

Total Hours: -25.0% ▼

Agency Billable Hours — Sample Report

Acme Agency

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Executive Summary

The latest Rate reached 150, with a trend of +0.0%.

Total Hours -25.0% · Total Billable Amount -25.0% · Avg Rate +0.0%

The mean Billable Amount was 988.38, providing additional context to the performance. These numbers mean the business is maintaining its pricing power, but the decline in Hours worked is a concern. The business should reduce the average Hours worked per project by 1 hour to mitigate the -25.0% trend in Hours.

Key Metrics Overview

Total Hours

261.50

- 25.0% recent

Avg Rate

\$148.75

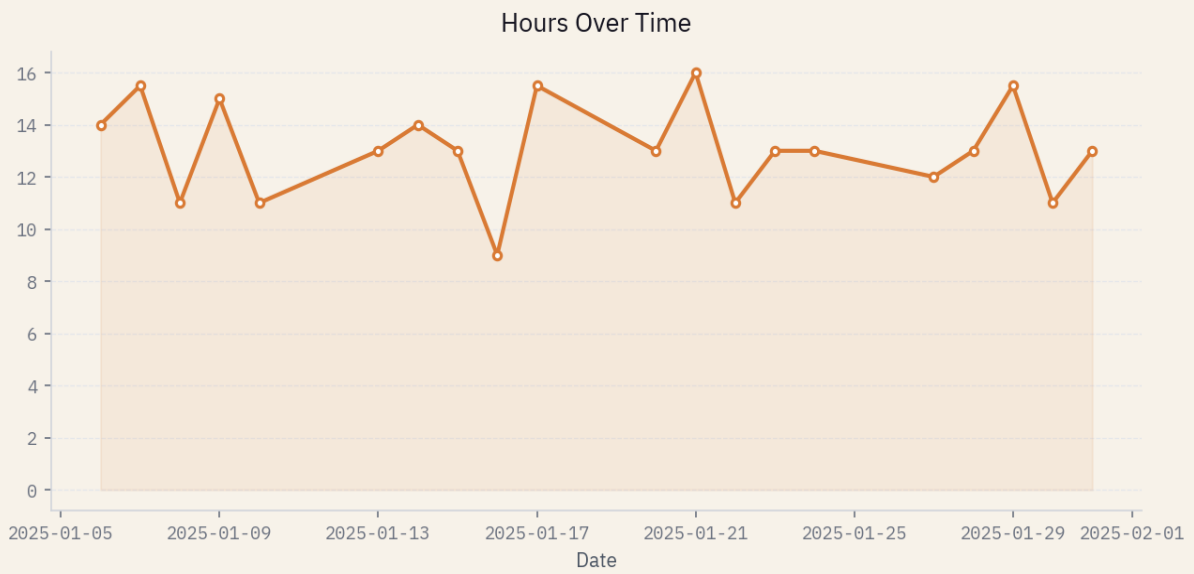
+ 0.0% recent

Total Billable Amount

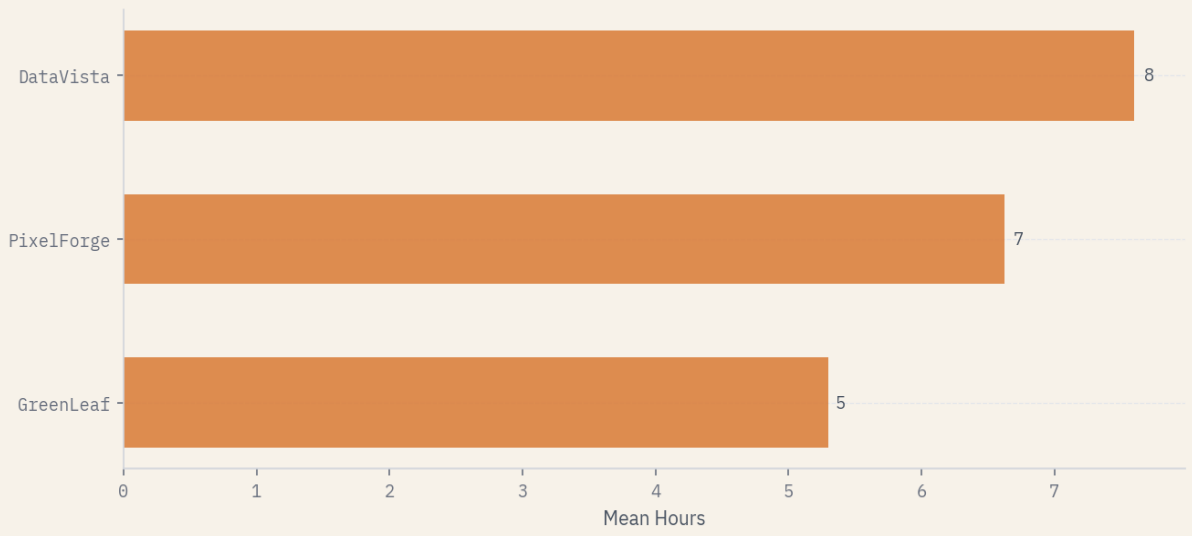
