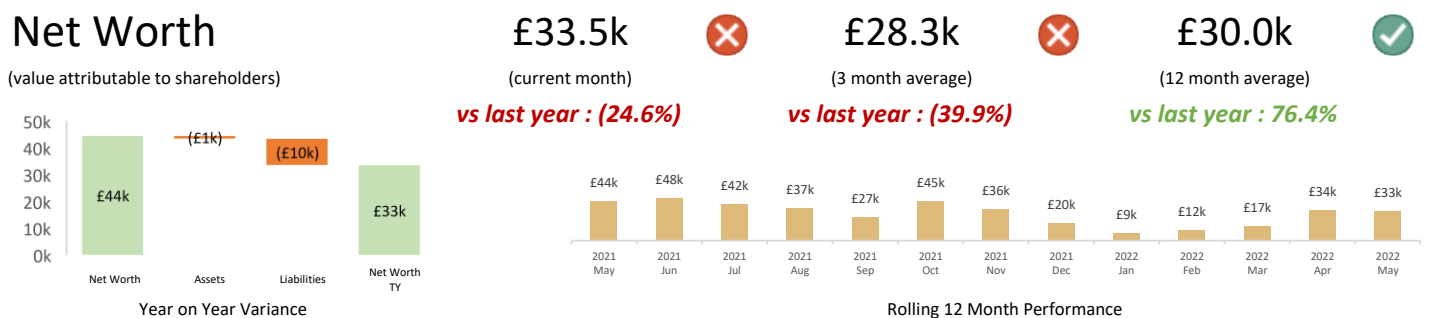
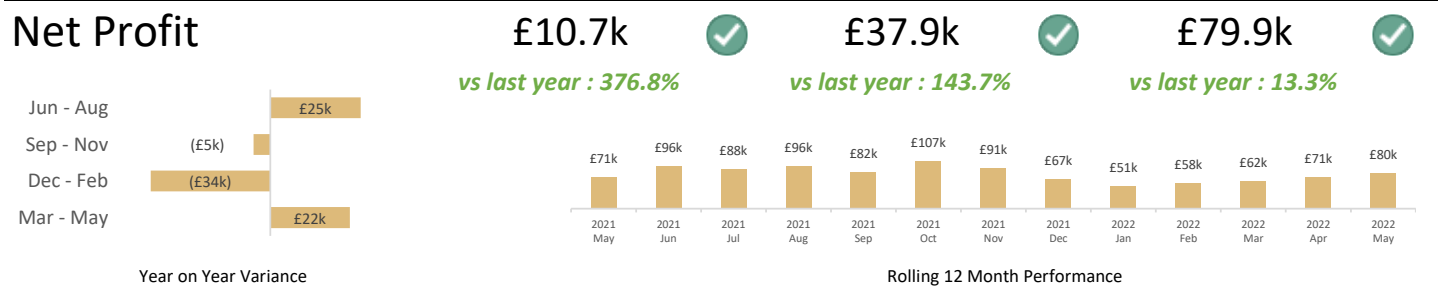
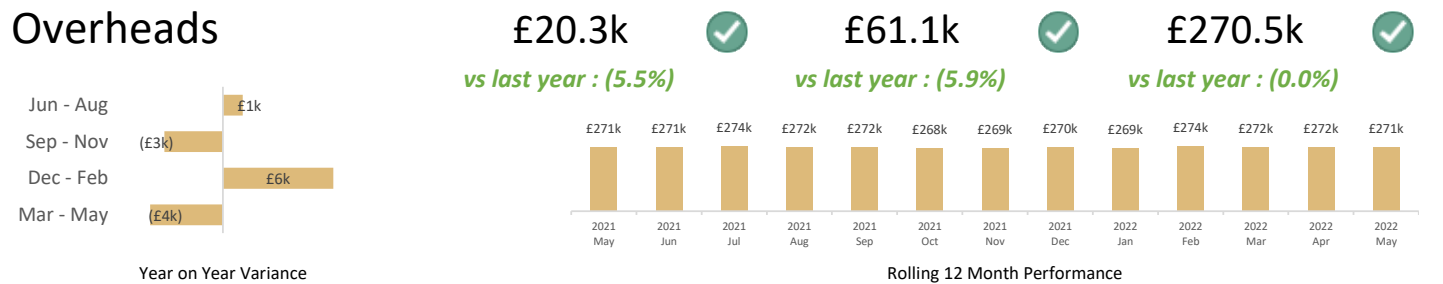
