

Products

Product analytics reports: overview of all products, revenue breakdown per product, product popularity trends, and churn analysis.

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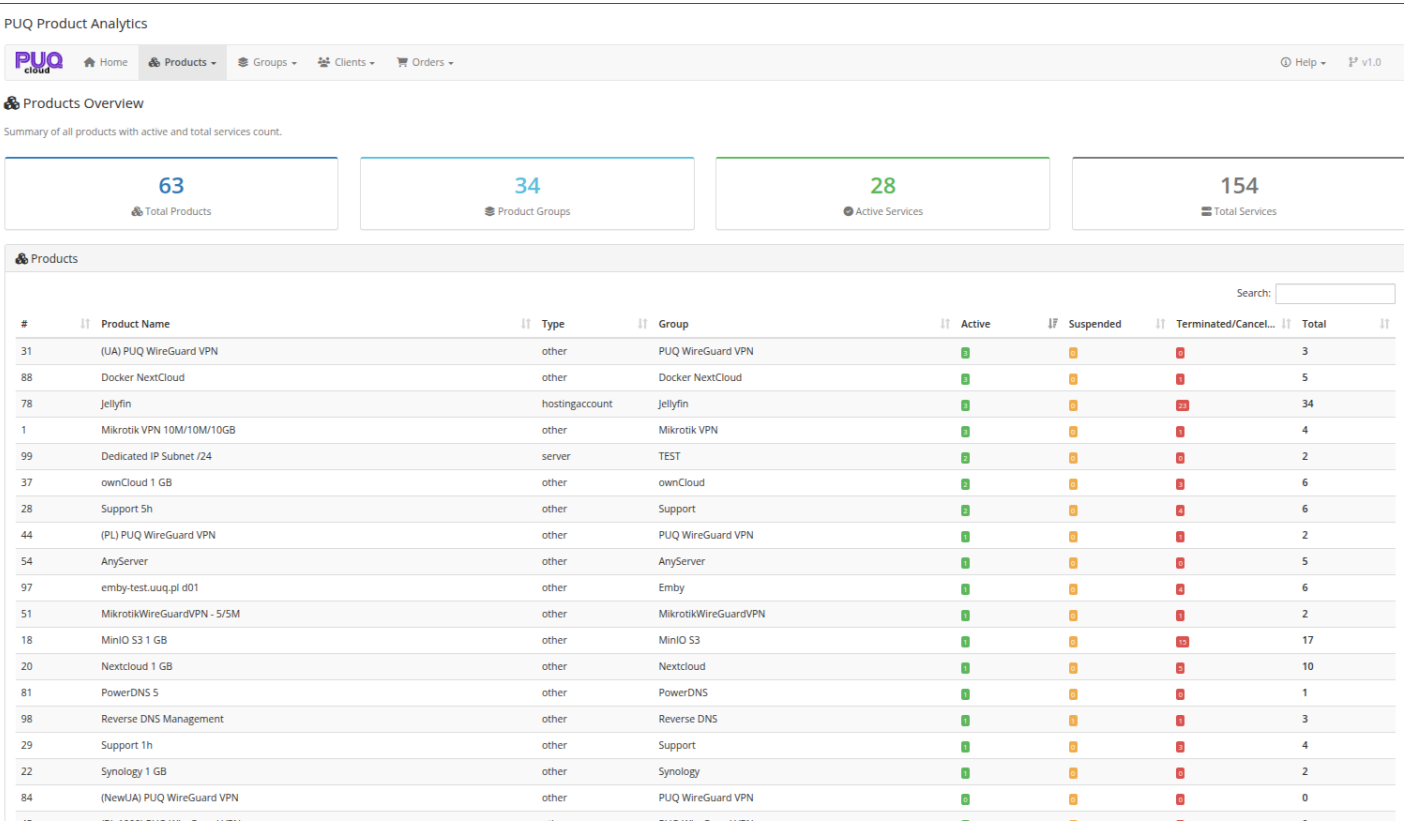
Products Overview

Product Analytics addon WHMCS

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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
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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.

