MSPbots Profit Insights App

The **MSPbots Profit Insights App** offers a comprehensive view of your company's financial performance by providing detailed analytics and data-driven insights. It examines financial data such as total billed, gross revenue, effective rate, and contribution rate for a more comprehensive understanding of your company's profitability, efficiency, and fiscal health. With real-time data presented through dashboards and widgets, business owners, service managers, and key stakeholders can make informed decisions, evaluate performance comprehensively, and take timely action.

What's on this page:

What are the benefits of using the MSPbots Profit Insights App?

The MSPbots Profit Insights App is a valuable tool for analyzing the different aspects of your business like the following:

- Client profitability and service performance - Identify profitable services or clients and costs that impact margins negatively by tracking revenue, expenses, and profitability trends over time.
- Cost analysis - Determine areas where costs can be optimized or reduced.
- Forecasting and planning - Utilize historical data to plan strategically and create forecasts and projections for future revenues, expenses, and overall profitability.
- Identifying growth opportunities - Scale profitable areas and services and explore new avenues for growth from data that helps you understand what's working well financially.
- Risk management - Analyze data to identify and proactively mitigate potential risks before they become significant issues.
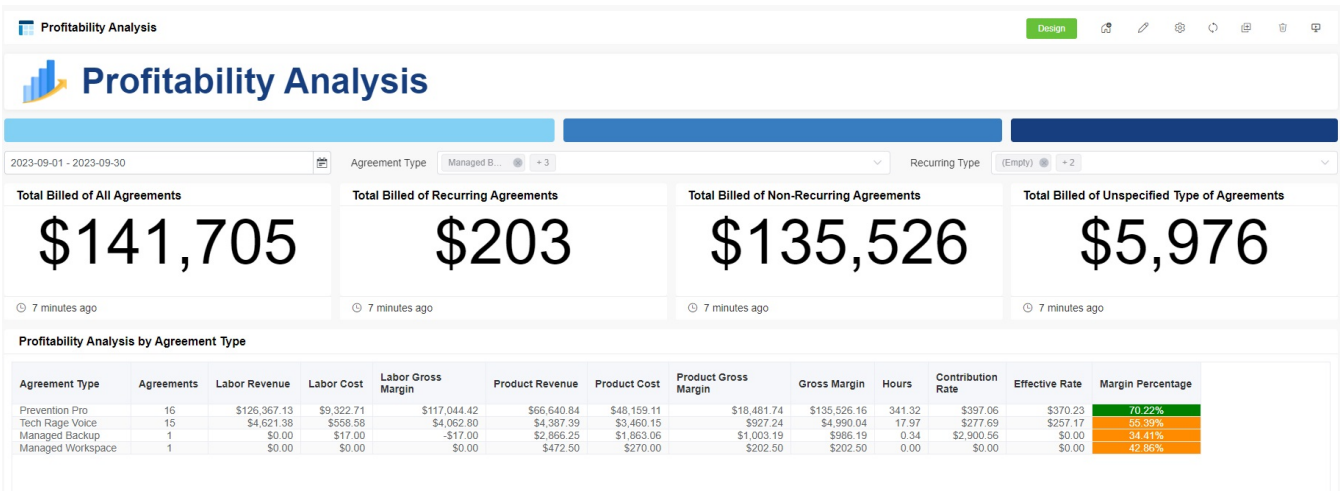
Who can use the MSPbots Profit Insights App?

The MSPbots Profits Insights App dashboards are available to ConnecWise Manage users. Only users with admin and financial roles can use the app and modify the settings.

What are the dashboards available in the MSPbots Profit Insights App?

Each of the MSPbots Profits Insights App dashboards offers unique insights into your financial landscape. These dashboards are discussed below.

Profitability Analysis Dashboard

The **Profitability Analysis** dashboard provides a comprehensive overview of the profitability of all agreements within a specified period and helps businesses assess their revenue, expenses, and profitability across different types of agreements. Use the data in the widgets to make data-driven decisions for optimizing costs and enhancing revenue.

These are the widgets in the Profitability Analysis Dashboard.

