

Profit360

Sample Company

Prepared: Sep 16, 2025

Period Covered: 2024

Demographic: Customer

Methodology

- 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: 115 Customers Lost \$4.8m of Business Value

DESCRIPTIVE

WHAT HAPPENED

\$1.2m of Profit was Lost

\$4.8m of Business Value was Lost

Profit360 Score is Average

DIAGNOSTIC

WHY IT HAPPENED

115 Customers are Unprofitable

Profit Sources are Poorly-diversified

PRESCRIPTIVE

WHAT TO DO ABOUT IT

Replicate Top 5 Customers

Rightsize Bottom 5 Customers


Action Steps by Category


PREDICTIVE


IMPACT OF TAKING ACTION

Profit Could Increase by \$1.0m

Business Value Could Increase by \$4.0m

 **38%**
OF CUSTOMERS LOST
BUSINESS VALUE

 **\$1.2m**
OF PROFIT WAS LOST

 **23%**
OF BUSINESS VALUE
WAS LOST

DESCRIPTIVE

\$1.2m of Profit was Lost

Net Profit could have been \$5.3m except for these losses

↑ \$5.3m

Peak ProfitSM

191 Profitable
Customers

↓ \$1.2m

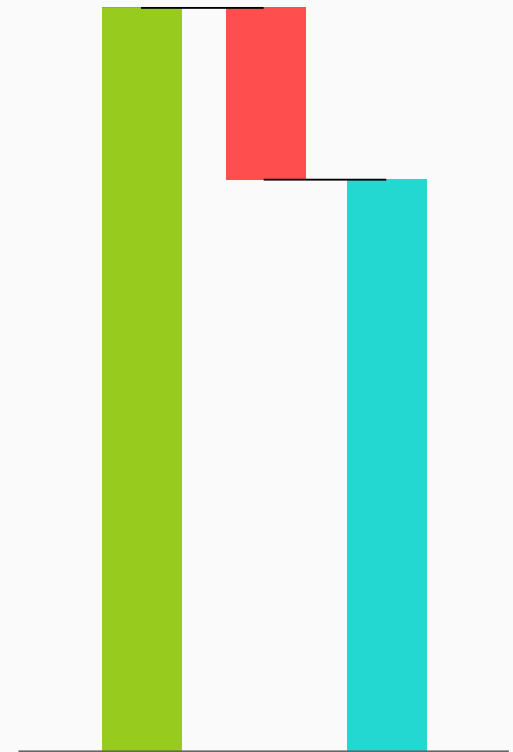
Lost Profit

115 Unprofitable
Customers

□ \$4.1m

Net Profit

Note: values may not add up due to rounding.



DESCRIPTIVE

\$4.8m of Business Value was Lost

Because our Profit360 is done in conjunction with a ProfitPulse, your analysis includes a more specific business value multiple. Based on industry benchmarks, internal traits like revenue size and margins, and financial trends, your estimated valuation multiple is 3.91x.

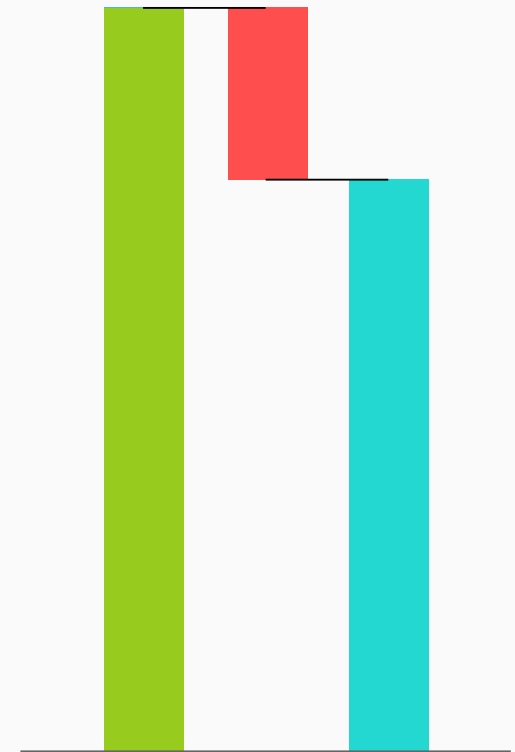
↑ \$5.3m Peak Profit SM	x 3.91 =	↑ \$20.8m Peak Business Value
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↓ \$1.2m Lost Profit	x 3.91 =	↓ \$4.8m Lost Business Value
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○ \$4.1m Net Profit	x 3.91 =	○ \$16.0m Net Business Value
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Note: values may not add up due to rounding.

↓ 23%
OF BUSINESS VALUE
WAS LOST



Profit360 Score is Average

48

0

100



Very Low

Low

Average

High

Very High

Component	Status	Company	Benchmark		Score
Customer Profitability	Average	62%	65%	12 /25	
% of Peak Profit SM Achieved	Outperforming	77%	72%	15 /25	
Peak Profit Concentration	Underperforming	66%	49%	8 /25	
Net Profit Margin	Average	9%	9%	13 /25	

The Profit360 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 Profit360. A value that matches the benchmark will score 12.5, and better values will score higher up to 25 for each sub-score.

