

Plumbing Business Dashboard

Sample data (fictional) · Built by Analytic Concept

Overview

Profit by Job

Emergency...

Team

Cash &...

Financial year

All

Type of work

All

Revenue (ex GST)

\$4,770,133

Gross profit

\$2,195,084

Profit margin

46.0%

Jobs done

4,246

Average job

\$1,123

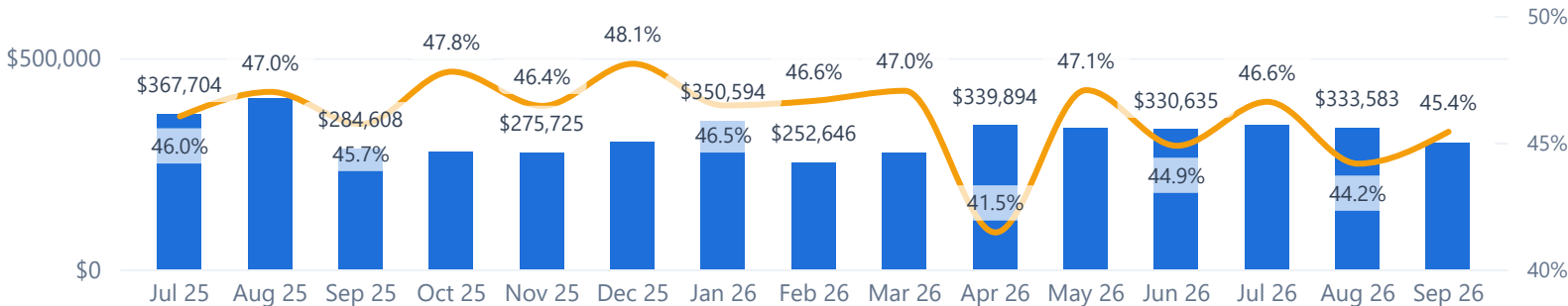
Emergencies on time

50%

Revenue and profit margin by month

Bars = money in, line = how much of it you keep

Revenue Profit margin



What's working

Best earner: Compliance work keeps 68% of every dollar as profit. Grow this work first.

What to fix

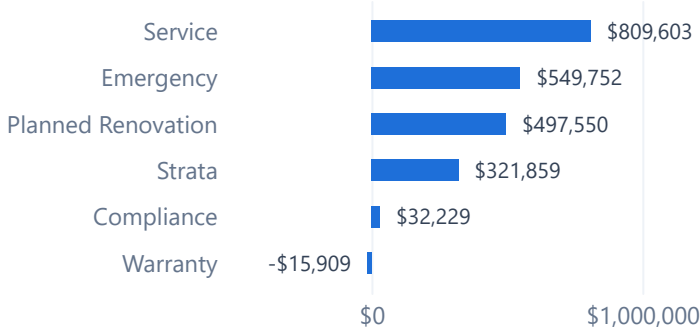
Weakest earner: Planned Renovation keeps only 35%. Check quoting and labour hours on these jobs.

Do this week

Money to chase: \$93,269 is unpaid across 63 invoices, and warranty callbacks cost \$15,909 in free labour and parts.