Widgets	Description
Total Billed of All Agreements	This widget displays the total amount billed across all agreements within the selected time frame. It offers a holistic view of revenue generated of agreements. **Total Billed of All Agreements** $141,705 🕐 a few seconds ago

| Total Billed of Recurring Agreements	This widget displays the total billed amount for recurring agreements, which typically involve regular payments, such as subscriptions or servi
	Total Billed of Recurring Agreements $203 🕐 a few seconds ago

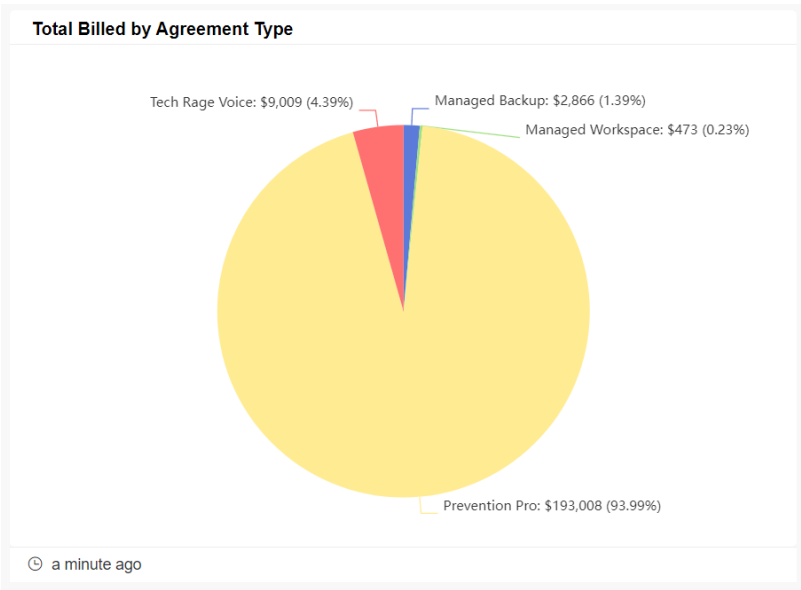|	
Total Billed of Non-Recurring Agreements	This widget presents the total billed amount for non-recurring agreements, which typically involve one-time transactions, such as product sale based services. **Total Billed of Non-Recurring Agreements** $135,526 🕐 a few seconds ago
Total Billed of Unspecified Type of Agreements	This widget tracks the total billed amount for agreements with unspecified or undefined types and may include agreements that lack clear clas labeling. **Total Billed of Unspecified Type of Agreements** ••• $5,976 🕐 a few seconds ago
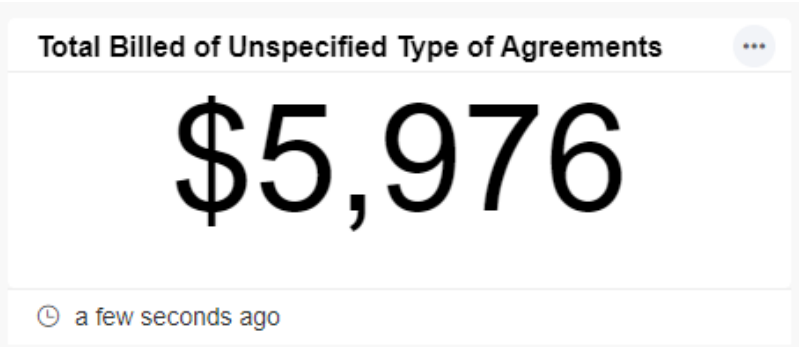
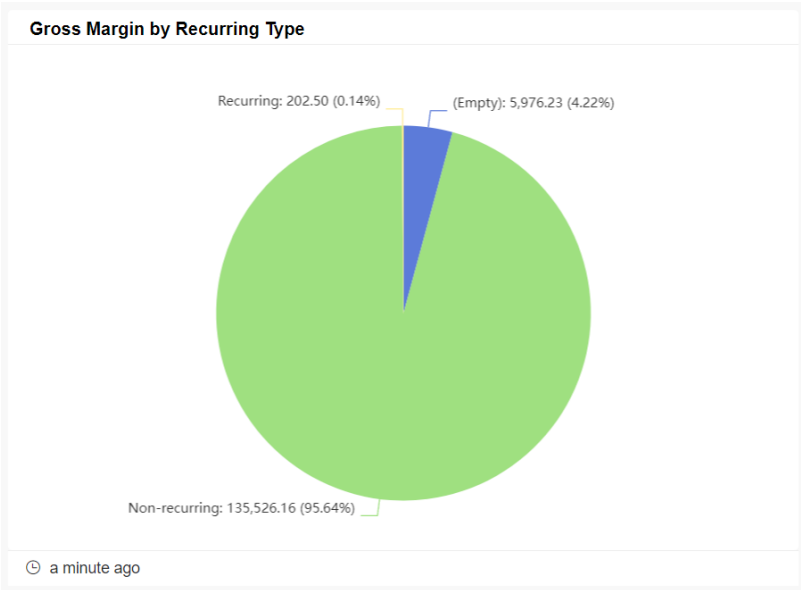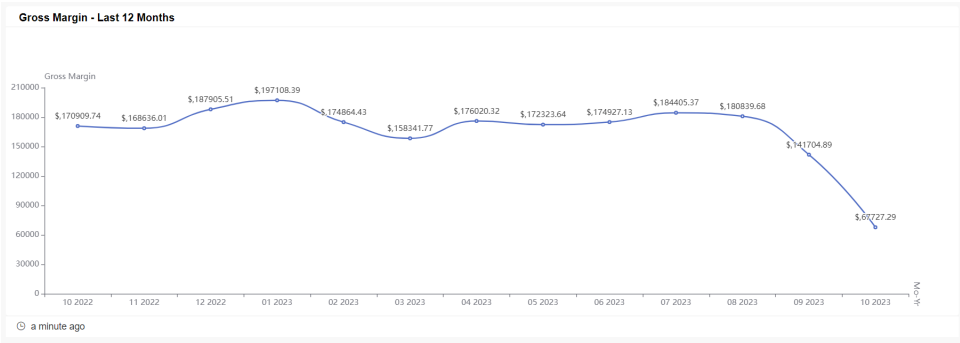| Profitabilit y Analysis by Agreemen t Type | This widget provides a breakdown of profitability based on different agreement types. It allows users to assess which types of agreements co to overall profitability.