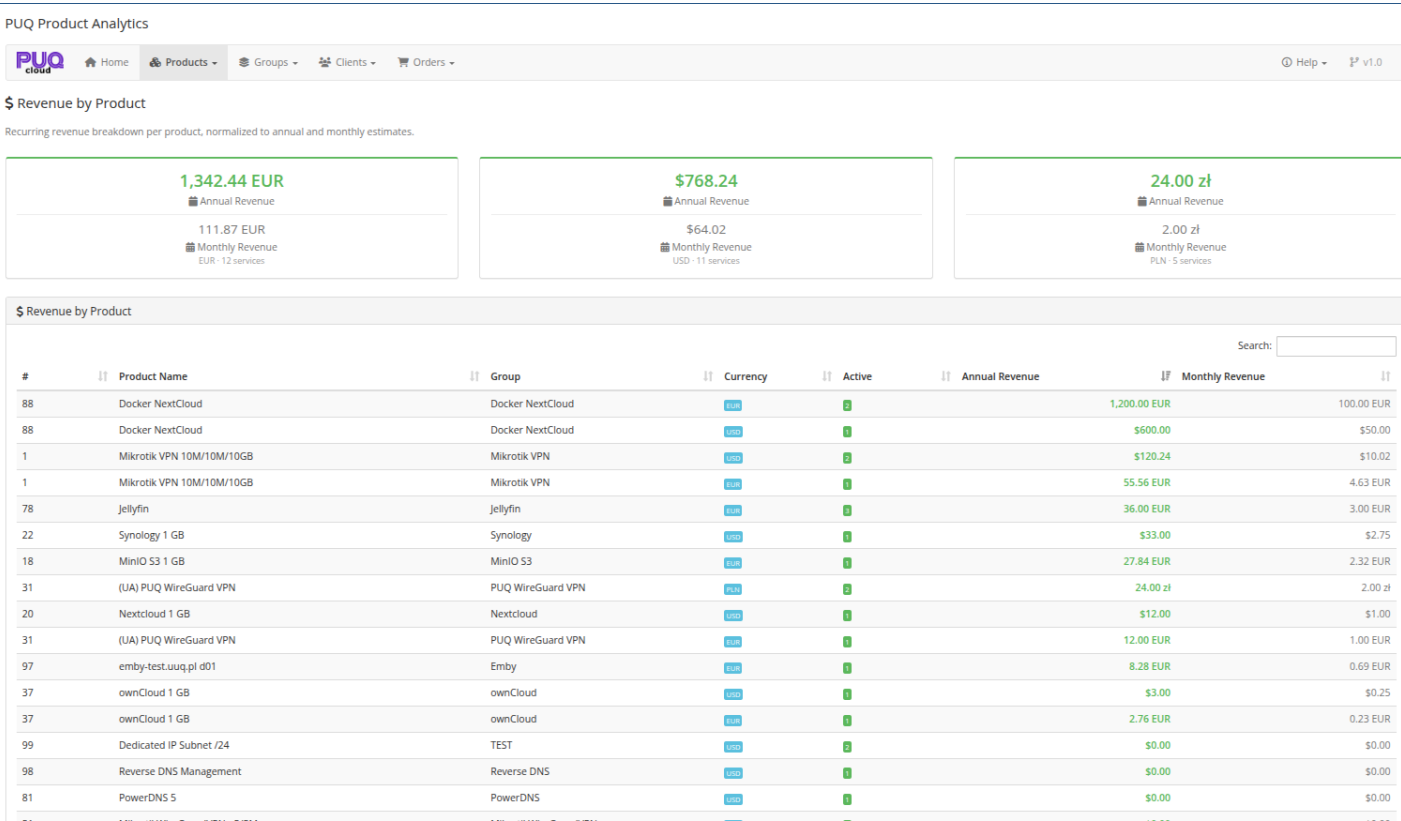
Revenue by Product

Product Analytics addon **WHMCS**

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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
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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.