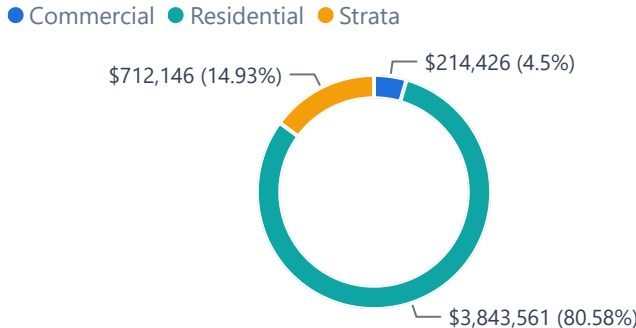
Profit by type of work

Warranty shows as a cost because it's free to the customer



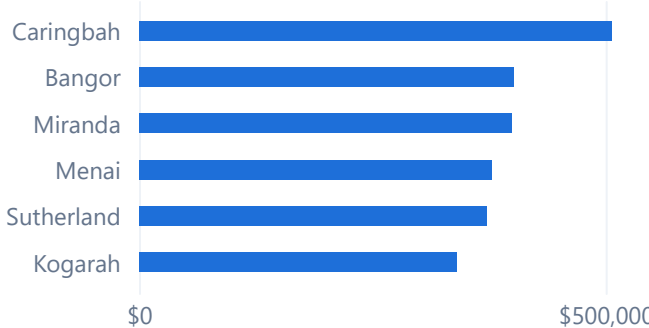
Where the money comes from

Revenue by customer type



Revenue by suburb

Your biggest areas at the top



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Profit margin

46.0%

Target margin

38.0%

vs target (pts)

+8.0%

Profit missed vs target

\$57,596

Quotes under 25% m...

99

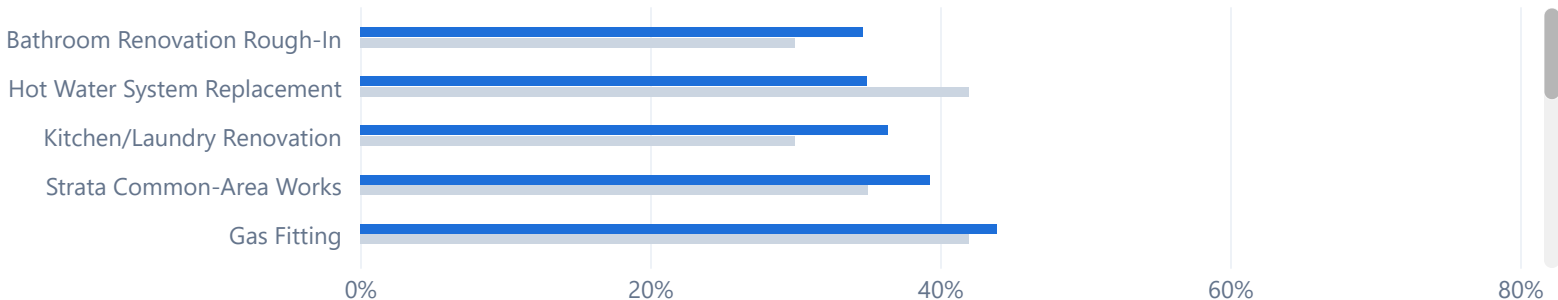
Share of quotes

28%

Actual margin vs target, by job type

Lowest margins at the top. Blue shorter than grey = under-priced or over-running

● Actual margin ● Target margin



Biggest leak

Biggest leak: Hot Water System Replacement is 7.0 points under its target margin.

Quoting

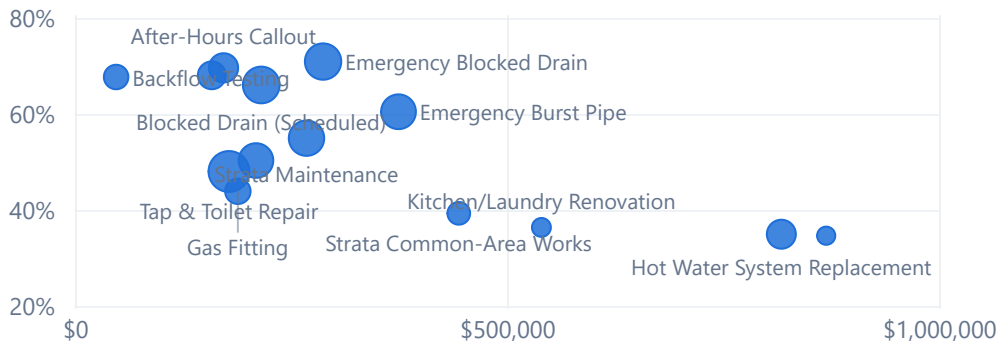
28% of quoted jobs (99 of 354) finished under 25% margin. Add a contingency to quotes or bill variations as they happen.

What it's worth

Lifting the under-target job types back to target would add about \$57,596 in profit.