Profitability Analysis by Agreement Type

| Agreement Type | Agreements | Labor Revenue | Labor Cost | Labor Gross Margin | Product Revenue | Product Cost | Product Gross Margin | Gross Margin | Hours | Contribution Rate | Effective Rate | Margin Percentage |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Prevention Pro | 16 | $126,367.13 | $9,322.71 | $117,044.42 | $66,640.84 | $48,159.11 | $18,481.74 | $135,526.16 | 341.32 | $397.06 | $370.23 | 70.22% |
| Tech Rage Voice | 15 | $4,621.38 | $558.58 | $4,062.80 | $4,387.39 | $3,460.15 | $927.24 | $4,990.04 | 17.97 | $277.69 | $257.17 | 55.39% |
| Managed Backup | 1 | $0.00 | $17.00 | -$17.00 | $2,866.25 | $1,863.06 | $1,003.19 | $986.19 | 0.34 | $2,900.56 | $0.00 | 34.41% |
| Managed Workspace | 1 | $0.00 | $0.00 | $0.00 | $472.50 | $270.00 | $202.50 | $202.50 | 0.00 | $0.00 | $0.00 | 42.86% | |
| Total Billed by Agreemen t Type | This widget displays the total billed amount categorized by agreement types. It helps users understand the revenue distribution across various categories.

Total Billed by Agreement Type

Tech Rage Voice: $9,009 (4.39%) Managed Backup: $2,866 (1.39%)
Managed Workspace: $473 (0.23%)

Prevention Pro: $193,008 (93.99%)

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Gross Margin by Recurring Type	This widget focuses on the gross margin of recurring agreements. Gross margin is a critical indicator of profitability, representing the differenc[e] revenue and the cost of goods or services sold.

Gross Margin by Recurring Type

Recurring: 202.50 (0.14%)   (Empty): 5,976.23 (4.22%)

Non-recurring: 135,526.16 (95.64%)

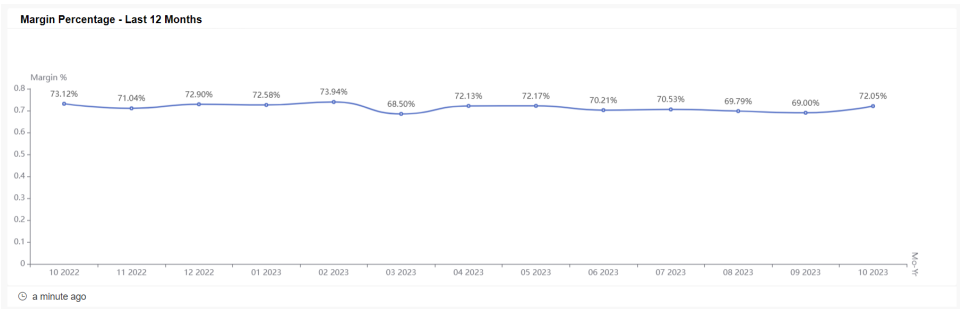🕐 a minute ago

Gross Margin - Last 12 Months	This widget provides an overview of the gross margin for the past 12 months. Monitoring gross margin trends over time can help identify area[s] improvement or growth.