DIAGNOSTIC

115 Customers are Unprofitable



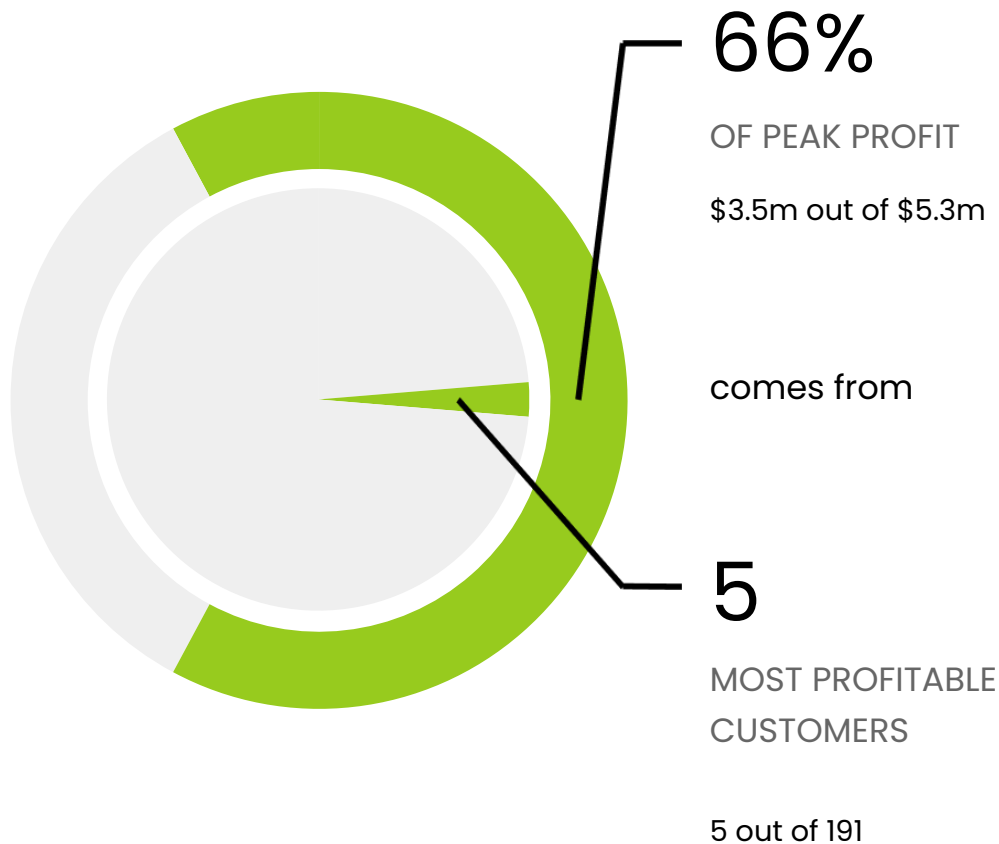
↓ 38%

OF CUSTOMERS
ARE UNPROFITABLE

DIAGNOSTIC

Profit Sources are Poorly-diversified

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



RISK LEVEL

Very High



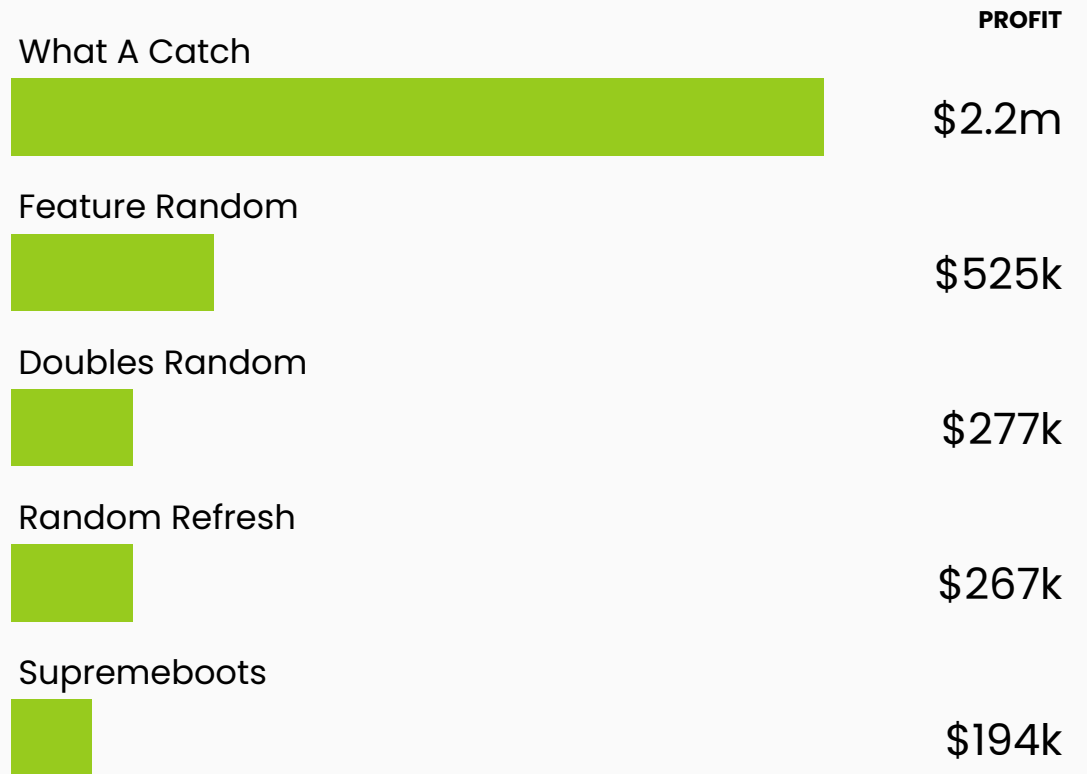
PRESCRIPTIVE

Replicate Top 5 Customers

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

\$3.5m

Total Profit from Top 5 Customers



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

PRESCRIPTIVE

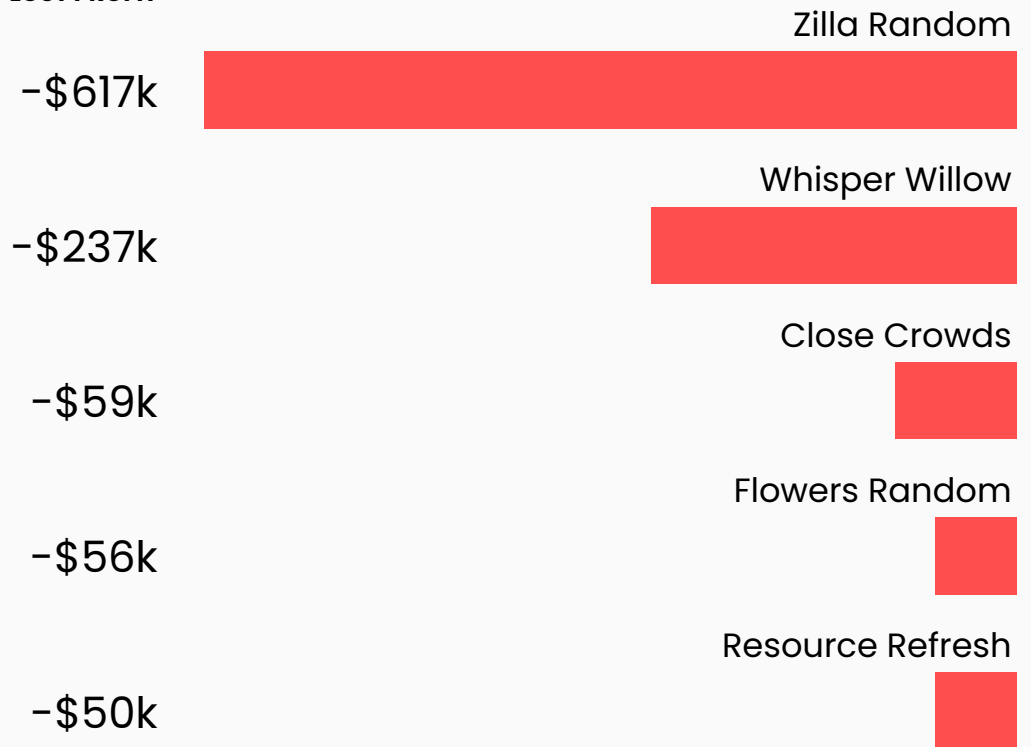
Rightsize Bottom 5 Customers

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

-\$1.0m

Total Lost Profit from Bottom 5 Customers

LOST PROFIT



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

