

Admin Area

Detailed guide on using the administrator interface: dashboard, product reports, group reports, client metrics, and order statistics.

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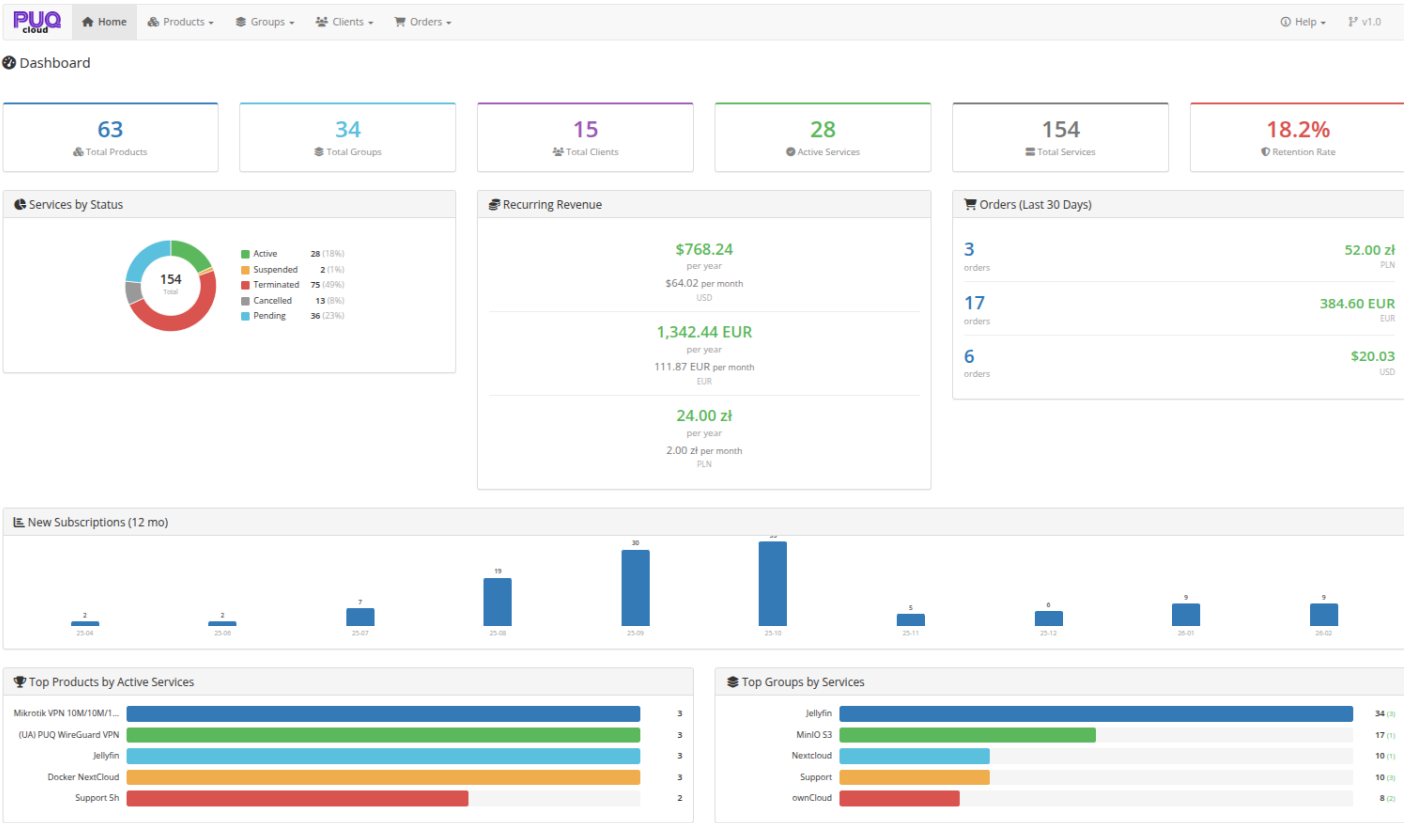
Dashboard

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The Dashboard is the home page of the module, available at: **Addons > PUQ Product Analytics > Home**

It provides a complete overview of your WHMCS business at a glance — key metrics, revenue, service status, subscription trends, and top-performing products and groups.



02-dashboard.png

Key Metrics

The top row displays summary cards with the most important numbers:

Metric	Description
Total Products	Number of products configured in WHMCS
Total Groups	Number of product groups
Total Clients	Number of registered clients
Active Services	Services with Active status
Total Services	Total number of services across all statuses
Retention Rate	Percentage of services that remain active (color-coded: green >= 70%, yellow >= 40%, red < 40%)

Services by Status

A donut chart showing the distribution of all services by their current status:

- **Active** (green) — currently running services
- **Suspended** (yellow) — temporarily suspended
- **Terminated** (red) — permanently terminated
- **Cancelled** (gray) — cancelled by client or admin
- **Pending** (blue) — awaiting activation

Recurring Revenue

Displays estimated recurring revenue broken down by currency:

- **Annual Revenue** — total estimated yearly revenue from active services
- **Monthly Revenue** — normalized monthly estimate
- Each currency is shown separately (e.g., USD, EUR, PLN)

Orders (Last 30 Days)

Summary of recent order activity per currency, showing the number of orders and their total amount.

New Subscriptions (12 mo)

A bar chart showing the number of new service subscriptions per month over the last 12 months, helping you identify growth trends.

Top Products by Active Services

A horizontal bar chart ranking products by the number of currently active services.

Top Groups by Services

A horizontal bar chart ranking product groups by total service count, with the number of active services shown in parentheses.