Gross Margin - Last 12 Months

Gross Margin

$170909.74 $168636.01 $187905.51 $197108.39 $174864.43 $158341.77 $176020.32 $172323.64 $174927.13 $184405.37 $180839.68 $141704.89 $67727.29

210000
180000
150000
120000
90000
60000
30000
0

10 2022 11 2022 12 2022 01 2023 02 2023 03 2023 04 2023 05 2023 06 2023 07 2023 08 2023 09 2023 10 2023

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Margin Percentage - Last 12 Months	This widget calculates and displays the margin percentage for the last 12 months. Margin percentage is a key performance metric that reflect[s] of agreements relative to their costs.

Margin Percentage - Last 12 Months

Margin %

73.12% 71.04% 72.90% 72.58% 73.94% 68.50% 72.13% 72.17% 70.21% 70.53% 69.79% 69.00% 72.05%

0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0

10 2022 11 2022 12 2022 01 2023 02 2023 03 2023 04 2023 05 2023 06 2023 07 2023 08 2023 09 2023 10 2023

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Agreement Profitability by Company

The **Agreement Profitability by Company** dashboard offers a detailed analysis of the profitability of all agreements organized by company during a specified time. Other than providing insights into financial performance, it also highlights crucial trends related to Margin Percentage, Contribution Rate, Total Billed by Recurring Type, and Total Actual Hours by Recurring Type. By examining these key profitability metrics, businesses can gain a comprehensive understanding of their financial health, enabling them to make informed decisions, optimize costs, and formulate strategies for revenue growth and enhanced profitability.

These are the widgets in the Agreement Profitability by Company Dashboard.

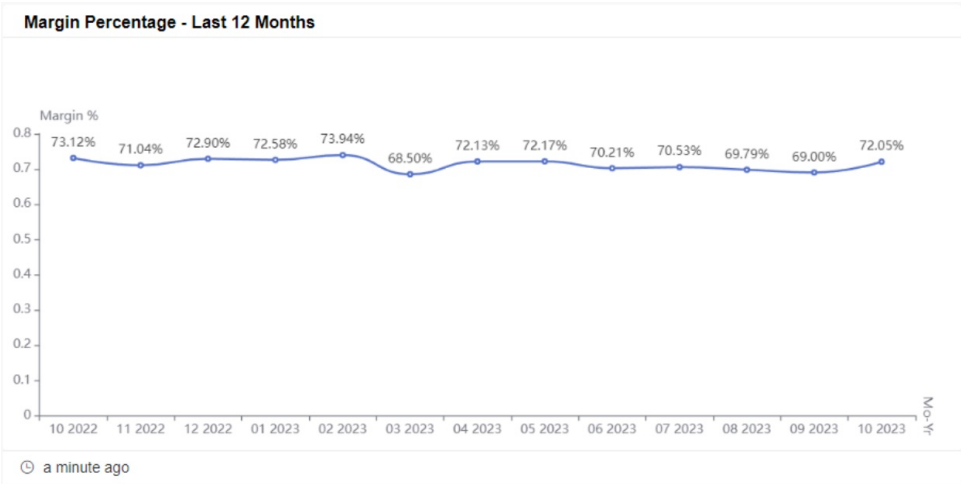| Widget	Description

Profitabili
ty
Analysis
by
Company

This widget offers a comprehensive view of profitability by breaking down the data by individual companies. It allows users to evaluate the finar
performance of different business entities within the organization.