PREDICTIVE

Profit Could Increase by \$1.0m

By BREAKING EVEN on the 5 most unprofitable Customers

↑ \$5.3m

Peak ProfitSM

↓ \$1.2m

Lost Profit

- \$1.0m

=

↓ \$210k

Lost Profit

○ \$4.1m

Net Profit

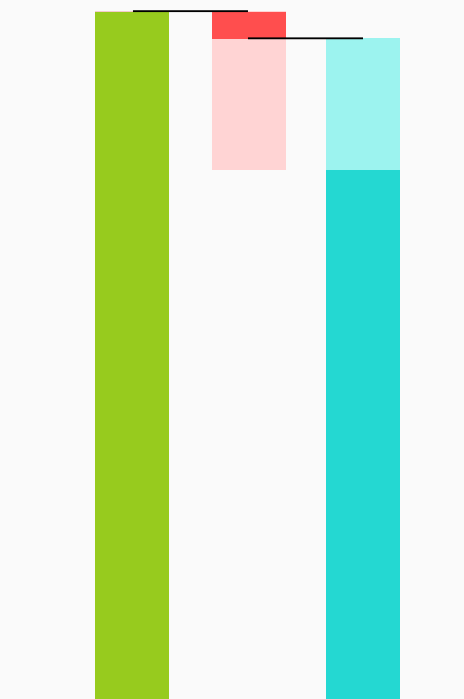
+ \$1.0m

=

○ \$5.1m

Net Profit

Note: values may not add up due to rounding.



PREDICTIVE

Business Value Could Increase by \$4.0m

By BREAKING EVEN on the 5 most unprofitable Customers

↑ \$20.8m

Peak Business Value

↓ \$4.8m

Lost Business Value

- \$4.0m =

↓ \$822k

Lost Business Value

□ \$16.0m

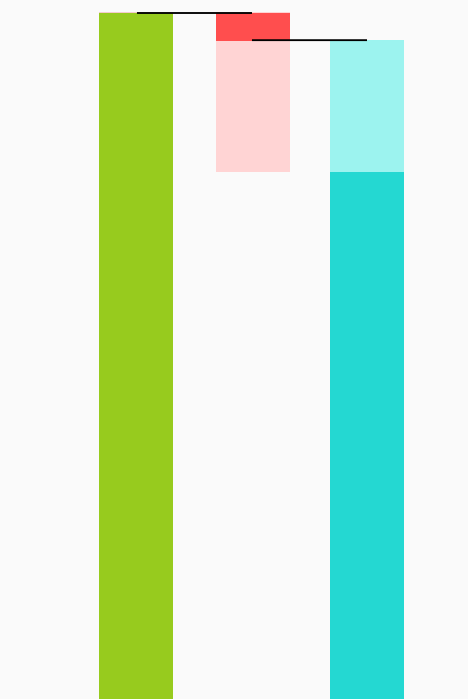
Net Business Value

+ \$4.0m =

□ \$20.0m

Net Business Value

Note: values may not add up due to rounding.