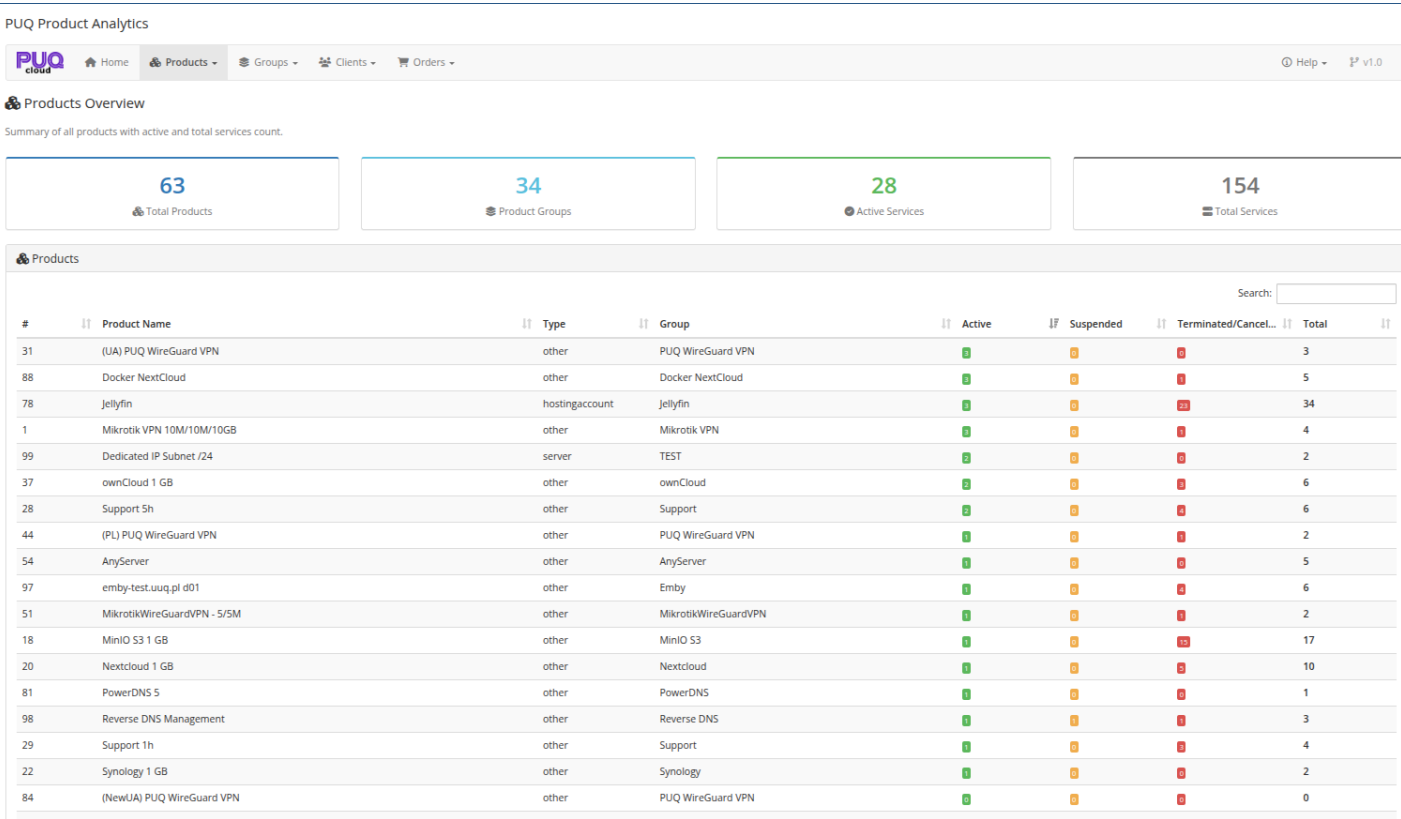
Products Overview

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The Products Overview page is available at: **Addons > PUQ Product Analytics > Products > Products Overview**

Summary of all products configured in WHMCS with active and total services count.



03-products-overview.png

Summary Cards

The top section displays four key metrics:

Metric	Description
--------	-------------

Total Products	Total number of products configured in WHMCS
Product Groups	Number of product groups
Active Services	Total services with Active status across all products
Total Services	Total number of services across all statuses

Products Table

A sortable and searchable table listing every product with the following columns:

Column	Description
#	Product ID in WHMCS
Product Name	Name of the product (clickable link)
Type	Product type (hostingaccount, server, other, etc.)
Group	Product group the product belongs to
Active	Number of active services (green badge)
Suspended	Number of suspended services (yellow badge)
Terminated/Cancelled	Number of terminated and cancelled services (red badge)
Total	Total number of services for this product

The table supports real-time search filtering and column sorting.

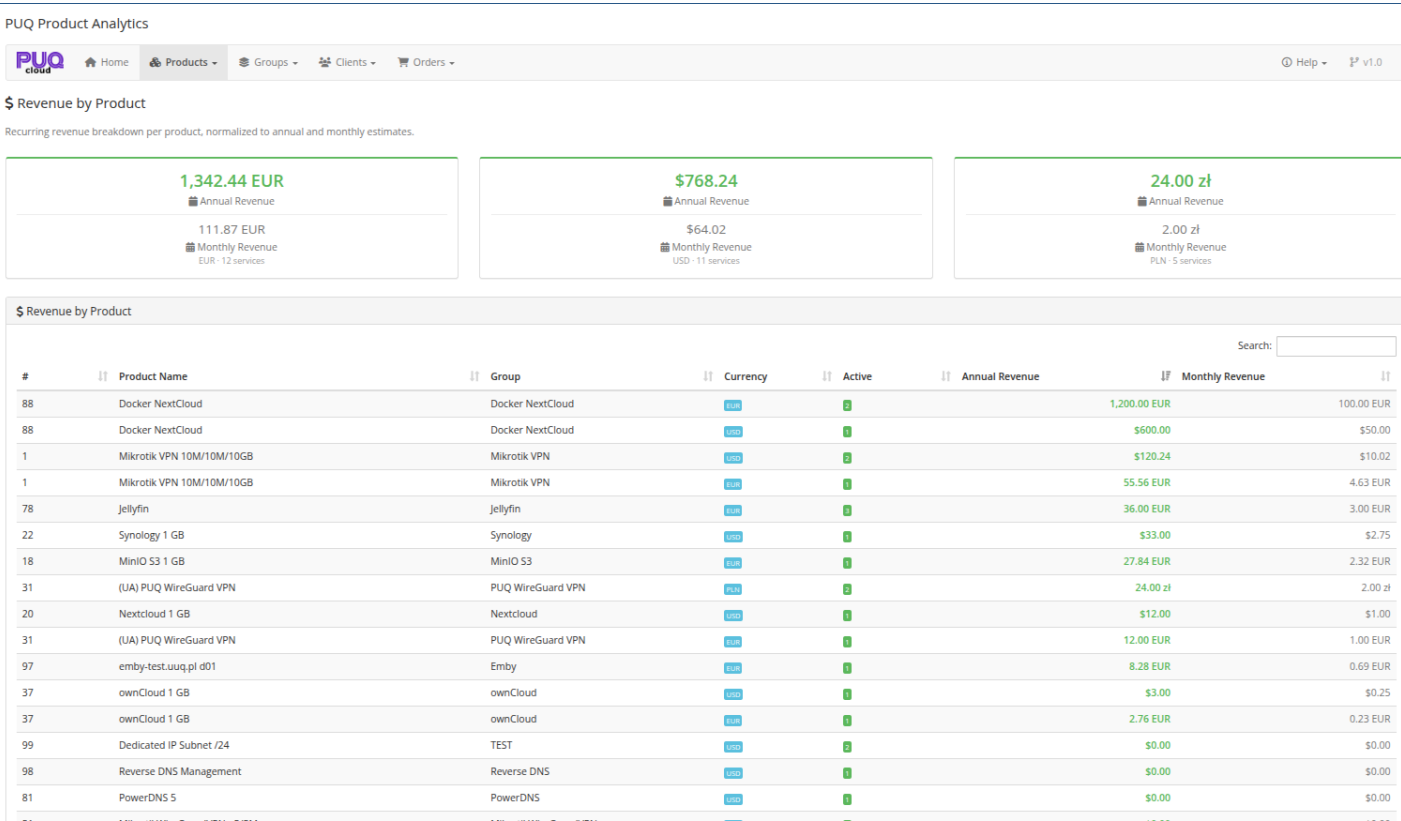
Revenue by Product

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The Revenue by Product page is available at: **Addons > PUQ Product Analytics > Products > Revenue by Product**

Recurring revenue breakdown per product, normalized to annual and monthly estimates.



04-revenue-by-product.png

Revenue Summary

The top section shows total revenue cards for each currency configured in WHMCS:

Metric	Description
--------	-------------

Annual Revenue	Total estimated annual recurring revenue
Monthly Revenue	Normalized monthly revenue estimate
Services	Number of active services contributing to this revenue

Each currency (e.g., EUR, USD, PLN) is displayed as a separate card.

Revenue Table

A sortable and searchable table with per-product revenue breakdown:

Column	Description
#	Product ID
Product Name	Name of the product
Group	Product group
Currency	Currency badge (color-coded)
Active	Number of active services
Annual Revenue	Estimated annual revenue from this product in this currency
Monthly Revenue	Estimated monthly revenue

“ **Note:** Revenue is calculated from the recurring amount of active services. Products with multiple currencies appear as separate rows.