Profitability Analysis by Company

Company	Labor Revenue	Labor Cost	Labor Gross Margin	Product Revenue	Product Cost	Product Gross Margin	Gross Margin	Hours	Contribution Rate	Effective Rate	Margin Percentage	Recurring Type
	$3,649.26	$149.72	$3,499.54	$730.74	$489.24	$241.50	$3,741.04	6.50	$575.54	$561.42	85.41%	Non-recurring
	$2,096.70	$0.00	$2,096.70	$2,069.39	$1,616.11	$453.28	$2,549.98	0.00	$0.00	$0.00	61.21%	(Empty)
	$3,021.53	$889.62	$2,131.91	$1,268.47	$921.93	$346.54	$2,478.45	33.45	$74.09	$90.33	57.77%	Non-recurring
	$1,961.16	$86.00	$1,875.16	$1,050.18	$806.10	$244.08	$2,119.24	2.17	$976.61	$903.76	70.38%	Non-recurring
	$2,224.84	$615.80	$1,609.04	$275.16	$136.70	$138.46	$1,747.50	16.89	$103.46	$131.73	69.96%	Non-recurring
	$0.00	$17.00	-$17.00	$2,866.25	$1,863.06	$1,003.19	$986.19	0.34	$2,900.56	$0.00	34.41%	(Empty)
	$357.94	$0.00	$357.94	$335.16	$268.36	$66.80	$424.74	0.00	$0.00	$0.00	61.28%	(Empty)
	$471.06	$232.54	$238.52	$483.69	$386.29	$97.40	$335.92	6.16	$54.53	$76.47	35.18%	(Empty)
	$243.51	$19.44	$224.07	$277.57	$214.15	$63.42	$287.49	0.54	$532.39	$450.94	55.17%	(Empty)
	$211.97	$20.76	$191.21	$256.54	$189.75	$66.79	$258.00	0.88	$293.18	$240.88	55.07%	(Empty)
	$370.99	$163.30	$207.69	$211.12	$179.42	$31.70	$239.39	4.82	$49.67	$76.97	41.17%	(Empty)
	$0.00	$0.00	$0.00	$472.50	$270.00	$202.50	$202.50	0.00	$0.00	$0.00	42.86%	Recurring
	$206.21	$41.14	$165.07	$62.79	$37.95	$24.84	$189.91	1.87	$101.56	$110.27	70.60%	Non-recurring
	$108.87	$5.94	$102.93	$235.46	$157.03	$78.43	$181.36	0.27	$671.70	$403.22	32.67%	(Empty)
	$237.81	$116.60	$121.21	$148.38	$131.24	$17.14	$138.35	5.30	$26.10	$44.87	35.82%	(Empty)
	$117.66	$0.00	$117.66	$95.73	$79.45	$16.28	$133.94	0.00	$0.00	$0.00	62.77%	(Empty)
	$104.88	$0.00	$104.88	$84.66	$72.66	$12.00	$116.88	0.00	$0.00	$0.00	61.67%	(Empty)
	$98.88	$0.00	$98.88	$66.13	$57.56	$8.57	$107.45	0.00	$0.00	$0.00	65.12%	(Empty)
	$62.66	$0.00	$62.66	$40.41	$35.27	$5.14	$67.80	0.00	$0.00	$0.00	65.78%	(Empty)
	$52.51	$0.00	$52.51	$29.45	$26.02	$3.43	$55.94	0.00	$0.00	$0.00	68.25%	(Empty)
	$43.42	$0.00	$43.42	$26.83	$23.40	$3.43	$46.85	0.00	$0.00	$0.00	66.69%	(Empty)
	$42.52	$0.00	$42.52	$26.87	$23.44	$3.43	$45.96	0.00	$0.00	$0.00	66.27%	(Empty)

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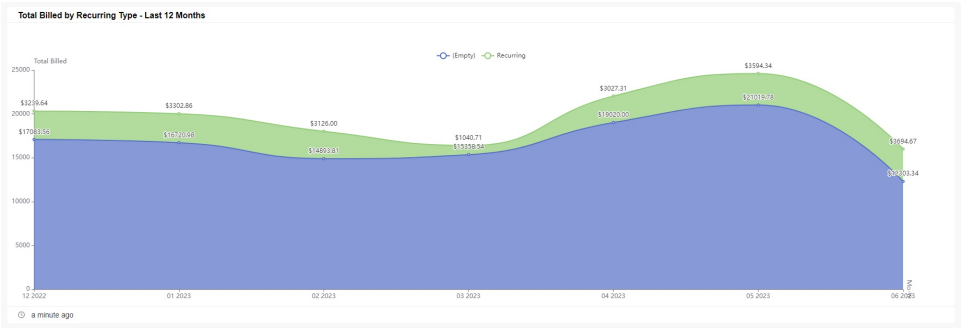| Margin Percentage - Last 12 Months	Monitoring margin percentage over the last 12 months is crucial for assessing the profitability of agreements. This widget helps in tracking the trend and identifying areas that may require attention or improvement.