Big earners vs good earners

Right = more revenue, higher = better margin, bigger bubble = more jobs



Job type scorecard

Sorted by profit missed, so the problems are at the top

Job type	Jobs	Revenue	Profit	Margin	Target	vs target	Profit missed
Hot Water System Replacement	272	\$817,531	\$285,767	35.0%	42.0%	-7.0%	\$57,596
After-Hours Callout	277	\$171,936	\$119,696	69.6%	45.0%	+24.6%	
Backflow Testing	187	\$47,602	\$32,229	67.7%	50.0%	+17.7%	
Bathroom Renovation Rough-In	94	\$869,444	\$301,214	34.6%	30.0%	+4.6%	
Blocked Drain (Scheduled)	456	\$215,560	\$142,371	66.0%	42.0%	+24.0%	
Emergency Blocked Drain	446	\$287,126	\$203,644	70.9%	45.0%	+25.9%	

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Emergency callouts

1,128

Avg mins to arrive

91

On time (within 90 min)

50%

Late callouts

564

Jobs after hours

12%

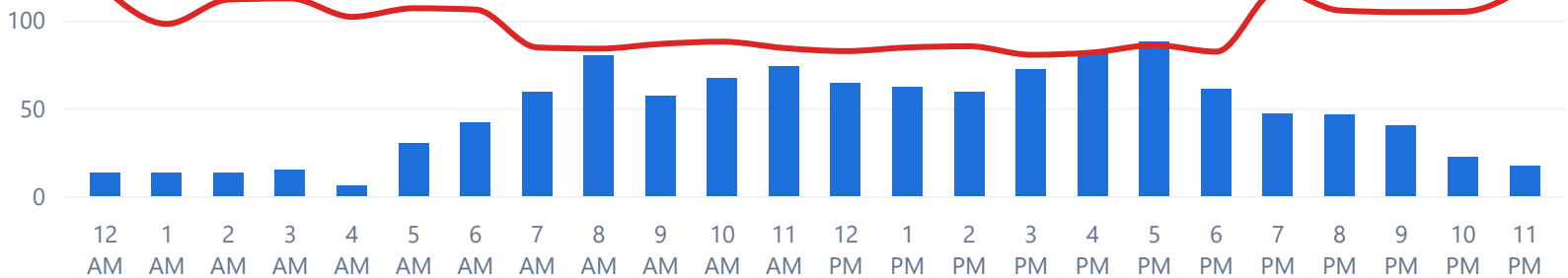
Customer rating /5

4.5

When emergencies come in, and how long they wait

Bars = number of calls, line = average minutes to get there (target 90)

Callouts Avg mins to arrive



Slowest area

Slowest area: Kogarah averages 111 mins (17 km from the depot). Consider keeping a van closer to these suburbs.

After hours

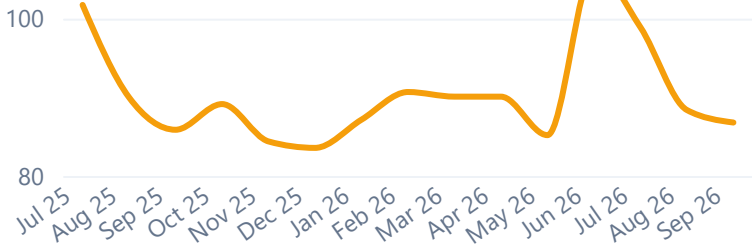
After hours averages 98 mins vs 84 in business hours. 564 callouts missed the 90-minute target.

Seasonal peak

Busiest stretch: Jun 26 was the slowest month at 106 mins. Roster an extra on-call plumber for winter.

