary	21,449	0.2%	9,766	12,969	(1,286)	-6.0%	0.0%	0.2%
!	202	Besmirched	21,428	0.2%	9,756	12,962	(1,291)	-6.0%	0.0%	0.2%
!	203	Intense Random	25,479	0.2%	11,601	15,241	(1,363)	-5.4%	0.0%	0.2%
!	204	Key Random	57,091	0.4%	25,995	32,475	(1,378)	-2.4%	0.0%	0.2%
!	205	Herb Random	20,766	0.2%	9,455	12,747	(1,437)	-6.9%	0.0%	0.2%
!	206	Legend Soul	22,110	0.2%	10,067	13,505	(1,462)	-6.6%	0.0%	0.2%
!	207	Obelus Concepts	24,574	0.2%	11,189	14,947	(1,562)	-6.4%	0.0%	0.3%
!	208	Get Crafty	20,045	0.1%	9,127	12,513	(1,595)	-8.0%	0.0%	0.3%

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	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%	
!	209	Innovation Arch	18,383	0.1%	8,370	11,623	(1,610)	-8.8%	0.0%	0.3%
!	210	Prinky Random	19,926	0.1%	9,072	12,474	(1,621)	-8.1%	0.0%	0.3%
!	211	Hatchel Random	21,183	0.2%	9,645	13,204	(1,666)	-7.9%	0.0%	0.3%
!	212	Trans Random	18,653	0.1%	8,493	12,061	(1,901)	-10.2%	0.0%	0.3%
!	213	Stamina Random	16,971	0.1%	7,727	11,164	(1,921)	-11.3%	0.0%	0.3%
!	214	Zing Random	19,676	0.1%	8,959	12,714	(1,997)	-10.1%	0.0%	0.3%
!	215	Count Your Blessings	19,554	0.1%	8,903	12,675	(2,024)	-10.3%	0.0%	0.3%
!	216	Rep Random	16,330	0.1%	7,436	10,956	(2,061)	-12.6%	0.0%	0.3%
!	217	Valleyview Diners	22,284	0.2%	10,146	14,203	(2,066)	-9.3%	0.0%	0.3%
!	218	Vision Random	44,757	0.3%	20,379	26,543	(2,164)	-4.8%	0.0%	0.4%
!	219	Mode Random	15,369	0.1%	6,998	10,644	(2,273)	-14.8%	0.0%	0.4%
!	220	For The Thrill	15,245	0.1%	6,941	10,604	(2,300)	-15.1%	0.0%	0.4%
!	221	Elegance	16,380	0.1%	7,458	11,322	(2,401)	-14.7%	0.0%	0.4%
!	222	Eco Focus	17,835	0.1%	8,120	12,116	(2,402)	-13.5%	0.0%	0.4%
!	223	Gorgunderwears	20,711	0.2%	9,430	13,692	(2,411)	-11.6%	0.0%	0.4%
!	224	Better Leather	17,509	0.1%	7,972	12,010	(2,473)	-14.1%	0.0%	0.4%
!	225	Gas Random	14,417	0.1%	6,564	10,335	(2,482)	-17.2%	0.0%	0.4%
!	226	Ready Rides	16,393	0.1%	7,464	11,648	(2,719)	-16.6%	0.0%	0.5%
!	227	Trophy Random	14,864	0.1%	6,768	10,830	(2,734)	-18.4%	0.0%	0.5%
!	228	Bonefete Fun	14,719	0.1%	6,702	10,783	(2,766)	-18.8%	0.0%	0.5%
!	229	Slick Services	14,665	0.1%	6,677	10,765	(2,778)	-18.9%	0.0%	0.5%
!	230	Creative Content	12,960	0.1%	5,901	9,861	(2,802)	-21.6%	0.0%	0.5%
!	231	TRUE Random	15,891	0.1%	7,236	11,485	(2,829)	-17.8%	0.0%	0.5%
!	232	Tower Random	14,308	0.1%	6,515	10,649	(2,856)	-20.0%	0.0%	0.5%
!	233	Touch Random	15,645	0.1%	7,123	11,404	(2,883)	-18.4%	0.0%	0.5%
!	234	Name Society	12,283	0.1%	5,593	9,641	(2,951)	-24.0%	0.0%	0.5%