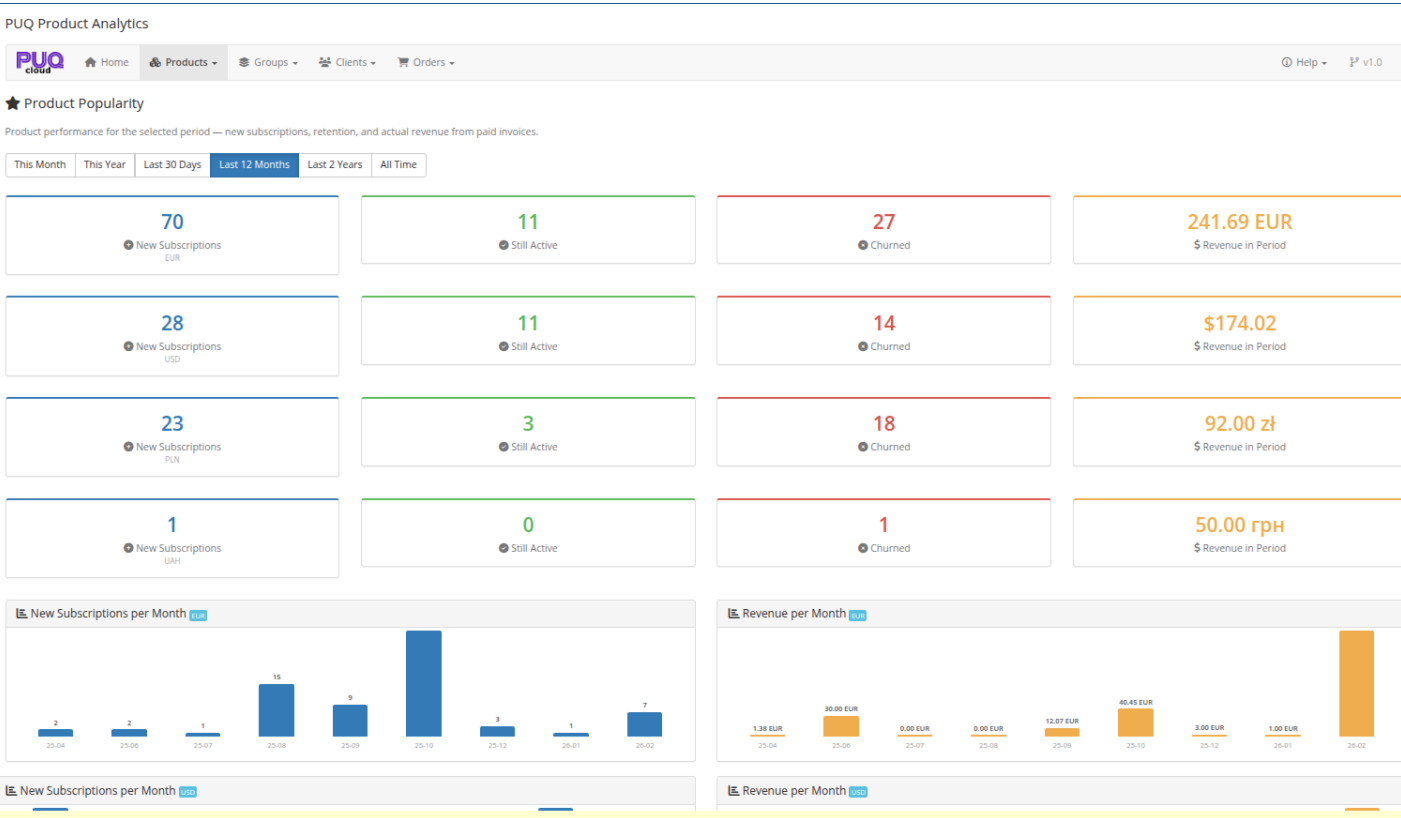
Product Popularity

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The Product Popularity page is available at: **Addons > PUQ Product Analytics > Products > Product Popularity**

Product performance for the selected period — new subscriptions, retention, and actual revenue from paid invoices.



05-product-popularity.png

Date Range Filter

At the top of the page, a set of period buttons allows you to select the analysis timeframe:

- **This Month** — current calendar month
 - **This Year** — current calendar year
 - **Last 30 Days** — rolling 30-day window
 - **Last 12 Months** — rolling 12-month window (default)
 - **Last 2 Years** — rolling 24-month window
 - **All Time** — entire history
-

Subscription Statistics

For each currency, four key metrics are displayed:

Metric	Description
New Subscriptions	Number of new services created in the selected period
Still Active	How many of those new services are still active
Churned	How many of those new services have been terminated or cancelled
Revenue in Period	Actual revenue from paid invoices in the selected period

Monthly Charts

Below the statistics, two charts are displayed per currency:

- **New Subscriptions per Month** — bar chart showing the number of new services created each month
- **Revenue per Month** — bar chart showing actual paid revenue per month

These charts help identify seasonal trends and growth patterns in product performance.

