

Dashboards for tracking **revenue, growth, and risks** work best when they give leadership a fast, high-clarity snapshot of performance, momentum, and potential threats. Strong dashboards combine financial metrics, operational signals, and early-warning indicators so you can make decisions before problems escalate.

Revenue Performance Dashboard

A revenue dashboard focuses on money coming in, where it's coming from, and how predictable it is.

Key Components

- **Total Revenue (Daily / Weekly / Monthly / YTD)** — shows overall performance and trends.
- **Revenue by Service Line** — identifies which divisions are driving growth or lagging.
- **New vs. Returning Clients** — measures loyalty and acquisition efficiency.
- **Average Transaction Value** — reveals pricing strength and upsell effectiveness.
- **Revenue Forecast** — projects future earnings based on current trends.
- **Outstanding Invoices / Aged Receivables** — highlights cash flow risks.
- **Top Clients by Revenue** — identifies dependency or concentration risk.

What It Helps You See

This dashboard shows whether the business is financially healthy, which services are strongest, and where revenue leaks or delays may exist.

Growth & Momentum Dashboard

A growth dashboard tracks the indicators that predict future revenue, not just current performance.

Key Components

- **Lead Volume (Daily / Weekly / Monthly)** — measures pipeline strength.
- **Lead Source Performance** — identifies which channels produce the best clients.
- **Conversion Rates (Lead → Client)** — shows sales effectiveness.
- **Client Lifetime Value (CLV)** — measures long-term profitability.

- **Churn Rate** — tracks how many clients stop using your services.
 - **Pipeline Value** — total potential revenue currently in negotiation.
 - **Team Capacity & Utilization** — determines if you can support more growth.
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What It Helps You See

This dashboard shows whether the business is growing, stagnating, or shrinking—and what’s driving that trajectory.

Risk & Stability Dashboard

A risk dashboard highlights threats that could damage revenue, reputation, or operations.

Key Components

- **Customer Complaints / Service Issues** — early indicators of reputation risk.
 - **Project Delays or Backlogs** — signals operational strain.
 - **Quality Control Failures** — identifies breakdowns in SOPs or training.
 - **Employee Turnover / Absenteeism** — impacts service delivery and morale.
 - **Financial Risk Indicators** — cash burn, low reserves, overdue invoices.
 - **Compliance or Policy Violations** — protects against legal or regulatory issues.
 - **Reputation Monitoring Score** — reviews, mentions, sentiment tracking.
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What It Helps You See

This dashboard shows where the business is vulnerable and where leadership must intervene before issues escalate.



How These Dashboards Work Together

When combined, these dashboards create a **full intelligence picture**:

- Revenue shows **current performance**.
- Growth shows **future performance**.
- Risk shows **what could disrupt performance**.

This tri-dashboard system becomes the backbone of a Business Intelligence environment—exactly the type of structure Illuminate Solutions builds for clients.