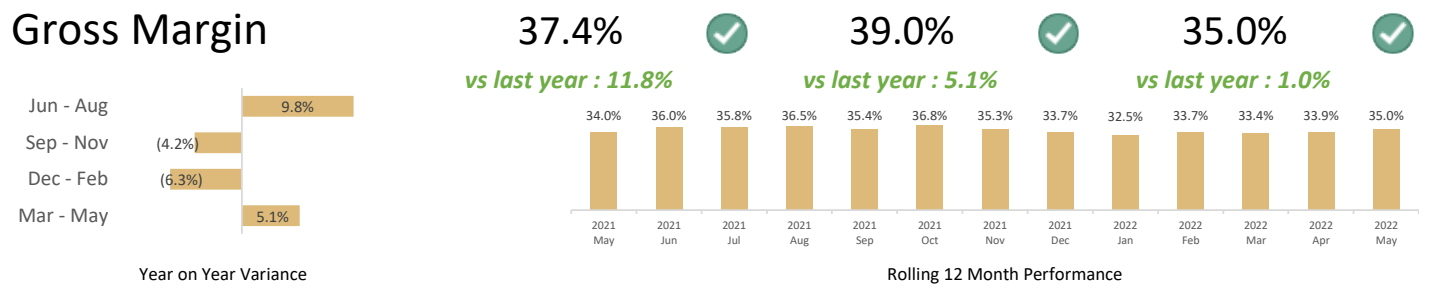
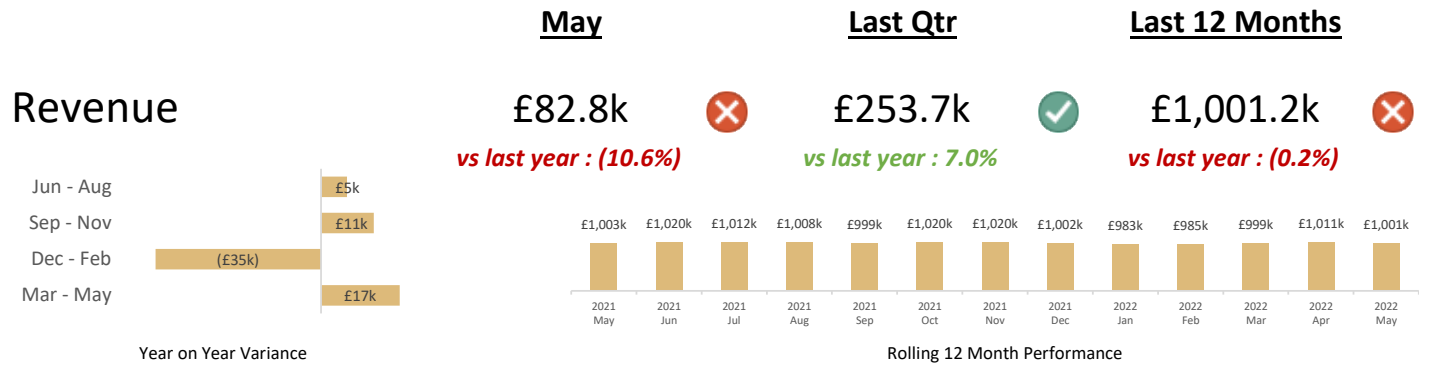