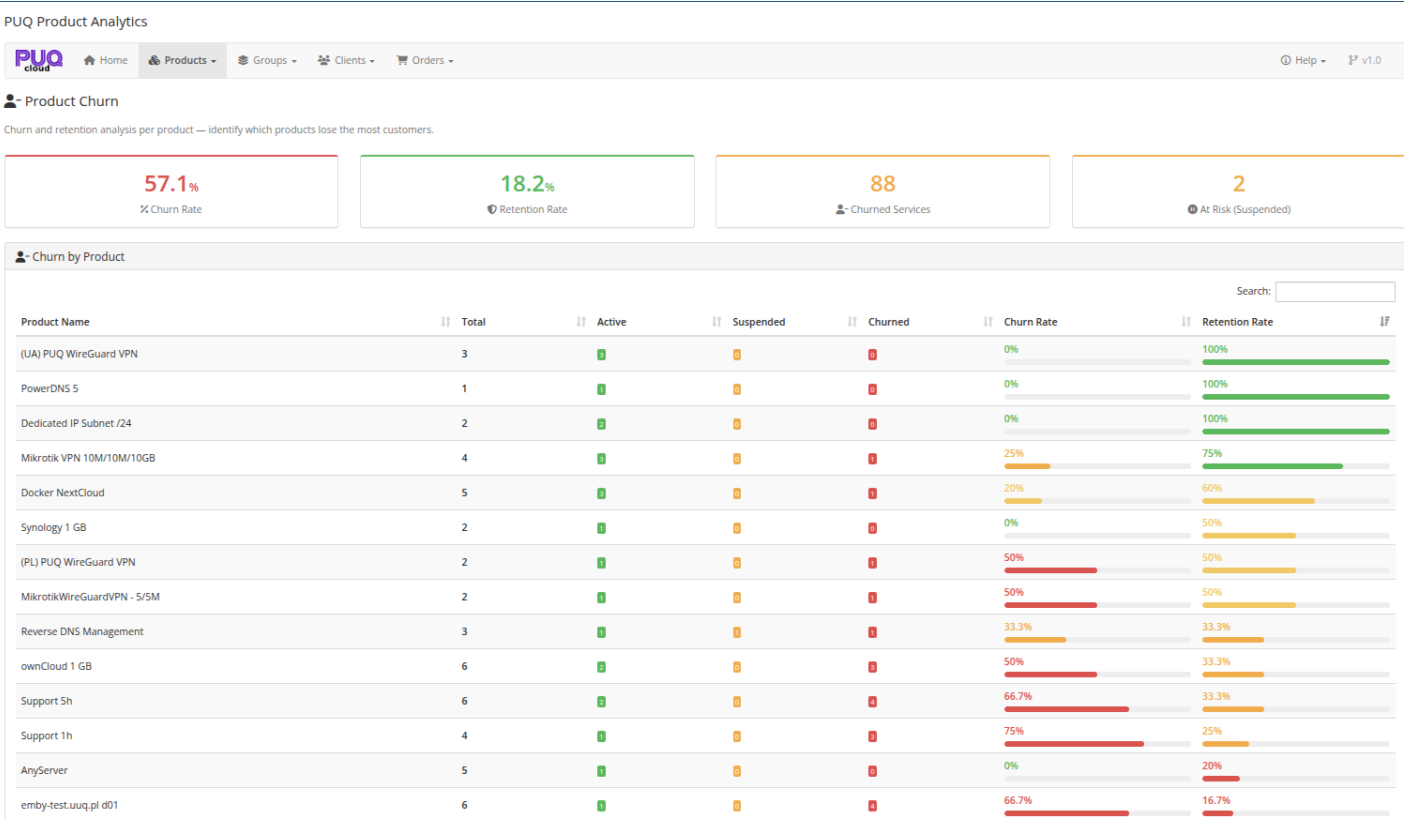
Product Churn

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The Product Churn page is available at: **Addons > PUQ Product Analytics > Products > Product Churn**

Churn and retention analysis per product — identify which products lose the most customers.



06-product-churn.png

Summary Cards

The top section displays four key churn metrics:

Metric	Description
--------	-------------

Churn Rate	Overall percentage of services that have been terminated or cancelled
Retention Rate	Overall percentage of services that remain active
Churned Services	Total number of terminated and cancelled services
At Risk (Suspended)	Number of currently suspended services that may churn

Churn by Product

A sortable and searchable table showing churn analysis per product:

Column	Description
Product Name	Name of the product
Total	Total number of services (all statuses)
Active	Number of active services (green badge)
Suspended	Number of suspended services (yellow badge)
Churned	Number of terminated/cancelled services (red badge)
Churn Rate	Percentage of churned services with color-coded visual bar (green to red)
Retention Rate	Percentage of active services with color-coded visual bar (red to green)

“ **Tip:** Products with high churn rate and many total services should be investigated first — they represent the biggest potential for improvement.

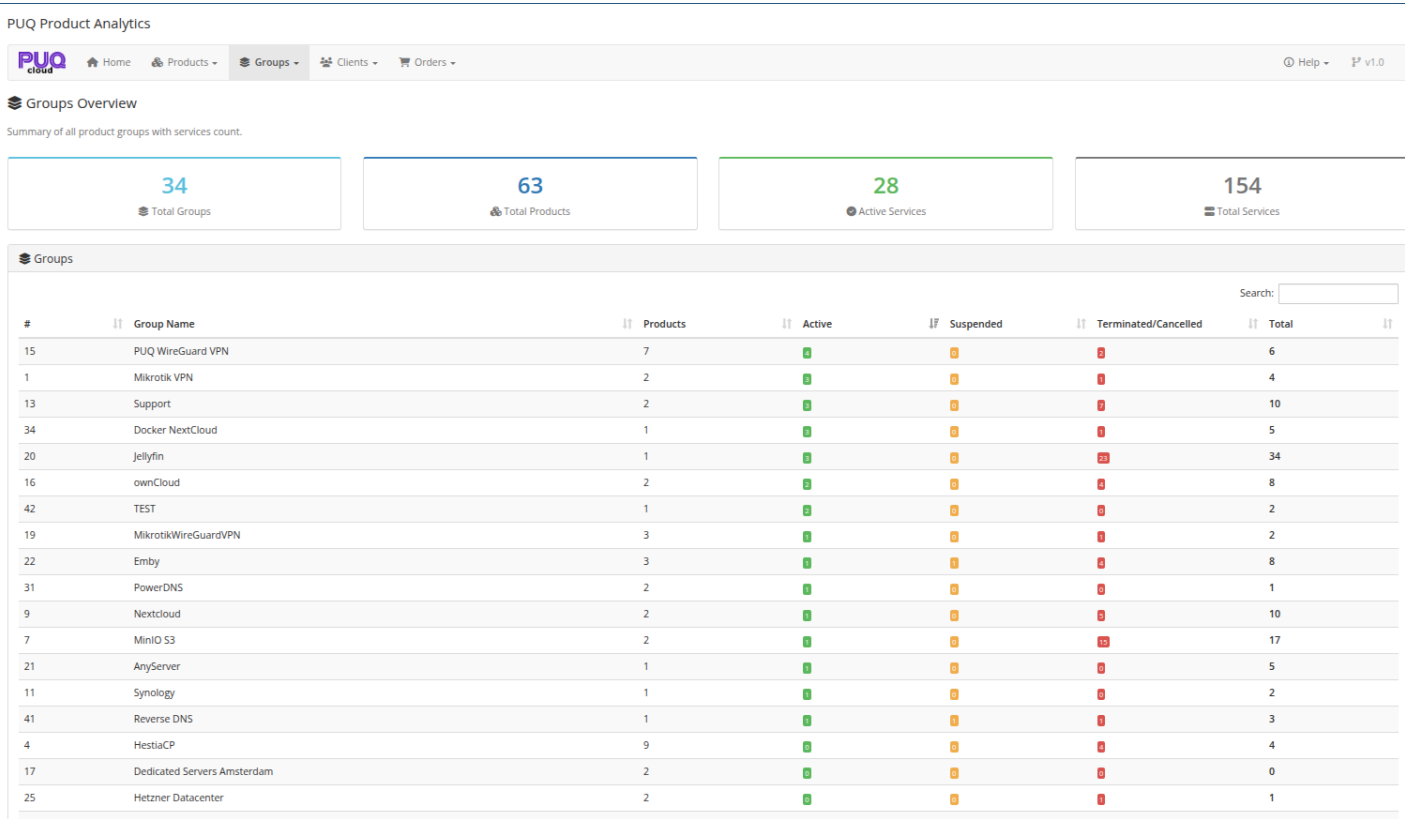
Groups Overview

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The Groups Overview page is available at: **Addons > PUQ Product Analytics > Groups > Groups Overview**

Summary of all product groups with services count.



07-groups-overview.png

Summary Cards

The top section displays four key metrics:

Metric	Description
--------	-------------

Total Groups	Number of product groups configured in WHMCS
Total Products	Total number of products across all groups
Active Services	Total services with Active status
Total Services	Total number of services across all statuses

Groups Table

A sortable and searchable table listing every product group:

Column	Description
#	Group ID in WHMCS
Group Name	Name of the product group (clickable link)
Products	Number of products in this group
Active	Number of active services (green badge)
Suspended	Number of suspended services (yellow badge)
Terminated/Cancelled	Number of terminated and cancelled services (red badge)
Total	Total number of services in this group

The table supports real-time search filtering and column sorting.