Margin Percentage - Last 12 Months

Margin %

```
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
```

73.12%   71.04%   72.90%   72.58%   73.94%   68.50%   72.13%   72.17%   70.21%   70.53%   69.79%   69.00%   72.05%

10 2022   11 2022   12 2022   01 2023   02 2023   03 2023   04 2023   05 2023   06 2023   07 2023   08 2023   09 2023   10 2023

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| Contributi on Rate - Last 12 Months	The Contribution Rate measures the proportion of revenue contributing to profit after covering direct costs. Examining this widget over the past businesses understand their ability to generate profit from their revenue.

Contribution Rate - Last 12 Months

Contribution Rate

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Total Billed by Recurring Type - Last 12 Months	This widget breaks down the total billed amount by different recurring agreement types. It provides insights into revenue distribution across var agreement categories.

Total Billed by Recurring Type - Last 12 Months

-O- (Empty) -O- Recurring

Total Billed

25000 -

$12:29.64

20000 -

$1708.50 $3302.86

$3126.00 $3027.31

$3594.34

$15,720.43

$1489.81 $1040.71

$15020.00

$2101.78

15000 -

$15356.54

$1694.67

$13,03.34

10000 -

5000 -

0 -

12 2022   01 2023   02 2023   03 2023   04 2023   05 2023   06 2023

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Total Actual Hours by Recurring Type - Last 12 Months	This widget tracks the total actual hours spent on different recurring agreement types over the last 12 months. It is essential for understanding utilization and optimizing operations.
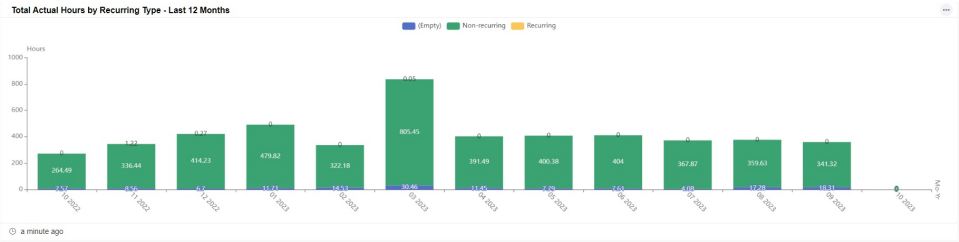
Agreement Profitability

The **Agreement Profitability** dashboard offers a comprehensive view of the financial performance of your business, with a focus on key metrics such as monthly trends in total billed, gross revenue, and margin. In addition to tracking these critical indicators, the dashboard also provides leaderboards highlighting the companies with the highest and lowest gross revenue. This data enables businesses to monitor their financial health, make informed decisions, and identify areas for improvement.

Below are the widgets in the Agreement Profitability Dashboard. Reviewing these widgets regularly allows businesses to optimize their profitability and ensure sustainable growth.

| Widget	Description

Agreement Revenue Trend	This widget displays the monthly trend of total billed amounts, providing insights into the revenue generated by your agreements over time. An[…] trend helps you understand the growth and fluctuations in revenue.
	 Agreement Revenue Trend Revenue — Total Revenue — Product Revenue — Labor Revenue 40000 30000 30,706 34,084 30,740 32,303 35,647 37,155 30,695 20000 23,083 25,416 22,025 22,586 25,300 27,339 19,943 10000 7,623 8,668 8,716 9,717 10,347 9,817 10,752 0 12-2022 01-2023 02-2023 03-2023 04-2023 05-2023 06-2023 (Invoice Month) a few seconds ago