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	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%	
!	235	Spiritual Beings	13,597	0.1%	6,191	10,418	(3,012)	-22.2%	0.0%	0.5%
!	236	Thesis Company	13,479	0.1%	6,137	10,380	(3,038)	-22.5%	0.0%	0.5%
!	237	Upsea Constructions	11,832	0.1%	5,388	9,495	(3,050)	-25.8%	0.0%	0.5%
!	238	PrimeHouse	11,459	0.1%	5,218	9,374	(3,132)	-27.3%	0.0%	0.5%
!	239	Horizon Random	17,293	0.1%	7,874	12,582	(3,163)	-18.3%	0.0%	0.5%
!	240	Cleric Random	14,249	0.1%	6,488	10,951	(3,190)	-22.4%	0.0%	0.5%
!	241	Admire Arts	14,249	0.1%	6,488	10,951	(3,190)	-22.4%	0.0%	0.5%
!	242	Blast Random	12,668	0.1%	5,768	10,116	(3,216)	-25.4%	0.0%	0.5%
!	243	Transit Random	11,060	0.1%	5,036	9,244	(3,220)	-29.1%	0.0%	0.5%
!	244	Amber Random	10,709	0.1%	4,876	9,130	(3,297)	-30.8%	0.0%	0.5%
!	245	Active Assets	10,537	0.1%	4,798	9,074	(3,335)	-31.6%	0.0%	0.6%
!	246	Castlevew Hotels	10,534	0.1%	4,796	9,073	(3,335)	-31.7%	0.0%	0.6%
!	247	The Whisperer	11,679	0.1%	5,318	9,795	(3,434)	-29.4%	0.0%	0.6%
!	248	Falcon Random	13,133	0.1%	5,980	10,588	(3,435)	-26.2%	0.0%	0.6%
!	249	Pick Slick	11,522	0.1%	5,246	9,744	(3,468)	-30.1%	0.0%	0.6%
!	250	Poem House	15,191	0.1%	6,917	11,899	(3,625)	-23.9%	0.0%	0.6%
!	251	XyloFurniture	12,250	0.1%	5,578	10,302	(3,629)	-29.6%	0.0%	0.6%
!	252	Review Random	12,045	0.1%	5,484	10,235	(3,674)	-30.5%	0.0%	0.6%
!	253	Random Dynamics	10,455	0.1%	4,760	9,397	(3,703)	-35.4%	0.0%	0.6%
!	254	Node Tech	8,733	0.1%	3,976	8,488	(3,731)	-42.7%	0.0%	0.6%
!	255	Lamp Random	9,993	0.1%	4,550	9,247	(3,805)	-38.1%	0.0%	0.6%
!	256	Romantic Random	8,382	0.1%	3,816	8,374	(3,809)	-45.4%	0.0%	0.6%
!	257	Forel Library	8,357	0.1%	3,805	8,366	(3,814)	-45.6%	0.0%	0.6%
!	258	Haven Random	9,072	0.1%	4,131	8,948	(4,007)	-44.2%	0.0%	0.7%
!	259	Random Row	8,956	0.1%	4,078	8,911	(4,032)	-45.0%	0.0%	0.7%
!	260	Beauty Is In The Eye	10,111	0.1%	4,604	9,607	(4,099)	-40.5%	0.0%	0.7%