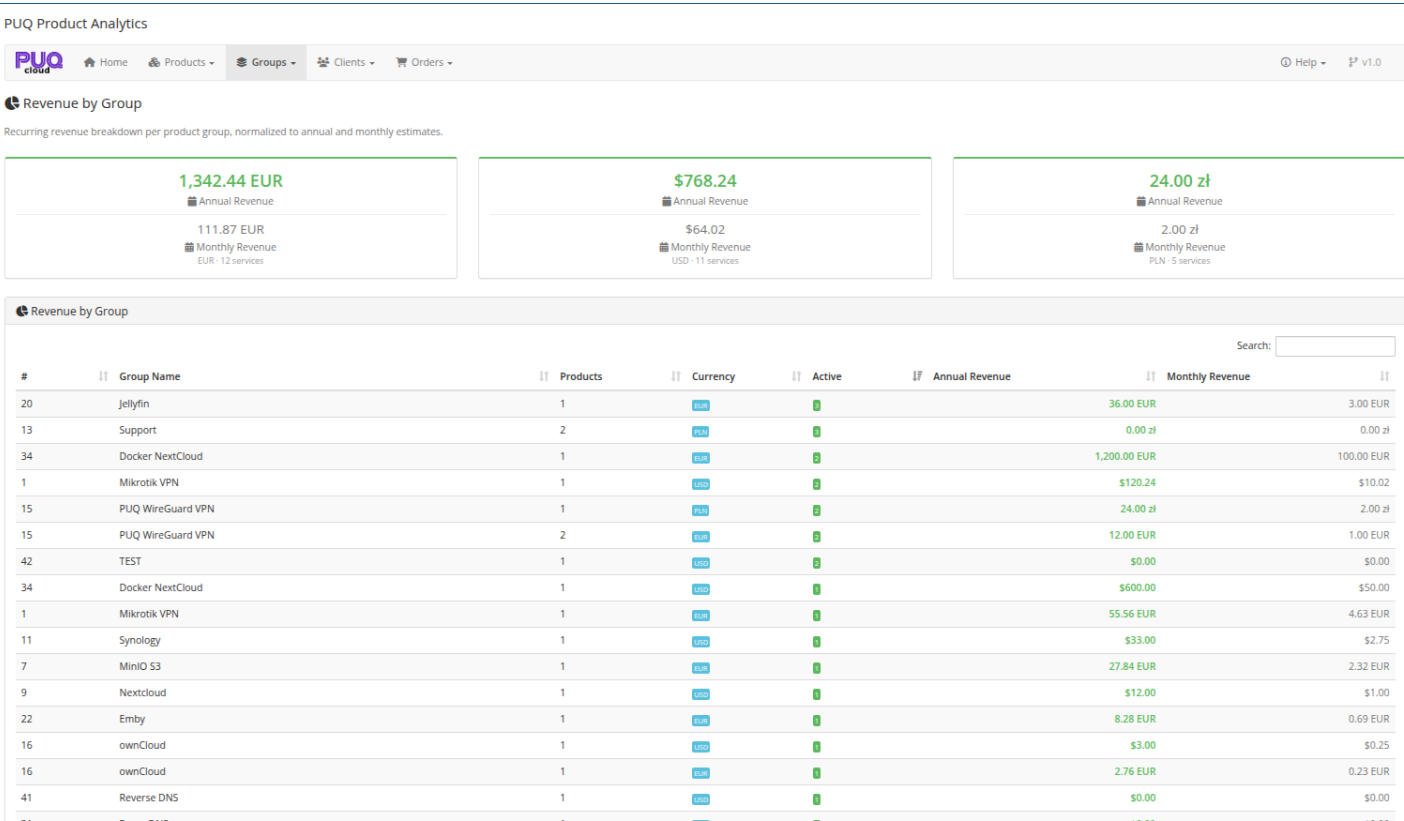
Revenue by Group

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The Revenue by Group page is available at: **Addons > PUQ Product Analytics > Groups > Revenue by Group**

Recurring revenue breakdown per product group, normalized to annual and monthly estimates.



08-revenue-by-group.png

Revenue Summary

The top section shows total revenue cards for each currency:

Metric	Description
--------	-------------

Annual Revenue	Total estimated annual recurring revenue
Monthly Revenue	Normalized monthly revenue estimate
Services	Number of active services contributing to this revenue

Each currency (e.g., EUR, USD, PLN) is displayed as a separate card.

Revenue Table

A sortable and searchable table with per-group revenue breakdown:

Column	Description
#	Group ID
Group Name	Name of the product group
Products	Number of products in this group
Currency	Currency badge (color-coded)
Active	Number of active services
Annual Revenue	Estimated annual revenue from this group in this currency
Monthly Revenue	Estimated monthly revenue

“ **Note:** Groups with products in multiple currencies appear as separate rows per currency.

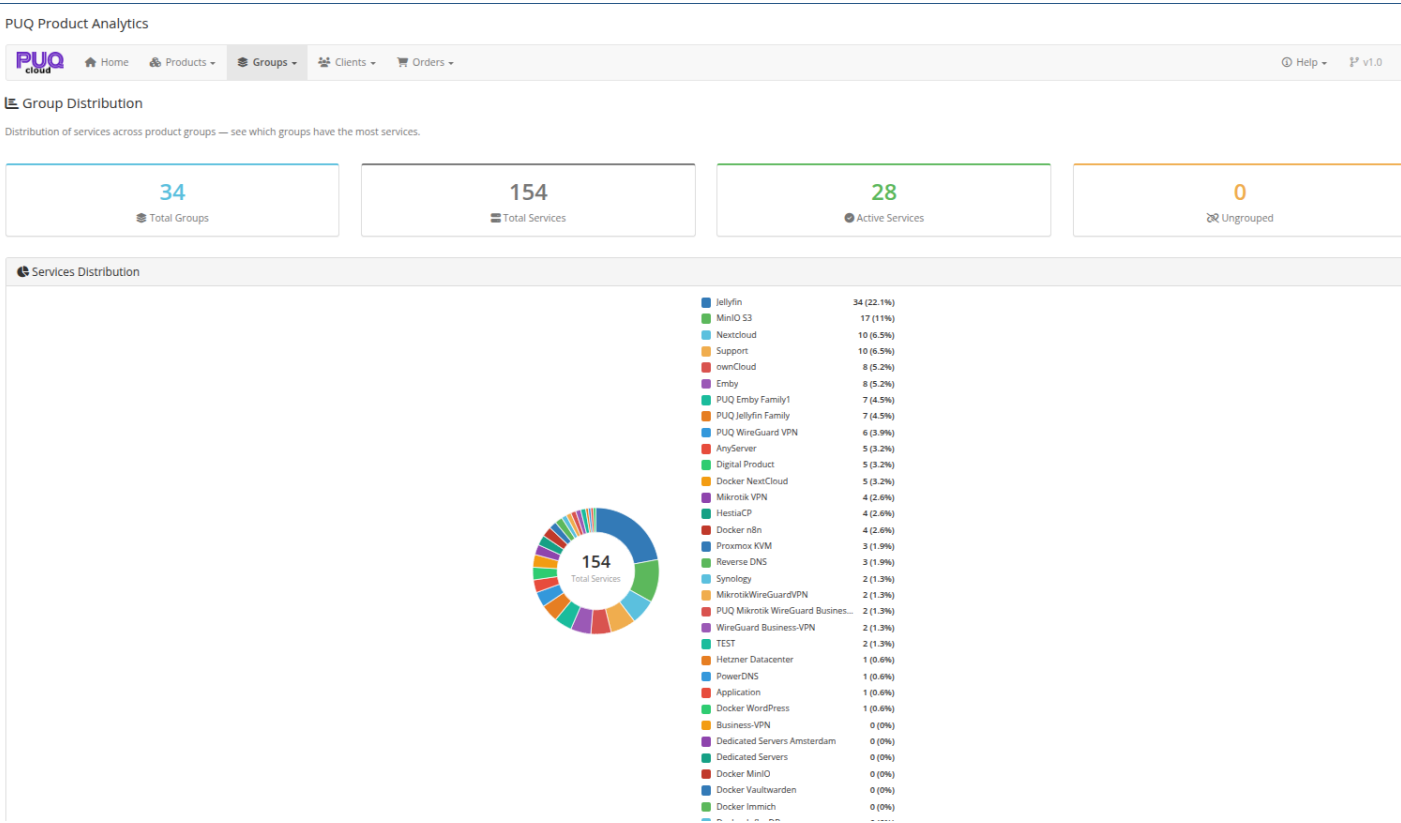
Group Distribution

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The Group Distribution page is available at: **Addons > PUQ Product Analytics > Groups > Group Distribution**

Distribution of services across product groups — see which groups have the most services.