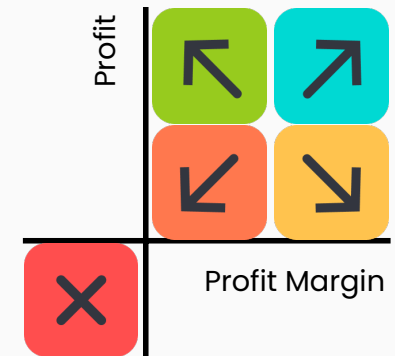


PRESCRIPTIVE

Action Steps by Category


	CATEGORY	ACTION	CUSTOMERS
	High-Profit High-Margin	Acquire more that look like this. Replicate processes used here.	83
	High-Profit Low-Margin	Improve Margins: <ul style="list-style-type: none"> • Reduce services or direct costs • Improve pricing model • Improve business processes 	13
	Low-Profit High-Margin	Sell more: <ul style="list-style-type: none"> • Cross-sell • Upsell 	13
	Low-Profit Low-Margin	Improve margins first. Then sell more.	82
	Unprofitable	Improve margins immediately. If margins cannot be increased, stop selling in this area.	115
Total		Median Profit: \$4,117 Median Margin: 10.5%	306


Profit360 Matrix





Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	1 What A Catch	8,902,755	2,840,706	3,825,808	2,236,241	25.1%
	2 Feature Random	2,636,336	977,719	1,133,595	525,022	19.9%
	3 Doubles Random	1,158,401	377,706	504,031	276,664	23.9%
	4 Random Refresh	10,753,121	5,860,451	4,625,232	267,438	2.5%
	5 Supremeboots	750,294	232,591	323,530	194,173	25.9%
	6 Heart Beat	536,040	160,812	231,531	143,697	26.8%
	7 REXX Energy	1,106,419	508,953	481,744	115,722	10.5%
	8 Level Travel	755,527	321,099	326,516	107,912	14.3%
	9 Circuit Random	524,537	201,947	227,370	95,220	18.2%
	10 Watchtower Random	235,749	61,295	106,675	67,779	28.8%
	11 Weheartsandals	408,576	163,431	177,412	67,733	16.6%
	12 Midsummer Night	584,664	274,792	252,465	57,407	9.8%
	13 Life Paths	310,252	124,101	134,185	51,966	16.7%
	14 Et Cetera Systems	186,272	53,460	83,475	49,337	26.5%
	15 Et Cetera	286,080	114,289	126,232	45,559	15.9%
	16 Contribution Collection	172,319	57,985	76,358	37,976	22.0%
	17 Express Random	167,322	57,057	75,636	34,629	20.7%
	18 Puzzles	306,224	140,863	134,895	30,466	9.9%
	19 Sense Random	234,826	103,323	103,125	28,378	12.1%
	20 Million Random	172,696	68,215	76,918	27,563	16.0%
	21 Limner Studio	138,034	50,797	60,120	27,117	19.6%
	22 Odd And Ends	167,778	67,782	74,161	25,835	15.4%
	23 Bed Random	496,603	255,751	217,022	23,830	4.8%
	24 MoonStore	83,339	20,918	39,113	23,308	28.0%
	25 Handle Random	94,250	28,407	42,989	22,854	24.2%
	26 Paper City	88,409	29,193	40,932	18,284	20.7%
	27 Random Grove	78,368	22,774	37,699	17,895	22.8%
	28 Moxie Marketing	70,696	22,071	31,889	16,736	23.7%
	29 Random Wishes	55,363	14,295	25,445	15,623	28.2%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	30 Ten Fold Security	269,682	138,077	117,038	14,567	5.4%
	31 Feel Electric	64,542	21,544	29,404	13,594	21.1%
	32 Broker Random	89,804	36,442	39,990	13,372	14.9%
	33 Company Ware	45,265	11,119	21,495	12,651	27.9%
	34 Fadeaway Random	51,993	16,419	23,998	11,576	22.3%
	35 Crafty Conversations	43,683	13,005	19,760	10,918	25.0%
	36 WildWest	76,844	28,694	37,800	10,350	13.5%
	37 Power Pros	85,121	29,862	44,961	10,298	12.1%
	38 Seemusicplay	48,849	15,954	22,718	10,177	20.8%
	39 DualLight	38,184	10,432	17,674	10,078	26.4%
	40 Etcetera Ink	60,662	19,594	31,009	10,059	16.6%
	41 Bluewhale Surfboards	82,172	34,233	37,978	9,961	12.1%
	42 Push To Start	40,888	12,549	18,612	9,727	23.8%
	43 Soprano House	34,297	8,530	16,098	9,669	28.2%
	44 Sanguine Skincare	36,310	9,030	17,702	9,578	26.4%
	45 Roll Up	42,617	12,688	20,358	9,571	22.5%
	46 Pop-Culture	67,595	27,187	30,856	9,552	14.1%
	47 Adventures	76,168	29,538	37,247	9,383	12.3%
	48 Rent Platform	78,954	33,745	36,015	9,194	11.6%
	49 Chat Random	67,322	28,046	30,135	9,141	13.6%
	50 Flicker Random	46,146	16,000	21,305	8,841	19.2%
	51 Knick Knack Patty Wack	40,091	12,950	18,322	8,819	22.0%
	52 Strat Security	37,312	10,651	17,904	8,757	23.5%
	53 Radiate Random	76,533	33,812	34,144	8,577	11.2%
	54 Furs Kips	38,678	13,292	17,453	7,933	20.5%
	55 BreakDown	35,069	10,870	16,390	7,809	22.3%
	56 The Source	125,730	63,242	54,943	7,545	6.0%
	57 Odds And Ends	60,982	22,332	31,147	7,503	12.3%
	58 Ethnic Shop	43,439	13,444	22,558	7,437	17.1%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	59 Crazy Chicken	37,133	10,490	19,216	7,427	20.0%
	60 Catch Up!	36,311	10,810	18,242	7,259	20.0%
	61 We Live Alive	44,184	16,403	20,556	7,225	16.4%
	62 Make It Count	37,355	12,234	18,057	7,064	18.9%
	63 Voila Victory	35,953	11,365	17,689	6,899	19.2%
	64 Halo Random	35,519	11,228	17,397	6,894	19.4%
	65 Nourish Random	26,139	6,901	12,554	6,684	25.6%
	66 Villa Random	35,876	9,802	19,398	6,676	18.6%
	67 List Overdrive	32,757	9,451	16,716	6,590	20.1%
	68 Communities	42,442	16,765	19,174	6,503	15.3%
	69 Westend Schools	63,230	26,114	30,635	6,481	10.2%
	70 Pen And Paper	64,135	26,508	31,180	6,447	10.1%
	71 Zing Zang	44,202	17,087	20,733	6,382	14.4%
	72 Turnt Up Tunes	36,751	12,855	17,640	6,256	17.0%
	73 Terrific Tchotchkes	40,515	15,910	18,452	6,153	15.2%
	74 Novel Center	70,248	31,852	32,260	6,136	8.7%
	75 Cool Solutions	36,929	13,144	17,898	5,887	15.9%