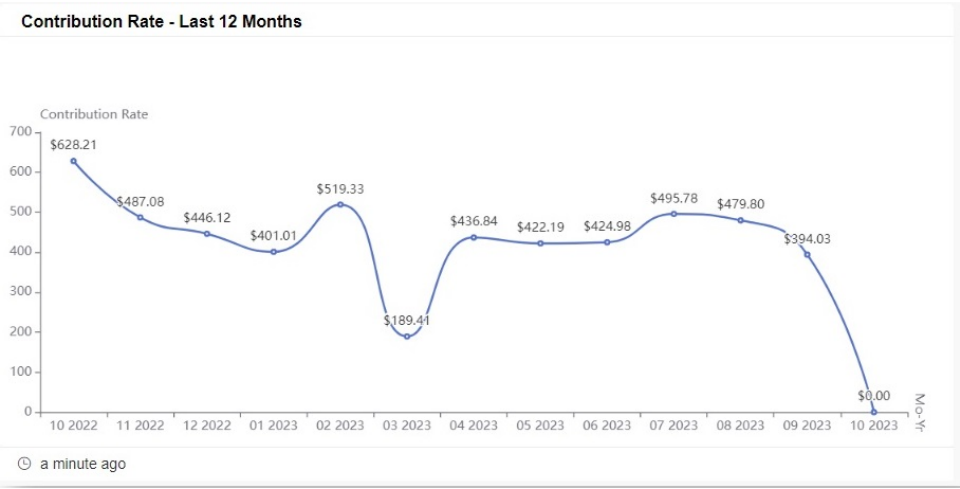| Agreement Gross Margin Trend	The Agreement Gross Margin Trend widget illustrates the monthly trend in gross revenue, which represents the total revenue minus the cost o services sold. Monitoring this trend is essential for assessing your profitability over time.
	Agreement Gross Margin Trend
	⏱ a few seconds ago
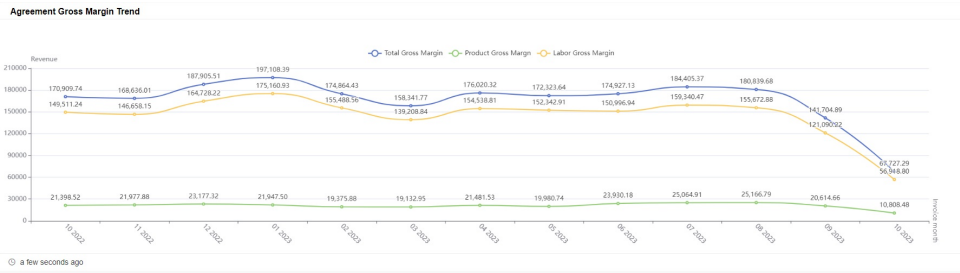
| Contribution Rate - Last 12 Months | The Contribution Rate widget shows the monthly trend of contribution rates over the last 12 months. This rate is computed as:

    Contribution Rate = (Total Billed - (Labor Cost + Product Cost)) / Total Actual Hours

It provides insights into your ability to generate profit from your revenue while accounting for labor and product costs.

Contribution Rate - Last 12 Months

Contribution Rate

700 — $628.21
600 —
$487.08 $519.33
500 — $446.12 $495.78 $479.80
$401.01 $436.84 $422.19 $424.98
400 — $394.03
300 —
200 — $189.41
100 —
0 — $0.00
10 2022 11 2022 12 2022 01 2023 02 2023 03 2023 04 2023 05 2023 06 2023 07 2023 08 2023 09 2023 10 2023

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Margin Percentage - Last 12 Months	The Margin Percentage - Last 12 Months widget calculates and displays the margin percentage for the last 12 months. Margin percentage is a of profitability, showing the percentage of revenue retained as profit after covering costs.
	Computation:
	Margin Percentage = Gross Margin / (Labor Revenue + Product Revenue)
	Margin Percentage - Last 12 Months Margin % 0.8 ┤ 73.12% 71.04% 72.90% 72.58% 73.94% 72.13% 72.17% 70.21% 70.53% 69.79% 69.00% 72.05% 0.7 ┤ 68.50% 0.6 ┤ 0.5 ┤ 0.4 ┤ 0.3 ┤ 0.2 ┤ 0.1 ┤ 0 ┴─── 10 2022 11 2022 12 2022 01 2023 02 2023 03 2023 04 2023 05 2023 06 2023 07 2023 08 2023 09 2023 10 2023 ⏱ a minute ago
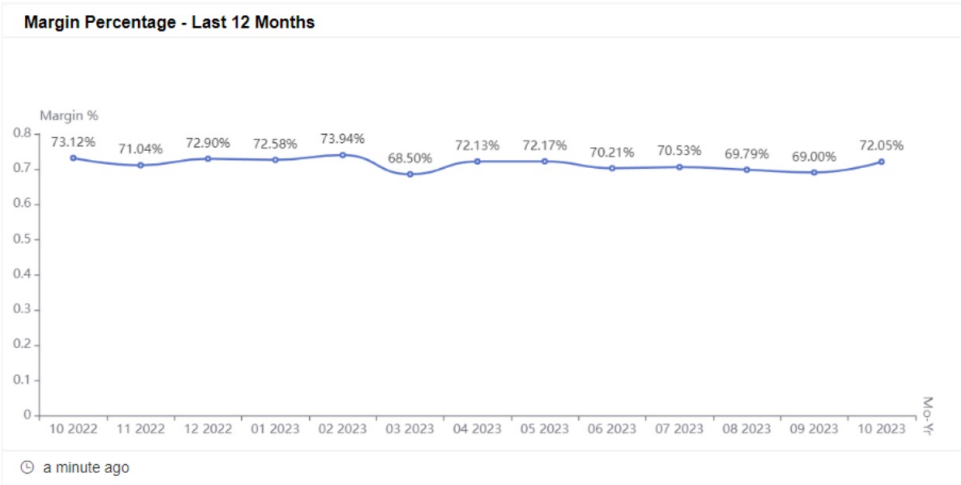
Leader Board - Top 10 Highest Gross Revenue	This grid widget presents a leaderboard showcasing the top 10 companies with the highest gross revenue. It allows you to quickly identify your performing clients or partners.