09-group-distribution.png

Summary Cards

The top section displays four key metrics:

Metric	Description
--------	-------------

Total Groups	Number of product groups
Total Services	Total number of services across all groups
Active Services	Services with Active status
Ungrouped	Services belonging to products without a group

Services Distribution

A large donut chart visualizing how services are distributed across all product groups. Each segment represents a group with:

- **Group name** — displayed in the legend
- **Service count** — total services in the group
- **Percentage** — share of total services

The chart includes all groups, even those with zero services, providing a complete picture of your product portfolio distribution.

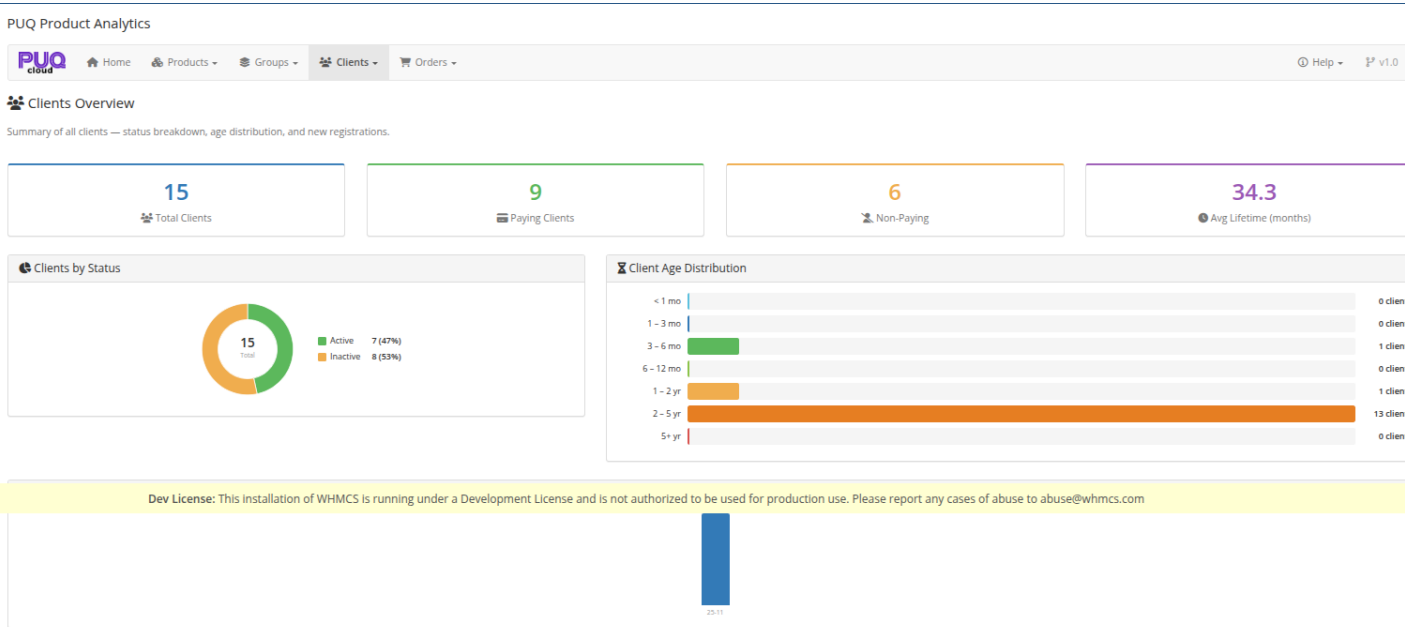
Clients Overview

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The Clients Overview page is available at: **Addons > PUQ Product Analytics > Clients > Clients Overview**

Summary of all clients — status breakdown, age distribution, and new registrations.



10-clients-overview.png

Summary Cards

The top section displays four key client metrics:

Metric	Description
--------	-------------

Total Clients	Total number of registered clients
Paying Clients	Clients who have at least one paid invoice
Non-Paying	Clients with no paid invoices
Avg Lifetime	Average client lifetime in months

Clients by Status

A donut chart showing the distribution of clients by their current status:

- **Active** (green) — clients with active services
- **Inactive** (yellow) — clients without active services

Client Age Distribution

A horizontal bar chart showing how long clients have been registered:

- **< 1 mo** — registered less than a month ago
- **1 - 3 mo** — 1 to 3 months
- **3 - 6 mo** — 3 to 6 months
- **6 - 12 mo** — 6 months to 1 year
- **1 - 2 yr** — 1 to 2 years
- **2 - 5 yr** — 2 to 5 years
- **5+ yr** — more than 5 years

New Clients per Month

A bar chart showing the number of new client registrations per month, helping you identify growth trends.