	76 List Cohort	26,968	8,194	12,951	5,823	21.6%
	77 Vortex Solar	45,185	18,574	20,880	5,731	12.7%
	78 Rev Up	27,326	9,056	12,578	5,692	20.8%
	79 Slick Systems	218,173	115,632	96,858	5,683	2.6%
	80 Farmhouse Random	84,287	40,879	37,843	5,565	6.6%
	81 Find Agenda	39,920	12,535	21,838	5,547	13.9%
	82 BizNameWiz Writer	38,845	15,135	18,210	5,500	14.2%
	83 Random Reason	43,012	18,208	19,419	5,385	12.5%
	84 KnowChance	32,210	10,549	16,521	5,140	16.0%
	85 Eager Essence	40,720	17,001	18,962	4,757	11.7%
	86 Cabal Random	38,479	12,163	21,653	4,663	12.1%
	87 All Systems Go	32,714	8,506	19,570	4,638	14.2%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	88 Calm Down	23,854	6,005	13,303	4,546	19.1%
	89 FirstVictory	36,028	11,940	19,586	4,502	12.5%
	90 Maxx Dry-Cleaning	40,341	16,336	19,591	4,414	10.9%
	91 Witch Union	27,958	10,208	13,376	4,374	15.6%
	92 Graphic Master	31,898	8,724	18,815	4,359	13.7%
	93 Key Random	58,743	20,145	34,247	4,351	7.4%
	94 Winter Shop	29,492	10,316	14,863	4,313	14.6%
	95 Race To Random	42,255	17,369	20,637	4,249	10.1%
	96 Attitude Random	28,947	10,924	13,906	4,117	14.2%
	97 Sound Random	36,644	14,389	18,251	4,004	10.9%
	98 Bravura Inc	54,586	24,706	25,955	3,925	7.2%
	99 Candor Corp	29,085	9,550	15,654	3,881	13.3%
	100 Early Bird	46,056	20,057	22,216	3,783	8.2%
	101 Handy Help	96,710	49,080	43,917	3,713	3.8%
	102 Opulent Obsession	53,706	25,467	24,540	3,699	6.9%
	103 Complete Competition	29,306	9,712	15,961	3,633	12.4%
	104 ZeroClerk	34,991	14,313	17,066	3,612	10.3%
	105 Daily Random	53,857	22,825	27,436	3,596	6.7%
	106 On The Move	34,287	13,779	16,992	3,516	10.3%
	107 Knick Knacks	30,372	11,555	15,310	3,507	11.5%
	108 Empty Particles	34,962	15,550	16,015	3,397	9.7%
	109 Finder'S Keepers	38,462	17,616	17,465	3,381	8.8%
	110 Guard Random	73,454	36,683	33,478	3,293	4.5%
	111 Randomvio	41,102	16,420	21,396	3,286	8.0%
	112 Cogent Data	65,456	32,218	29,954	3,284	5.0%
	113 Clever Counts	19,786	6,497	10,025	3,264	16.5%
	114 Will Thrill	18,442	6,169	9,078	3,195	17.3%
	115 Run This Town	45,221	21,359	20,738	3,124	6.9%
	116 Live Symbol	43,661	21,024	19,592	3,045	7.0%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	117 Nick'S Knacks	36,020	15,038	18,012	2,970	8.2%
	118 Wins Begin	61,872	28,568	30,368	2,936	4.7%
	119 First Award	53,783	23,761	27,106	2,916	5.4%
	120 Hatchel Random	15,431	3,786	8,771	2,874	18.6%
	121 Smoke Random	22,450	8,197	11,392	2,861	12.7%
	122 TV-Partner	35,348	14,855	17,776	2,717	7.7%
	123 Counted Moments	26,914	11,064	13,139	2,711	10.1%
	124 Name Segment	23,443	8,703	12,030	2,710	11.6%
	125 Oust Random	39,352	18,587	18,059	2,706	6.9%
	126 List Allocate	27,686	11,381	13,612	2,693	9.7%
	127 Authority Random	32,619	13,912	16,023	2,684	8.2%
	128 Lavish Random	33,452	10,984	19,799	2,669	8.0%
	129 NoWorries	25,559	9,958	13,085	2,516	9.8%
	130 Splashfest	39,690	18,990	18,204	2,496	6.3%
	131 Geek Random	28,800	12,456	13,856	2,488	8.6%
	132 Mulletmasters	105,190	53,857	48,919	2,414	2.3%
	133 Rock And Random	26,113	7,534	16,173	2,406	9.2%
	134 Drift Random	87,255	44,203	40,648	2,404	2.8%
	135 Besmirched	15,791	5,137	8,268	2,386	15.1%
	136 Media Random	24,543	8,861	13,303	2,379	9.7%
	137 Innovation Arch	11,622	2,883	6,414	2,325	20.0%
	138 Yellow Essence	260,321	143,828	114,231	2,262	0.9%
	139 Coolest Cats	72,885	33,686	36,943	2,256	3.1%
	140 Dream Collection	31,417	13,682	15,665	2,070	6.6%
	141 Valleyview Diners	17,078	4,614	10,445	2,019	11.8%
	142 Promo Random	47,807	23,014	22,781	2,012	4.2%
	143 Winning Wonder	37,442	16,077	19,682	1,683	4.5%
	144 Content Construct	60,244	30,953	27,623	1,668	2.8%
	145 Compelling Convo	20,376	9,000	9,804	1,572	7.7%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	146 Absent-Minded	15,299	6,200	7,623	1,476	9.6%
	147 Trans Random	11,965	4,024	6,520	1,421	11.9%
	148 Erudite Learning	17,074	6,443	9,230	1,401	8.2%
	149 Forest Shop	19,364	8,850	9,158	1,356	7.0%
	150 Lion Family	29,532	14,130	14,105	1,297	4.4%
	151 Hot Takes	33,476	13,374	18,806	1,296	3.9%
	152 Reclaim Random	21,010	8,830	10,903	1,277	6.1%
	153 Vedas Random	29,103	11,785	16,084	1,234	4.2%
	154 Red Room	25,363	7,163	17,010	1,190	4.7%
	155 MusicMany	18,372	5,301	11,898	1,173	6.4%
	156 Legend Soul	16,812	6,241	9,470	1,101	6.5%
	157 Flashy Favorites	34,649	16,366	17,212	1,071	3.1%
	158 Epic Adventure	35,818	16,566	18,188	1,064	3.0%
	159 Directory Random	48,541	23,018	24,468	1,055	2.2%
	160 Posture Random	95,197	49,940	44,205	1,052	1.1%
	161 Lifestyle Random	43,360	19,079	23,245	1,036	2.4%
	162 Name Street	19,751	8,482	10,274	995	5.0%
	163 Randomail	34,872	15,403	18,562	907	2.6%
	164 Lane Random	30,381	13,699	15,853	829	2.7%
	165 Crew Random	29,468	12,475	16,188	805	2.7%
	166 Though Random	16,889	6,270	9,837	782	4.6%
	167 Mode Random	8,123	2,127	5,281	715	8.8%
	168 Obsessed Opportunities	22,892	10,672	11,518	702	3.1%