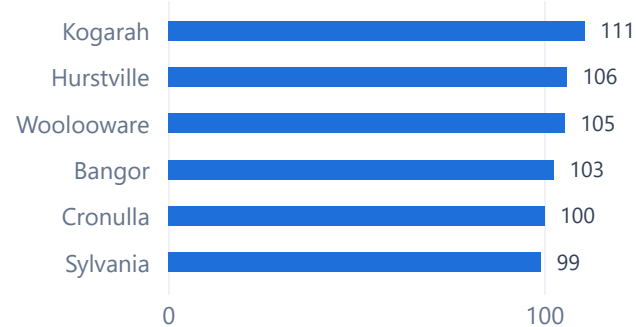
Response time by month

Winter bursts and blockages slow everything down



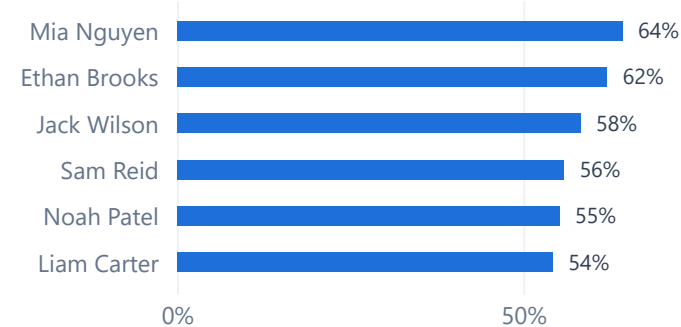
Response time by suburb

Slowest at the top



On-time rate by plumber

Share of their emergency callouts reached within 90 minutes



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Jobs done

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Hours on the tools

15,505

Revenue per hour

\$308

Fixed first visit

94%

Callback rate

2.0%

Customer rating /5

4.5

Plumber scorecard

Who's bringing in the most, and who needs support

Plumber	Role	Jobs	Revenue	Revenue / hr	Fixed first visit	Callbacks	Rating
Noah Patel	Licensed Plumber	300	\$542,086	\$317	93%	0.7%	4.4
Ethan Brooks	Senior Plumber	311	\$541,555	\$289	97%	3.2%	4.5
Liam Carter	Senior Plumber	297	\$505,187	\$323	95%	1.3%	4.5
Mia Nguyen	Licensed Plumber	280	\$495,497	\$321	94%	1.4%	4.6
Jack Wilson	Licensed Plumber	285	\$472,425	\$307	92%	2.1%	4.3
Sam Reid	Drainer	559	\$426,518	\$309	94%	1.4%	4.6

Top performer

Top performer: Lucas Martin brings in \$346 per hour on the tools.

Needs support

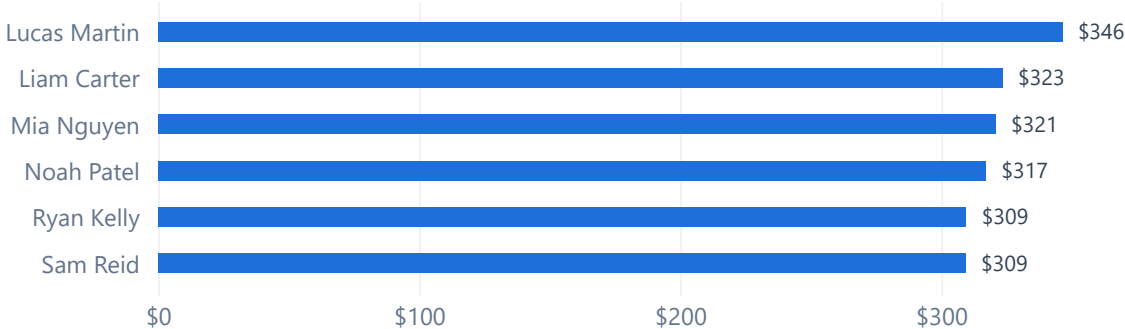
Most return visits: Josh Turner has a 3.5% callback rate vs 2.0% for the team. Pair with a senior plumber.

Training

Apprentices fix it first time 88% of the time vs 94% for licensed plumbers. Extra training here cuts repeat trips.