Customer Profit Detail



























 High-Profit, High-Margin

 High-Profit, Low-Margin

 Low-Profit, High-Margin

 Low-Profit, Low-Margin

 Unprofitable

#	Customer	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
	261 Zesty Zingers	7,038	0.1%	3,205	7,937	(4,104)	-58.3%	0.0%	0.7%
	262 Eternal Random	6,994	0.1%	3,185	7,923	(4,114)	-58.8%	0.0%	0.7%
	263 Name Garnish	12,728	0.1%	5,795	11,099	(4,166)	-32.7%	0.0%	0.7%
	264 Zeal Wheels	6,120	0.0%	2,786	7,639	(4,306)	-70.4%	0.0%	0.7%
	265 Seaside Random	7,383	0.1%	3,362	8,400	(4,378)	-59.3%	0.0%	0.7%
	266 Wishful Wants	11,600	0.1%	5,282	10,732	(4,414)	-38.1%	0.0%	0.7%
	267 CraftCreate	5,348	0.0%	2,435	7,388	(4,475)	-83.7%	0.0%	0.7%
	268 Media Random	33,834	0.3%	15,405	22,994	(4,565)	-13.5%	0.0%	0.8%
	269 Comply Random	10,842	0.1%	4,937	10,486	(4,580)	-42.2%	0.0%	0.8%
	270 Cellar Random	7,355	0.1%	3,349	8,711	(4,705)	-64.0%	0.0%	0.8%
	271 Toast Random	10,251	0.1%	4,668	10,294	(4,710)	-45.9%	0.0%	0.8%
	272 Light Random	10,245	0.1%	4,665	10,292	(4,712)	-46.0%	0.0%	0.8%
	273 Thrill Of The Chase	9,937	0.1%	4,525	10,192	(4,779)	-48.1%	0.0%	0.8%
	274 Chloe'S Corner	5,319	0.0%	2,422	7,729	(4,832)	-90.9%	0.0%	0.8%
	275 Tune Random	6,718	0.0%	3,059	8,504	(4,845)	-72.1%	0.0%	0.8%
	276 Maxima Company	5,164	0.0%	2,351	7,679	(4,866)	-94.2%	0.0%	0.8%
	277 ReadySketch	3,507	0.0%	1,597	6,790	(4,880)	-139.2%	0.0%	0.8%
	278 Haste Random	6,186	0.0%	2,817	8,331	(4,962)	-80.2%	0.0%	0.8%
	279 Shine Random	4,482	0.0%	2,041	7,457	(5,016)	-111.9%	0.0%	0.8%
	280 Inspire Fitness	2,861	0.0%	1,303	6,580	(5,022)	-175.5%	0.0%	0.8%
	281 Name Safety	8,803	0.1%	4,008	9,824	(5,029)	-57.1%	0.0%	0.8%
	282 Locations	4,082	0.0%	1,859	7,327	(5,104)	-125.0%	0.0%	0.8%
	283 Flash In Action	5,060	0.0%	2,304	7,966	(5,210)	-103.0%	0.0%	0.9%
	284 Winning Wonder	33,630	0.2%	15,312	23,569	(5,252)	-15.6%	0.0%	0.9%
	285 Shore Random	1,811	0.0%	825	6,239	(5,253)	-290.1%	0.0%	0.9%
	286 Electric Essence	1,758	0.0%	801	6,222	(5,264)	-299.4%	0.0%	0.9%

Customer Profit Detail

↗ High-Profit, High-Margin
 ↖ High-Profit, Low-Margin
 ↘ Low-Profit, High-Margin
 ↙ Low-Profit, Low-Margin
 ! Unprofitable

#	Customer	Revenue	% of Revenue	Direct Cost	Overhead Cost	Profit	Profit Margin	% of Peak Profit™	% of Lost Profit
	Totals	\$ 13,510,274	100.0%	\$ 6,346,476	\$ 6,469,099	\$ 694,698	5.1%	100.0%	100.0%
!	287 Trinkets And Toys	7,614	0.1%	3,467	9,437	(5,290)	-69.5%	0.0%	0.9%
!	288 Wavefest Surfboards	1,455	0.0%	662	6,124	(5,331)	-366.4%	0.0%	0.9%
!	289 Supremeplanners	2,973	0.0%	1,354	6,967	(5,347)	-179.9%	0.0%	0.9%
!	290 X Marks The Spot	2,935	0.0%	1,336	6,954	(5,356)	-182.5%	0.0%	0.9%
!	291 Dream Random	1,290	0.0%	588	6,070	(5,367)	-416.0%	0.0%	0.9%
!	292 Full Force	6,932	0.1%	3,156	9,216	(5,440)	-78.5%	0.0%	0.9%
!	293 Sage Random	3,618	0.0%	1,647	7,497	(5,526)	-152.7%	0.0%	0.9%
!	294 Company Native	3,563	0.0%	1,622	7,479	(5,539)	-155.5%	0.0%	0.9%
!	295 Eclipse Random	320	0.0%	146	5,755	(5,581)	-1744.8%	0.0%	0.9%
!	296 Too Cool	5,777	0.0%	2,631	8,841	(5,694)	-98.6%	0.0%	0.9%
!	297 Tall Oaks Bamboo	1,211	0.0%	552	6,394	(5,735)	-473.4%	0.0%	1.0%
!	298 Spray Shop	2,367	0.0%	1,078	7,091	(5,802)	-245.1%	0.0%	1.0%
!	299 Unique Trends	830	0.0%	378	6,271	(5,818)	-701.1%	0.0%	1.0%
!	300 Forge Random	27,595	0.2%	12,565	20,967	(5,936)	-21.5%	0.0%	1.0%
!	301 Encountered	638	0.0%	291	6,529	(6,182)	-968.6%	0.0%	1.0%
!	302 Back To The Basics	18,684	0.1%	10,507	18,799	(10,622)	-56.9%	0.0%	1.8%
!	303 Workbench Random	11,711	0.1%	11,332	13,737	(13,358)	-114.1%	0.0%	2.2%
!	304 Et Cetera	110,539	0.8%	80,330	64,281	(34,073)	-30.8%	0.0%	5.7%
!	305 Zilla Random	368,354	2.7%	237,718	175,619	(44,983)	-12.2%	0.0%	7.5%
!	306 Whisper Willow	231,038	1.7%	192,196	148,438	(109,596)	-47.4%	0.0%	18.2%



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