	169 Forge Ahead	37,178	17,219	19,341	618	1.7%
	170 The Silver Bullet	18,890	7,707	10,602	581	3.1%
	171 Gas Random	7,148	2,660	3,965	523	7.3%
	172 Company Elevate	25,295	11,328	13,499	468	1.9%
	173 List Combine	16,404	7,899	8,045	460	2.8%
	174 LiftCenter	14,662	5,821	8,405	436	3.0%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	175 The Bird's Nest	29,427	12,457	16,540	430	1.5%
	176 Horizon Random	10,284	2,665	7,211	408	4.0%
	177 Natural Essentials	35,918	17,582	17,991	345	1.0%
	178 Entice Random	26,718	11,065	15,388	265	1.0%
	179 Thesis Company	6,248	2,052	3,959	237	3.8%
	180 Gorgunderwears	14,752	3,863	10,713	176	1.2%
	181 Workbench Random	4,717	1,520	3,026	171	3.6%
	182 Let'S Roll	32,044	15,109	16,766	169	0.5%
	183 Transit Random	4,207	1,394	2,649	164	3.9%
	184 Dirty Mirrors	34,587	17,086	17,343	158	0.5%
	185 Modestico	33,713	17,413	16,147	153	0.5%
	186 Clear Prints	44,129	21,655	22,326	148	0.3%
	187 Herb Random	14,830	5,437	9,334	59	0.4%
	188 Amber Random	3,944	1,307	2,589	48	1.2%
	189 Touch Random	8,417	2,088	6,287	42	0.5%
	190 Tower Random	7,041	2,135	4,881	25	0.4%
	191 Traffic Center	17,186	7,802	9,383	1	0.0%
	192 Bonefete Fun	7,451	2,588	4,898	(35)	-0.5%
	193 Quad Goals	47,372	22,635	24,773	(36)	-0.1%
	194 Blast Random	5,519	1,914	3,646	(41)	-0.7%
	195 Missed Opps	26,654	9,732	16,985	(63)	-0.2%
	196 Upsea Constructions	4,815	1,433	3,491	(109)	-2.3%
	197 Name Society	5,189	2,212	3,230	(253)	-4.9%
	198 Cowboy Random	47,803	25,766	22,321	(284)	-0.6%
	199 Organics Random	20,484	6,538	14,242	(296)	-1.4%
	200 Romantic Random	2,416	623	2,091	(298)	-12.3%
	201 Ready Rides	9,242	2,650	6,904	(312)	-3.4%
	202 Admire Arts	6,982	2,194	5,143	(355)	-5.1%
	203 Excellent Essence	78,376	41,963	36,781	(368)	-0.5%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	204 Obelus Concepts	20,768	8,473	12,664	(369)	-1.8%
	205 Forge Random	21,090	7,375	14,090	(375)	-1.8%
	206 Slick Services	7,396	3,324	4,452	(380)	-5.1%
	207 Creative Content	5,777	2,782	3,376	(381)	-6.6%
	208 PrimeHouse	4,516	2,036	2,887	(407)	-9.0%
	209 Poem House	7,936	2,494	5,886	(444)	-5.6%
	210 Forel Library	2,402	715	2,138	(451)	-18.8%
	211 XyloFurniture	5,161	1,631	3,992	(462)	-9.0%
	212 Zesty Zingers	1,704	549	1,627	(472)	-27.7%
	213 For The Couture	45,110	24,517	21,124	(531)	-1.2%
	214 Count Your Blessings	13,150	5,220	8,478	(548)	-4.2%
	215 Elegance	9,227	4,223	5,555	(551)	-6.0%
	216 CraftCreate	984	252	1,317	(585)	-59.5%
	217 Zeal Wheels	1,288	457	1,448	(617)	-47.9%
	218 Intense Random	22,326	8,904	14,071	(649)	-2.9%
	219 Random Dynamics	3,759	1,419	2,996	(656)	-17.5%
	220 Zing Random	13,314	5,836	8,179	(701)	-5.3%
	221 ReadySketch	423	164	1,024	(765)	-180.9%
	222 Pick Slick	4,566	2,045	3,290	(769)	-16.8%
	223 Inspire Fitness	282	91	964	(773)	-274.1%
	224 Shore Random	113	29	891	(807)	-714.2%
	225 Electric Essence	106	27	888	(809)	-763.2%
	226 Wavefest Surfboards	73	29	874	(830)	-1137.0%
	227 Dream Random	57	28	866	(837)	-1468.4%
	228 Eclipse Random	4	1	844	(841)	-21025.0%
	229 Active Assets	3,818	1,441	3,220	(843)	-22.1%
	230 Spiritual Beings	6,358	2,629	4,587	(858)	-13.5%
	231 Get Crafty	13,818	6,362	8,318	(862)	-6.2%
	232 Seaside Random	1,875	604	2,187	(916)	-48.9%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	233 Eternal Random	1,682	866	1,945	(1,129)	-67.1%
	234 Shine Random	691	259	1,573	(1,141)	-165.1%
	235 Stamina Random	9,905	4,588	6,467	(1,150)	-11.6%
	236 Falcon Random	5,932	2,729	4,375	(1,172)	-19.8%
	237 Supremeplanners	304	126	1,354	(1,176)	-386.8%
	238 Locations	573	287	1,470	(1,184)	-206.6%
	239 TRUE Random	8,685	3,424	6,454	(1,193)	-13.7%
	240 X Marks The Spot	296	144	1,351	(1,199)	-405.1%
	241 Tall Oaks Bamboo	50	21	1,244	(1,215)	-2430.0%
	242 Unique Trends	24	12	1,234	(1,222)	-5091.7%
	243 Haven Random	2,830	1,042	3,019	(1,231)	-43.5%
	244 Beauty Is In The Eye	3,516	1,014	3,760	(1,258)	-35.8%
	245 Chloe'S Corner	973	434	1,800	(1,261)	-129.6%
	246 Review Random	4,989	2,387	3,865	(1,263)	-25.3%
	247 Company Acquisition	16,928	7,684	10,552	(1,308)	-7.7%
	248 Shady Bootz	111,702	60,710	52,331	(1,339)	-1.2%
	249 Name Garnish	5,571	2,068	4,870	(1,367)	-24.5%
	250 Haste Random	1,316	417	2,288	(1,389)	-105.5%
	251 Tune Random	1,552	571	2,389	(1,408)	-90.7%
	252 Lamp Random	3,434	1,433	3,437	(1,436)	-41.8%
	253 Company Guide	34,889	18,334	18,001	(1,446)	-4.1%
	254 Maxima Company	917	388	1,986	(1,457)	-158.9%
	255 Company Native	437	127	1,857	(1,547)	-354.0%
	256 Spicy Dinner	38,780	22,822	17,549	(1,591)	-4.1%
	257 Spray Shop	193	49	1,752	(1,608)	-833.2%
	258 Sage Random	450	215	1,862	(1,627)	-361.6%
	259 Encountered	14	4	1,676	(1,666)	-11900.0%
	260 Cleric Random	6,983	2,772	5,882	(1,671)	-23.9%
	261 Flash In Action	880	453	2,100	(1,673)	-190.1%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc






