\$39.5K

- 25.0% recent

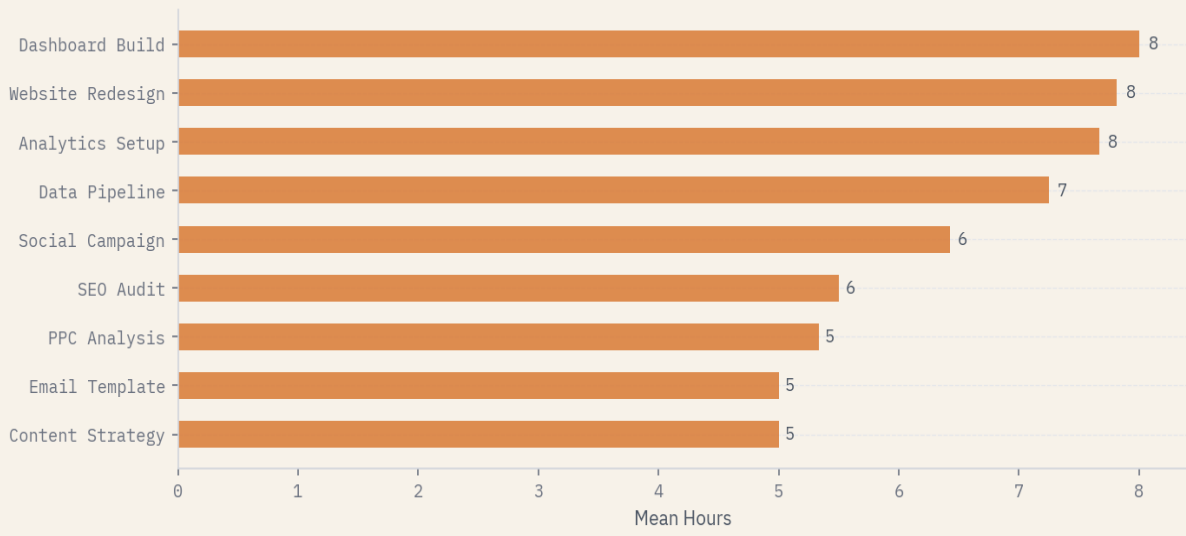
Charts & Visualizations



Hours by Client



Hours by Project



AI Insights

Hours

6.54 hours on average

The average hours worked has been steady, but the latest value has decreased

✓ Analyze recent project assignments to identify potential causes for the 25% decrease in hour...

HIGH

Rate

150.0 rate achieved

The rate has remained stable, with no significant changes

✓ Review pricing strategy to ensure it remains competitive with the current rate of 150.0

MEDIUM

Billable Amount

900.0 billable amount achieved

The latest billable amount has decreased by 25% from the previous value

✓ Assess client engagement and project scope to identify opportunities to increase the billabl...