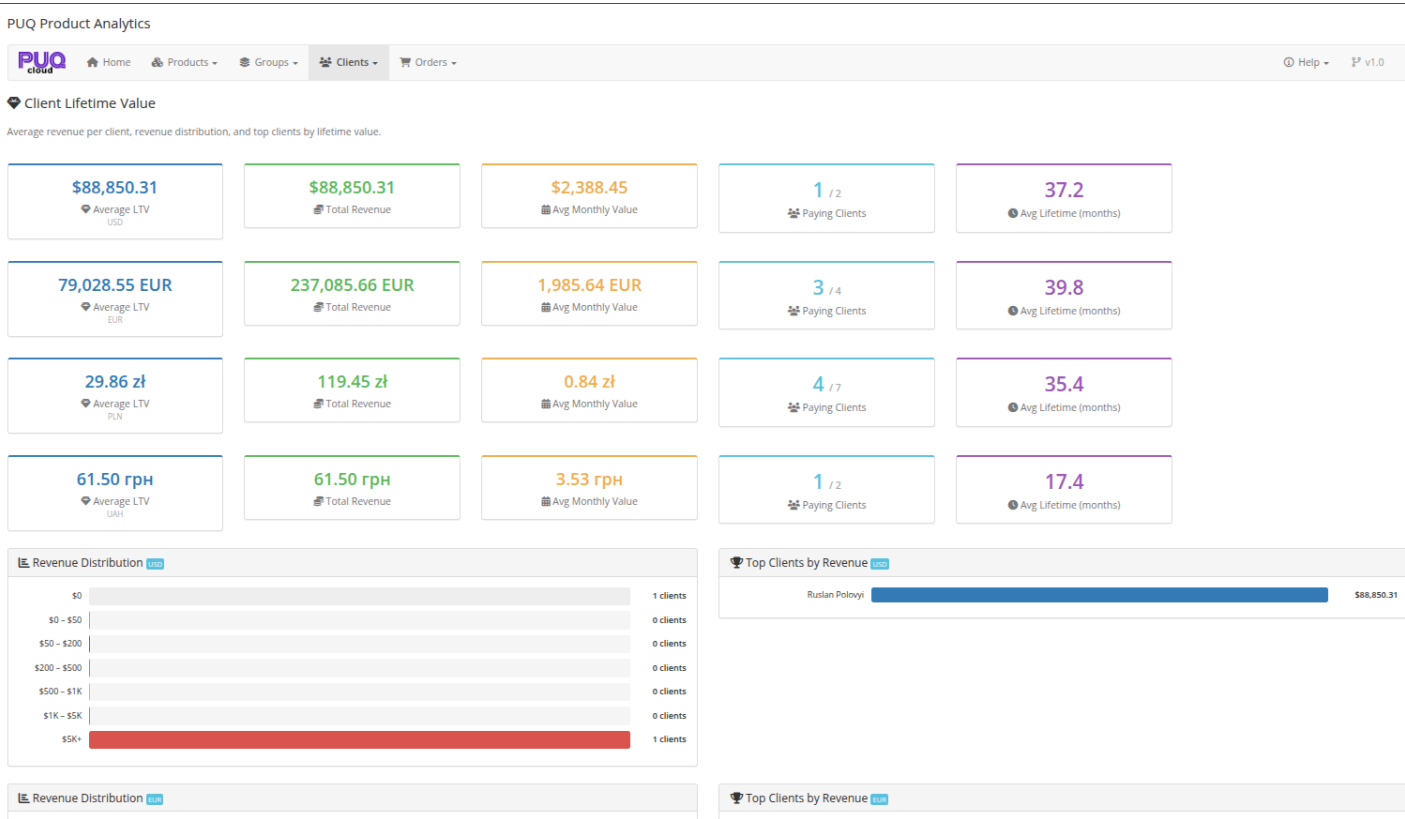
Client Lifetime Value

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The Client Lifetime Value page is available at: **Addons > PUQ Product Analytics > Clients > Client Lifetime Value**

Average revenue per client, revenue distribution, and top clients by lifetime value.



11-client-lifetime-value.png

LTV Statistics

For each currency, five key metrics are displayed:

Metric	Description
--------	-------------

Average LTV	Average lifetime revenue per paying client
Total Revenue	Total revenue from all paid invoices
Avg Monthly Value	Average monthly revenue per paying client
Paying Clients	Number of paying clients (shown as paying / total)
Avg Lifetime	Average client lifetime in months

Each currency (e.g., USD, EUR, PLN, UAH) is displayed as a separate row of cards.

Revenue Distribution

A horizontal bar chart per currency showing how clients are distributed across revenue brackets:

- **\$0** — clients with no revenue
- **\$0 - \$50** — low-value clients
- **\$50 - \$200** — medium-value clients
- **\$200 - \$500** — higher-value clients
- **\$500 - \$1K** — high-value clients
- **\$1K - \$5K** — premium clients
- **\$5K+** — top-tier clients

Top Clients by Revenue

A horizontal bar chart per currency showing the highest-revenue clients, ranked by total paid amount.

Client Revenue

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The Client Revenue page is available at: **Addons > PUQ Product Analytics > Clients > Client Revenue**

Detailed revenue breakdown per client with lifetime and monthly value.

PUQ Product Analytics

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Client Revenue

Detailed revenue breakdown per client with lifetime and monthly value.

\$88,850.31

Total Revenue

USD

2

Total Clients

1

Paying Clients

237,085.66 EUR

Total Revenue

EUR

4

Total Clients

3

Paying Clients

119.45 zł

Total Revenue

PLN

7

Total Clients

4

Paying Clients

61.50 грн

Total Revenue

UAH

2

Total Clients

1

Paying Clients

Client Revenue USD

Search:

Client Name	Active	Client Since	Lifetime	Invoices Paid	Total Revenue	Monthly Value
Ruslan Polovyi	Active	2021-04-27	57.7 months	23	\$88,850.31	\$1,539.87
asdasd asdasd (sdfsdf)	Inactive	2024-09-30	16.6 months	0	\$0.00	\$0.00

Showing 1 to 2 of 2 entries

Client Revenue EUR

Search:

12-client-revenue.png

Revenue Summary

For each currency, three key metrics are displayed:

Metric	Description
--------	-------------

Total Revenue	Total revenue from paid invoices in this currency
Total Clients	Number of clients with invoices in this currency
Paying Clients	Number of clients who have actually paid

Each currency is displayed as a separate row of cards.

Client Revenue Table

A sortable and searchable table per currency with detailed client data:

Column	Description
Client Name	Name of the client
Active	Client status badge (Active / Inactive)
Client Since	Registration date
Lifetime	How long the client has been registered (in months)
Invoices Paid	Total number of paid invoices
Total Revenue	Lifetime revenue from this client
Monthly Value	Average monthly revenue from this client

The table supports real-time search filtering and column sorting.