 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	262 Light Random	3,610	1,196	4,292	(1,878)	-52.0%
	263 Prinky Random	13,654	5,835	9,725	(1,906)	-14.0%
	264 Random Row	2,759	948	3,781	(1,970)	-71.4%
	265 For The Thrill	7,993	2,336	7,652	(1,995)	-25.0%
	266 Gravitywears	41,272	22,988	20,361	(2,077)	-5.0%
	267 Essentials	15,163	6,814	10,467	(2,118)	-14.0%
	268 Better Leather	10,543	3,110	9,574	(2,141)	-20.3%
	269 Wishful Wants	4,627	2,157	4,623	(2,153)	-46.5%
	270 Silence Center	45,928	25,582	22,518	(2,172)	-4.7%
	271 Blue Smoke	204,357	114,747	91,804	(2,194)	-1.1%
	272 Atlas Stationary	15,821	5,583	12,450	(2,212)	-14.0%
	273 Full Force	1,653	772	3,240	(2,359)	-142.7%
	274 Too Cool	1,148	493	3,024	(2,369)	-206.4%
	275 Comply Random	4,043	1,092	5,322	(2,371)	-58.6%
	276 Ice Castle	13,735	5,869	10,435	(2,569)	-18.7%
	277 Toast Random	3,614	1,165	5,085	(2,636)	-72.9%
	278 ReactRegister	18,285	8,133	12,793	(2,641)	-14.4%
	279 Rep Random	9,172	3,337	8,581	(2,746)	-29.9%
	280 Castleview Hotels	3,816	1,043	5,541	(2,768)	-72.5%
	281 Friend Random	32,238	16,941	18,076	(2,779)	-8.6%
	282 Bolt Random	26,791	12,326	17,255	(2,790)	-10.4%
	283 Node Tech	2,623	853	4,608	(2,838)	-108.2%
	284 List Point	43,196	25,809	20,249	(2,862)	-6.6%
	285 Cellar Random	1,860	617	4,156	(2,913)	-156.6%
	286 Name Safety	2,665	769	4,889	(2,993)	-112.3%
	287 Cuts Random	31,920	14,490	20,497	(3,067)	-9.6%
	288 Trinkets And Toys	1,994	655	4,442	(3,103)	-155.6%
	289 Vision Random	37,660	15,640	25,216	(3,196)	-8.5%
	290 Accidental Kindness	31,789	17,135	17,923	(3,269)	-10.3%