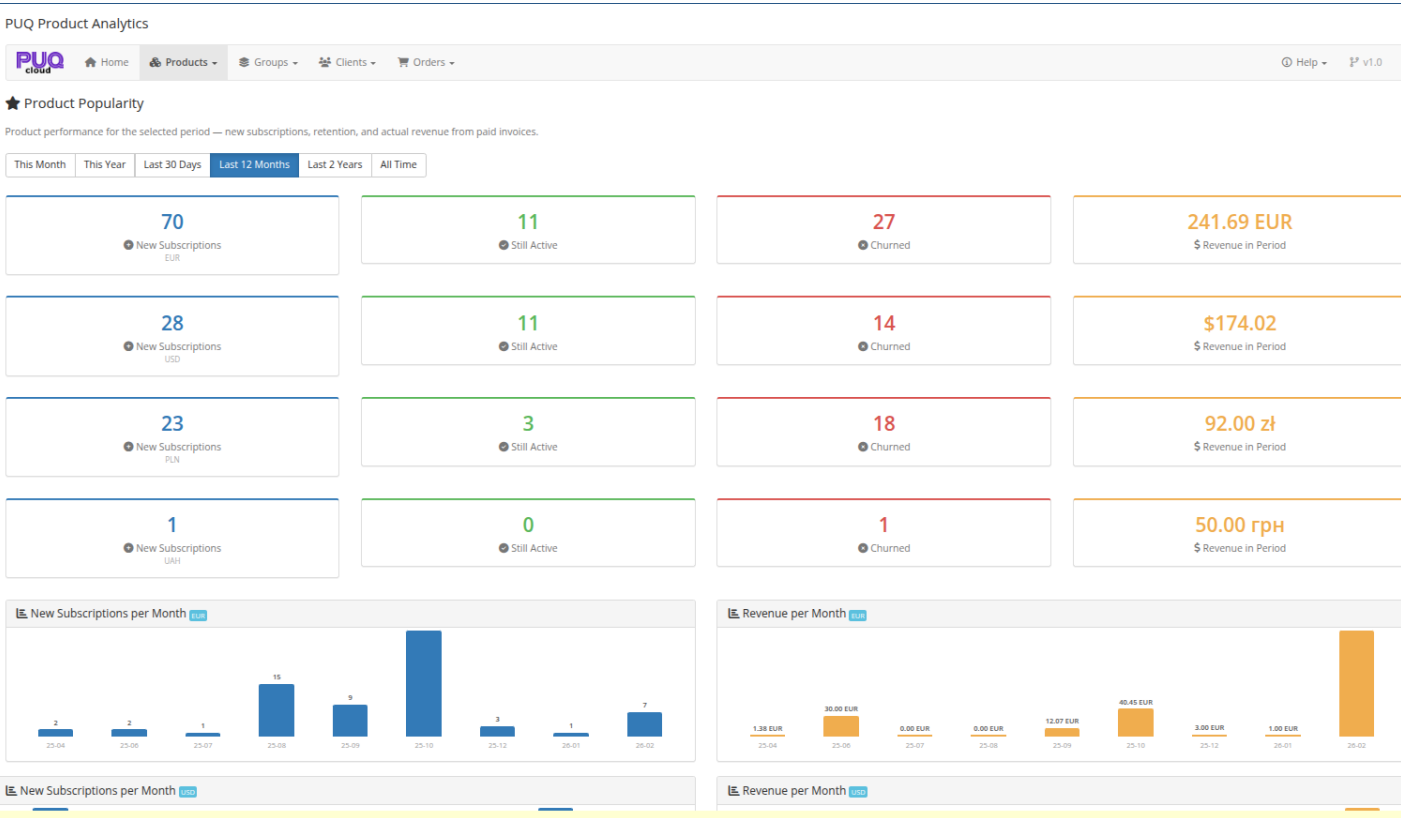
Product Popularity

Product Analytics addon **WHMCS**

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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.