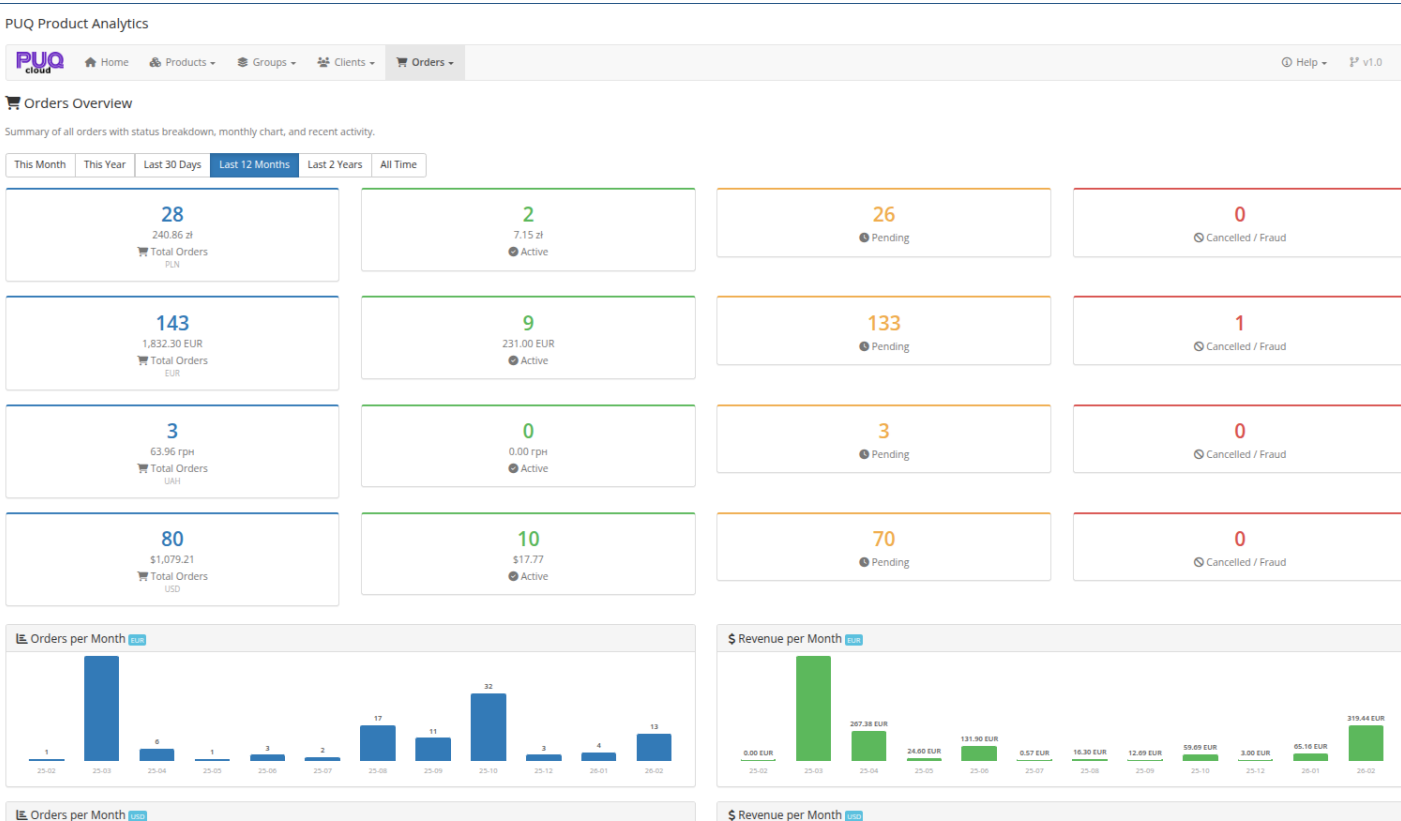
Orders Overview

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The Orders Overview page is available at: **Addons > PUQ Product Analytics > Orders > Orders Overview**

Summary of all orders with status breakdown, monthly chart, and recent activity.



13-orders-overview.png

Date Range Filter

At the top of the page, a set of period buttons allows you to select the analysis timeframe:

- **This Month** — current calendar month

- **This Year** — current calendar year
 - **Last 30 Days** — rolling 30-day window
 - **Last 12 Months** — rolling 12-month window (default)
 - **Last 2 Years** — rolling 24-month window
 - **All Time** — entire history
-

Order Statistics

For each currency, four key metrics are displayed:

Metric	Description
Total Orders	Total number of orders with the total amount
Active	Number of orders with Active status and their total amount
Pending	Number of orders with Pending status
Cancelled / Fraud	Number of cancelled or fraudulent orders

Each currency (e.g., PLN, EUR, UAH, USD) is displayed as a separate row of cards.

Monthly Charts

Below the statistics, two charts are displayed per currency:

- **Orders per Month** — bar chart showing the number of orders placed each month
- **Revenue per Month** — bar chart showing order revenue per month

These charts help identify order trends and seasonal patterns in sales activity.

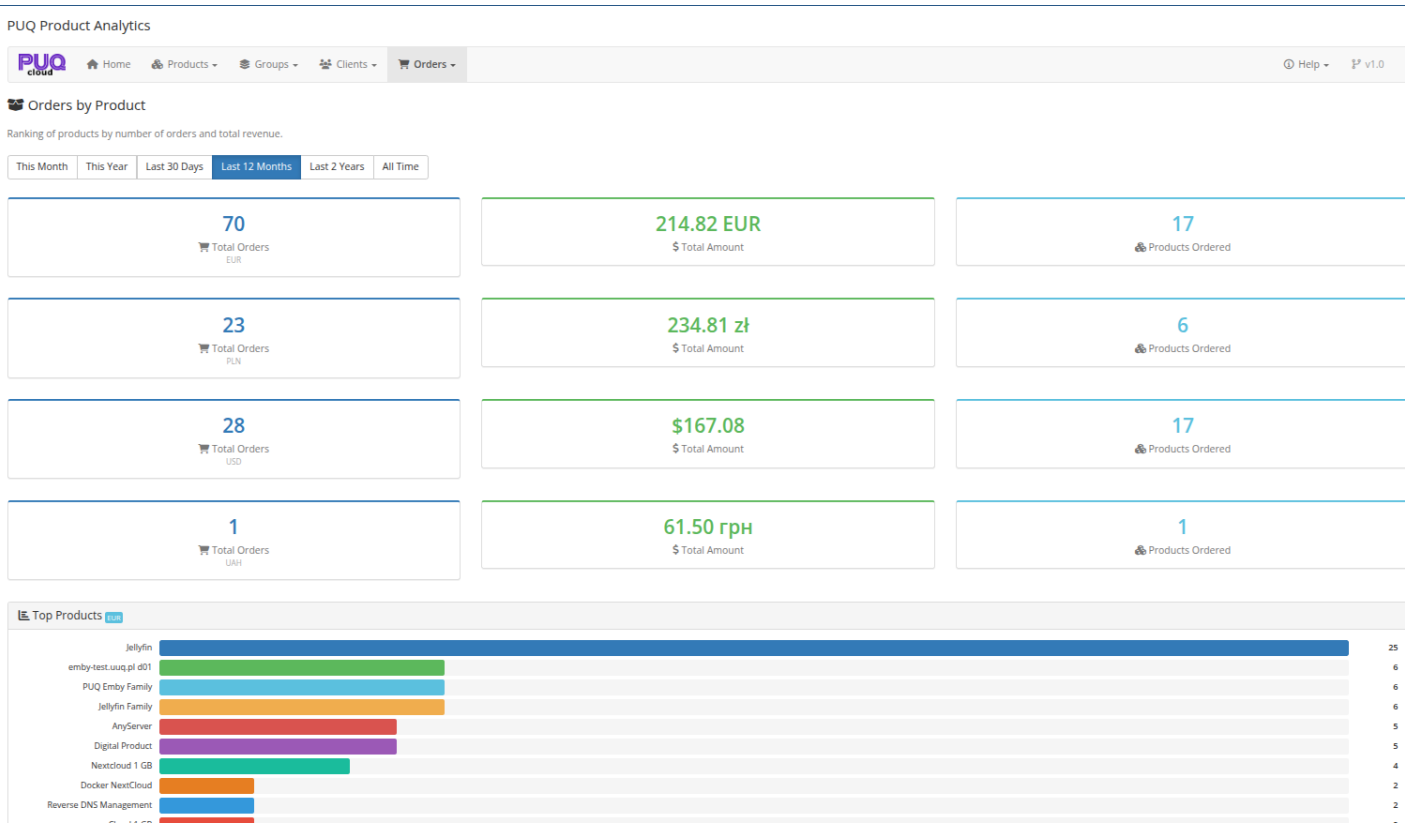
Orders by Product

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The Orders by Product page is available at: **Addons > PUQ Product Analytics > Orders > Orders by Product**

Ranking of products by number of orders and total revenue.



14-orders-by-product.png

Date Range Filter

At the top of the page, a set of period buttons allows you to select the analysis timeframe:

- **This Month** — current calendar month

- **This Year** — current calendar year
 - **Last 30 Days** — rolling 30-day window
 - **Last 12 Months** — rolling 12-month window (default)
 - **Last 2 Years** — rolling 24-month window
 - **All Time** — entire history
-

Order Statistics

For each currency, three key metrics are displayed:

Metric	Description
Total Orders	Total number of orders in the selected period
Total Amount	Total revenue from orders
Products Ordered	Number of unique products that received orders

Each currency is displayed as a separate row of cards.

Top Products

A horizontal bar chart per currency ranking products by the number of orders received in the selected period. This helps identify your best-selling products and understand which products drive the most order volume.