Customer Profit Detail

Sample Company, 2024, Prepared by Profit Inc

















 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin

 Low-Profit
Low-Margin


 Unprofitable


#	Customer	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	291 String Sing	69,998	37,305	36,149	(3,456)	-4.9%
	292 The Whisperer	4,691	2,173	6,087	(3,569)	-76.1%
	293 Back To The Basics	8,940	3,931	8,638	(3,629)	-40.6%
	294 Win Ribbon	41,870	24,829	20,811	(3,770)	-9.0%
	295 Eco Focus	10,939	4,946	9,850	(3,857)	-35.3%
	296 Trophy Random	7,598	2,199	9,342	(3,943)	-51.9%
	297 Thrill Of The Chase	3,396	1,646	6,944	(5,194)	-152.9%
	298 In A Pinch	120,353	73,536	54,163	(7,346)	-6.1%
	299 Ferrets Live	33,114	20,233	21,131	(8,250)	-24.9%
	300 A1 Random	139,208	91,924	60,625	(13,341)	-9.6%
	301 Crystal Clear	173,594	113,010	80,982	(20,398)	-11.8%
	302 Resource Refresh	179,582	146,492	83,224	(50,134)	-27.9%
	303 Flowers Random	304,966	225,178	135,305	(55,517)	-18.2%
	304 Close Crowds	464,842	319,608	204,532	(59,298)	-12.8%
	305 Whisper Willow	1,038,260	824,193	451,205	(237,138)	-22.8%
	306 Zilla Random	3,176,800	2,426,660	1,367,344	(617,204)	-19.4%


Other Demographics


Product Type Profit Detail


Sample Company, 2024, Prepared by Profit Inc





 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin


 Low-Profit
Low-Margin


 Unprofitable


#	Product Type	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	1 Construction	31,657,390	13,701,357	13,964,420	3,991,613	12.6%
	2 Other Services	3,500,448	1,438,690	1,610,474	451,284	12.9%
	3 Equipment Rental	433,920	209,981	200,926	23,013	5.3%
	4 Repairs	9,943,437	5,717,177	4,593,991	(367,731)	-3.7%


Location Profit Detail


Sample Company, 2024, Prepared by Profit Inc





 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin

 Low-Profit
Low-Margin


 Unprofitable


#	Location	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	1 Dallas	19,727,302	7,505,080	8,734,290	3,487,932	17.7%
	2 Oklahoma City	14,281,419	7,270,199	6,315,723	695,497	4.9%
	3 Tulsa	3,175,395	1,496,090	1,529,053	150,252	4.7%
	4 Austin	8,351,079	4,795,836	3,790,745	(235,502)	-2.8%


Sales Rep Profit Detail

Sample Company, 2024, Prepared by Profit Inc











 High-Profit
High-Margin

 High-Profit
Low-Margin

 Low-Profit
High-Margin

 Low-Profit
Low-Margin

 Unprofitable

#	Sales Rep	Revenue	Direct Cost	Overhead	Profit	Profit Margin
	Totals	45,535,195	21,067,205	20,369,811	4,098,179	9.0%
	1 Ronan Roy	14,302,137	4,898,620	6,286,021	3,117,496	21.8%
	2 Parker Armstrong	6,487,886	2,940,796	2,891,237	655,853	10.1%
	3 Kareem Olsen	12,730,340	6,806,814	5,522,341	401,185	3.2%
	4 Hannah Patel	2,454,637	942,630	1,161,300	350,707	14.3%
	5 Canaan Wong	1,529,118	623,083	750,099	155,936	10.2%
	6 Presley Dean	1,280,915	504,609	683,874	92,432	7.2%
	7 Oaklyn Donaldson	1,334,902	616,765	629,214	88,923	6.7%
	8 Adelaide Arnold	173,641	60,688	99,184	13,769	7.9%
	9 Savanna Whitaker	1,329,779	945,101	607,123	(222,445)	-16.7%
	10 Abraham Hill	3,911,840	2,728,099	1,739,418	(555,677)	-14.2%



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