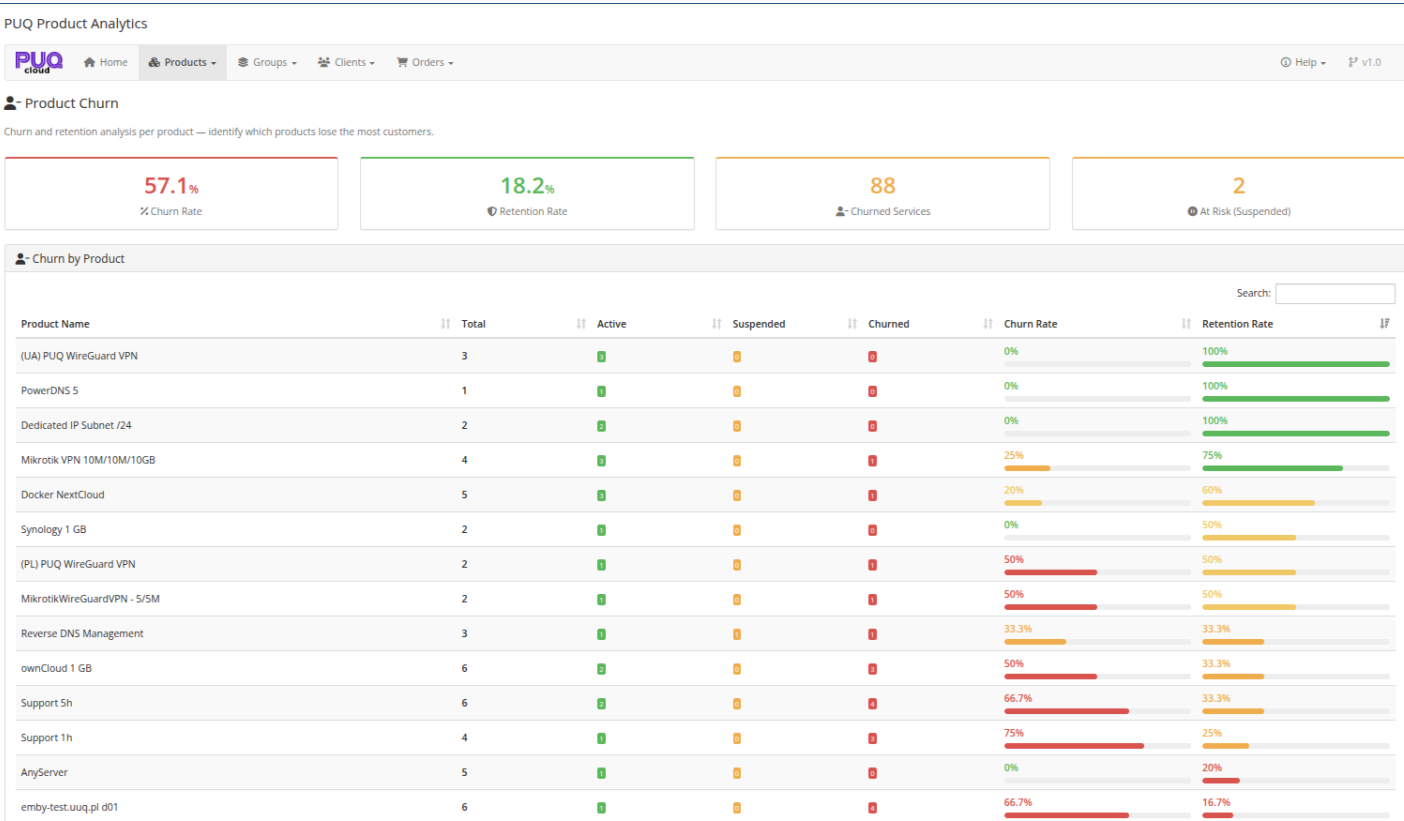
Product Churn

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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
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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.