# Business Overview - Growing Your Numbers - May 2022

Over the last 12 months, profit has increased by £9.4k compared to the previous 12 months. An adverse sales variance decreased profit by (£0.6k), margin % increased by 1.0% which in turn increased profit by £9.9k, overheads have reduced compared to last year which has increased profit by £0.1k.



# Business Overview - Growing Your Numbers - May 2022

## Revenue Drivers

	Last 12 Months	Previous 12 Months	Var	Impact on Revenue	
Total Transactions	4,360	4,141	✓	£50.3k	(£52.1k)
Average Value Per Transaction	£230	£242	✗	Revenue Increase	Revenue Decrease
<b>Total Revenue</b>	<b>£1,001k</b>	<b>£1,003k</b>	✗	(due to number of transactions)	(due to average transaction Value)

## Customer Drivers

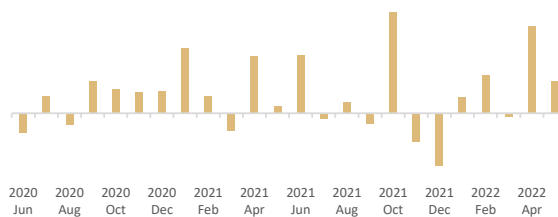
New Customers Acquired	79	98	✗	(£108.7k)	(£44.1k)
Existing Customers Retained	96	90	✓		
Retention Rate	51.1%	55.2%	✗	Revenue Lost	Revenue Lost
Lost Customers (from previous year)	92	73	✗	(Due to 19 fewer customers acquired)	(Due to 4.1% fewer customers retained)
Proportion of Customers lost	48.9%	44.8%	✗		

## Profitability

7

(months generating a profit)

2 fewer than last year



	Gross Margin % variance (break-even gross margin % = 27.0%)				
	27%	31%	35%	39%	43%
£773k	(£62k)	(£31k)	£0k	£31k	£62k
£887k	(£31k)	£5k	£40k	£75k	£111k
£1,001k	£0k	£40k	£80k	£120k	£160k
£1,115k	£31k	£75k	£120k	£164k	£209k
£1,230k	£62k	£111k	£160k	£209k	£258k

## Current Ratio

1.0

(current assets / current liabilities)

0.2 lower than last year

## Debtor Days

71.8

(Accounts Receivable / Sales) x 365 Days

2.9 days longer than last year

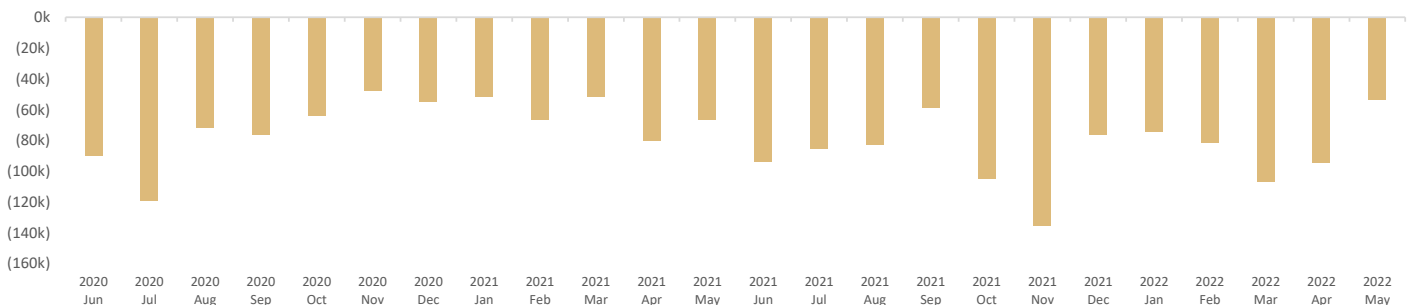
## Creditor Days

24.1

(Accounts Payable / Expenditure) x 365 Days

4.4 days shorter last year

## Current Cash & Cash Equivalents Balance - (£53.7k), Current Cash Ratio - (0.3)



This report has been produced using data within your accounting system and is provided for information purposes only to aid decision making. No liability can be accepted for loss or unforeseen impact incurred due to actions taken as a result of the information or comments displayed within it.