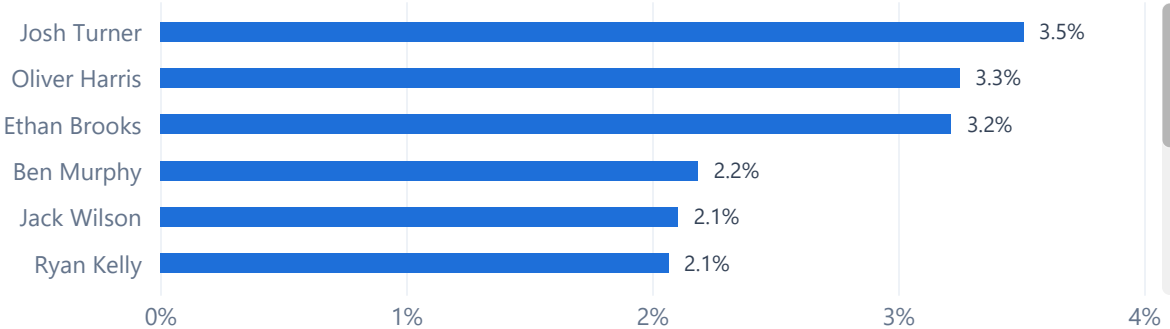
Revenue per hour on the tools

Higher = more billable value from each hour paid



Warranty callback rate by plumber

Share of their jobs that needed a free return visit



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Cash received

\$4,676,864

Still unpaid

\$93,269

Overdue

\$7,289

Avg days to get paid

11

Warranty callbacks

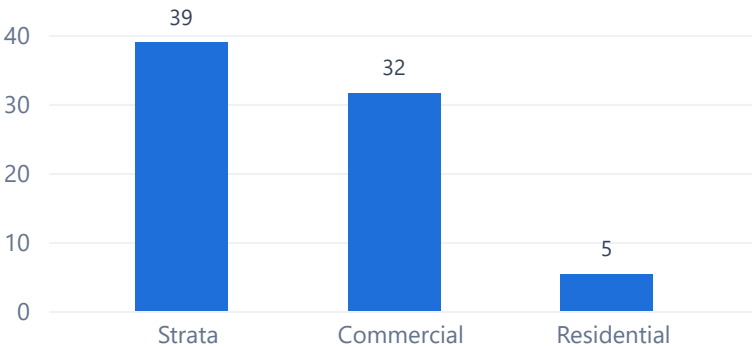
84

Warranty cost

\$15,909

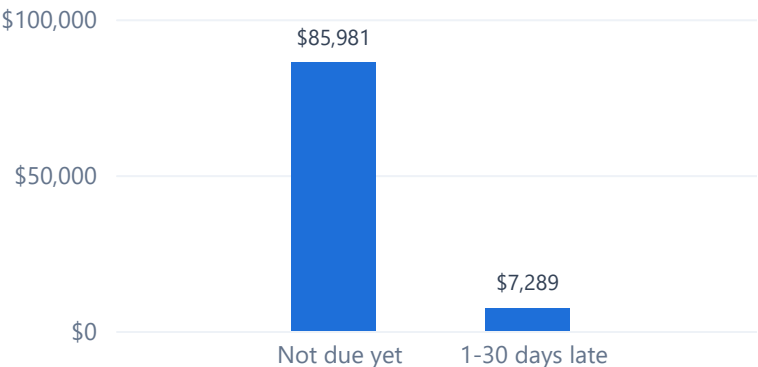
Days to get paid, by customer type

From invoice to money in the bank



Unpaid invoices by age

The further right, the harder it is to collect



Slow payers

Slowest payers: Strata customers take 39 days to pay vs 5 for Residential. Ask for deposits or shorter terms.

Chase now

\$93,269 is still unpaid, and \$7,289 of it is past its due date. Start with the biggest balances in the table.

Warranty cost

84 free warranty callbacks cost \$15,909. That's about \$189 per return visit, so each one avoided goes straight to profit.

Who owes you money

Biggest balances first: call these customers

Customer	Type	Invoices	Owed	Days late
Bayside Strata Group	Strata	9	\$13,034	8
Tom Edwards	Residential	1	\$10,900	0
Sylvania Waters Strata	Strata	8	\$8,912	16
Shire Strata Management	Strata	7	\$8,566	0
Cronulla Coastal Strata	Strata	5	\$7,326	1
Greg Roberts	Residential	1	\$7,068	0

Warranty callbacks by month

Bars = free return visits, line = what they cost you