MEDIUM

Data Table

Date	Client	Project	Hours	Rate	Billable Amount	Status
2025-01-06	PixelForge	Website Redesign	8	150	1,200	Billed
2025-01-06	GreenLeaf	SEO Audit	6	120	720	Billed
2025-01-07	PixelForge	Website Redesign	7.50	150	1,125	Billed
2025-01-07	DataVista	Data Pipeline	8	175	1,400	Pending
2025-01-08	GreenLeaf	Content Strategy	5	120	600	Billed
2025-01-08	PixelForge	Social Campaign	6	150	900	Billed
2025-01-09	DataVista	Analytics Setup	7	175	1,225	Billed
2025-01-09	PixelForge	Website Redesign	8	150	1,200	Billed
2025-01-10	GreenLeaf	SEO Audit	4	120	480	Pending
2025-01-10	PixelForge	Social Campaign	7	150	1,050	Billed
2025-01-13	DataVista	Dashboard Build	8	175	1,400	Billed
2025-01-13	PixelForge	Email Template	5	150	750	Billed
2025-01-14	GreenLeaf	PPC Analysis	6	120	720	Billed
2025-01-14	PixelForge	Website Redesign	8	150	1,200	Billed
2025-01-15	DataVista	Data Pipeline	7	175	1,225	Pending
2025-01-15	PixelForge	Social Campaign	6	150	900	Billed
2025-01-16	GreenLeaf	Content Strategy	5	120	600	Billed
2025-01-16	PixelForge	Email Template	4	150	600	Billed
2025-01-17	DataVista	Analytics Setup	8	175	1,400	Billed
2025-01-17	PixelForge	Website Redesign	7.50	150	1,125	Billed
2025-01-20	GreenLeaf	SEO Audit	6	120	720	Pending
2025-01-20	PixelForge	Social Campaign	7	150	1,050	Billed
2025-01-21	DataVista	Dashboard Build	8	175	1,400	Billed
2025-01-21	PixelForge	Website Redesign	8	150	1,200	Billed
2025-01-22	GreenLeaf	PPC Analysis	5	120	600	Billed
2025-01-22	PixelForge	Email Template	6	150	900	Billed
2025-01-23	DataVista	Data Pipeline	7	175	1,225	Pending
2025-01-23	PixelForge	Social Campaign	6	150	900	Billed
2025-01-24	GreenLeaf	Content Strategy	5	120	600	Billed
2025-01-24	PixelForge	Website Redesign	8	150	1,200	Billed

Date	Client	Project	Hours	Rate	Billable Amount	Status
2025-01-27	DataVista	Analytics Setup	8	175	1,400	Billed
2025-01-27	PixelForge	Email Template	4	150	600	Billed
2025-01-28	GreenLeaf	SEO Audit	6	120	720	Pending
2025-01-28	PixelForge	Social Campaign	7	150	1,050	Billed
2025-01-29	DataVista	Dashboard Build	8	175	1,400	Billed
2025-01-29	PixelForge	Website Redesign	7.50	150	1,125	Billed
2025-01-30	GreenLeaf	PPC Analysis	5	120	600	Billed
2025-01-30	PixelForge	Email Template	6	150	900	Billed
2025-01-31	DataVista	Data Pipeline	7	175	1,225	Pending
2025-01-31	PixelForge	Social Campaign	6	150	900	Billed

Recommendations

1

Optimize the billing process to increase the average Billable Amount from \$988.38 to \$1100.00 by streamlining invoicing and reducing delays.

2

Increase the minimum Rate from \$120.0 to \$125.0 to ensure profitability and competitiveness in the market.

3

Implement a performance monitoring system to track Hours worked and identify opportunities to reduce labor costs and improve efficiency.

4

Launch a review of the current pricing strategy to determine if the average Rate of \$148.75 is competitive and aligned with industry standards.

5

Reduce the variability in Billable Amount by developing a more consistent pricing structure and improving sales forecasting to achieve more predictable revenue.