Leader Board - Top 10 Highest Gross Revenue

Company	Gross Revenue
⋮	⋮
	$39,097.33
Asbu Remse Architects	$35,764.85
	$14,244.08
	$10,690.99
Guardian Investors Corporation	$5,364.16
	$4,977.67
	$4,649.28
	$4,076.31
	$4,004.98
	$3,999.04

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Leader Board - Top 10 Lowest Gross Revenue	This grid widget highlights the top 10 companies with the lowest gross revenue. It helps spot areas that need further analysis or require improv revenue generation. **Leader Board - Top 10 Lowest Gross Revenue** | Company	Gross Revenue
	$45.95
	$46.85
	$55.94
	$67.80
	$107.45
	$133.94
	$138.35
	$181.36
	$189.91
	$202.50 | 🕐 a minute ago

Profit Margin Analysis By Company

This dashboard features a heatmap showcasing monthly margins for all companies, enabling users to visualize trends and identify companies worthy of further investigation. It simplifies the assessment of profitability trends within your organization. By leveraging the heatmap visualization, users can efficiently identify areas of strength and areas that require attention, ultimately leading to more informed decision-making and improved overall profitability.

Below is the widget in the Profit Margin Analysis by Company Dashboard.

Widget	Description
Margin % By Company - Last 12 Months	This heatmap widget presents a graphical representation of monthly margin percentages for all companies over the last 12 months. Each cell corresponds to a specific company and month, with colors indicating the margin percentage. Users can easily discern patterns and variations across different companies and periods.

What are the key financial terms, metrics, and calculations featured in the MSPbots Profit Insights App?

The MSPbots Profit Insights App has a set of financial metrics that provide valuable insights into your business's financial performance. These metrics, along with their calculations, include:

Term / Metric	Calculation

Product Gross Margin	Product Revenue - Product Cost
Labor Gross Margin	Labor Revenue - Labor Cost
Gross Margin	Total Revenue - (Labor Cost + Product Cost)
Margin % or Margin Percentage	(Gross Margin ÷ Total Revenue) * 100
Effective Rate	Labor Revenue ÷ Total Actual Hours
Contribution Rate	[Total Billed - (Labor Cost + Product Cost)] ÷ Total Actual Hours
Margin	Profit ÷ Billed
Actual Hours	Total recorded hours for an agreement

How to modify the dashboard settings

This section has the steps for setting up the MSPbots Profit Insights App. Note that only users with admin and financial roles can edit the settings.:

Adjusting the Addition Calculation Settings

1. Navigate to **Apps**, find the **MSPbots Profit Insights App**, and click it.
2. Hover over **Settings** and select **ConnectWise Manage Agreement Type Settings**.
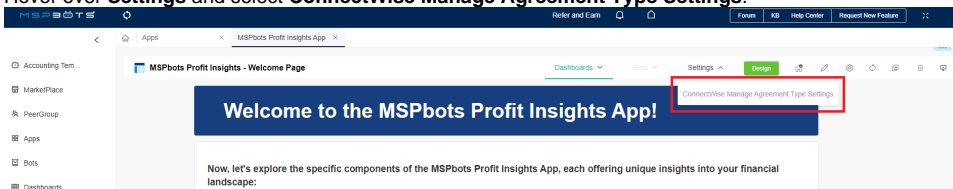
3. When the ConnectWise Manage Agreement Type Settings tab opens, go to the **Addition Calculation Setting** section and input your company's Agreement Addition Settings and Agreement Settings.

4. Click **Submit** to save.

Adjusting the Agreement Category Settings

1. In the ConnectWise Manage Agreement Type Settings window, go to the **Agreement Category Setting** section.
2. Enter your preferred settings.

3. Click **Submit** to save.

4. When done with settings, verify if the values in the dashboards meet your expected results. Click the **Dashboards** dropdown menu and select a dashboard.