

Product Analytics WHMCS Addon

WHMCS addon module providing detailed analytics and reports for products, product groups, clients, and orders. Includes dashboard overview, revenue analysis, churn tracking, client lifetime value, and order statistics with multi-currency support.

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Description

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PUQ Product Analytics — WHMCS Addon

PUQ Product Analytics is an addon module for WHMCS that provides comprehensive analytics and reports for your products, product groups, clients, and orders. Gain instant insights into your business performance with interactive dashboards, revenue breakdowns, churn analysis, and client lifetime value reports.

Key Features

- **Dashboard Overview** — complete business snapshot with key metrics, service status donut chart, recurring revenue, subscription trends, and top products/groups rankings
- **Products Overview** — sortable table of all products with active, suspended, terminated, and total service counts
- **Revenue by Product** — recurring revenue breakdown per product, normalized to annual and monthly estimates, with multi-currency support
- **Product Popularity** — new subscriptions, retention, and actual revenue from paid invoices for a selected period with monthly charts
- **Product Churn** — churn and retention rate analysis per product with color-coded visual bars to identify at-risk products
- **Groups Overview** — summary of all product groups with service counts and status breakdown
- **Revenue by Group** — recurring revenue breakdown per product group with multi-currency support
- **Group Distribution** — donut chart visualization of service distribution across all product groups

- **Clients Overview** — client status breakdown, age distribution, and new registration trends
 - **Client Lifetime Value** — average LTV per currency, revenue distribution brackets, and top clients by total revenue
 - **Client Revenue** — detailed per-client revenue table with lifetime, invoices paid, and monthly value
 - **Orders Overview** — order statistics by status per currency with monthly order and revenue charts
 - **Orders by Product** — product ranking by number of orders and total revenue for a selected period
 - **Multi-currency support** — all reports display data separately per currency
 - **Date range filters** — flexible period selection on applicable reports (This Month, This Year, Last 30 Days, Last 12 Months, Last 2 Years, All Time)
 - **Real-time search and sorting** — all tables support instant filtering and column sorting
 - **License system** — online/offline license verification with graceful degradation (dashboard remains accessible without a license)
 - **English language interface**
-

System Requirements

Requirement	Minimum
WHMCS	8.x, 9.x
PHP	8.1, 8.2+
ionCube Loader	v13 or newer (v14, v15)

Links

- **Product page:** <https://puqcloud.com/>
- **Documentation:** <https://doc.puq.info/books/product-analytics-whmcs-addon>
- **Support:** <https://puqcloud.com/submitticket.php>
- **Community:** <https://community.puqcloud.com/>

Changelog

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v1.0 — 2026-02-15

First release.

New Features

- Dashboard with key metrics overview (products, groups, clients, services, retention rate)
- Services by Status donut chart on dashboard
- Recurring Revenue cards with multi-currency support
- Orders (Last 30 Days) summary on dashboard
- New Subscriptions (12 mo) bar chart on dashboard
- Top Products by Active Services ranking on dashboard
- Top Groups by Services ranking on dashboard
- Products Overview report with sortable product table
- Revenue by Product report with annual/monthly estimates per currency
- Product Popularity report with date range filter, subscription stats, and monthly charts
- Product Churn report with churn/retention rates and color-coded visual bars
- Groups Overview report with group table and service counts
- Revenue by Group report with per-group revenue breakdown
- Group Distribution report with donut chart visualization
- Clients Overview report with status breakdown, age distribution, and new clients chart
- Client Lifetime Value report with LTV stats, revenue distribution, and top clients
- Client Revenue report with detailed per-client revenue table
- Orders Overview report with order stats by currency and monthly charts
- Orders by Product report with product ranking by order volume
- Date range filters (This Month, This Year, Last 30 Days, Last 12 Months, Last 2 Years, All Time)
- Multi-currency support across all reports
- Real-time search and column sorting on all tables
- License verification system with online/offline modes

- Dashboard accessible without active license, other pages restricted
- English language interface

Installation and Update

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System Requirements

Requirement	Minimum
PHP	8.1, 8.2 or newer
WHMCS	8.x, 9.x or newer
ionCube Loader	v13 or newer (v14, v15)

“ **Note:** The module uses ionCube encoding. Make sure ionCube Loader is installed and active on your server.

Download

The module can be ordered and downloaded from PUQ Cloud:

- **Order / Download:** <https://puqcloud.com/store/whmcs-addon-modules>
- **FAQ:** <https://community.puqcloud.com/>
- **Direct download links:**

PHP 8.1:

```
wget https://download.puqcloud.com/WHMCS/addons/PUQ_WHMCS-Product-Analytics/php81/PUQ_WHMCS-Product-Analytics-latest.zip
```

PHP 8.2+:

```
wget https://download.puqcloud.com/WHMCS/addons/PUQ_WHMCS-Product-Analytics/php82/PUQ_WHMCS-Product-Analytics-latest.zip
```

“ All versions are available at:

https://download.puqcloud.com/WHMCS/addons/PUQ_WHMCS-Product-Analytics/

After downloading, extract the archive:

```
unzip PUQ_WHMCS-Product-Analytics-latest.zip
```

Installation

Step 1: Upload Files

Extract the module archive and upload the `puq_product_analytics` directory to the WHMCS addons directory:

```
/your-whmcs/modules/addons/puq_product_analytics/
```

Directory structure after upload:

```
modules/addons/puq_product_analytics/  
  puq_product_analytics.php  
  hooks.php  
  whmcs.json  
  version  
  logo.png  
  lib/  
    puqProductAnalytics.php  
  lang/  
    english.php  
  templates/  
  ...
```

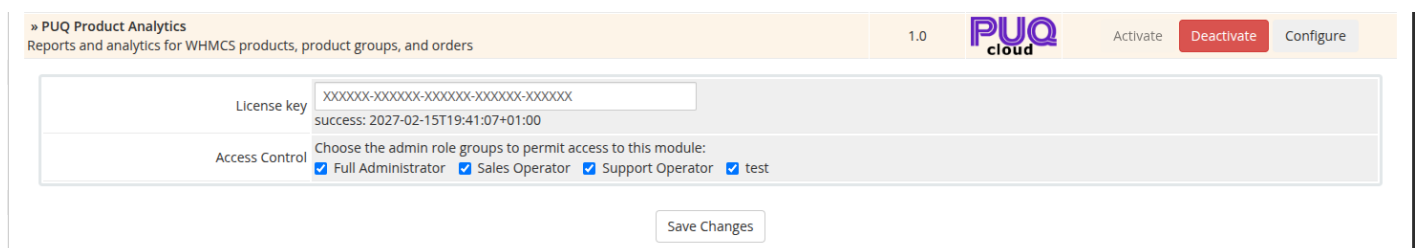
Step 2: Activate the Module

1. Log in to the WHMCS admin panel
2. Go to **Setup > Addon Modules**
3. Find **PUQ Product Analytics** in the list
4. Click **Activate**

Step 3: Configure the License Key

1. After activation, click **Configure** next to the module
2. Enter your license key in the **License key** field
3. Select admin role groups that should have access to the module
4. Click **Save Changes**

After saving, a verification status will appear below the license key field (e.g., `success: 2027-02-15T19:41:07+01:00`).



» PUQ Product Analytics
Reports and analytics for WHMCS products, product groups, and orders

1.0 **PUQ** cloud Activate Deactivate Configure

License key
success: 2027-02-15T19:41:07+01:00

Access Control Choose the admin role groups to permit access to this module:
 Full Administrator Sales Operator Support Operator test

01-addon-config-license.png

Step 4: Access the Module

Go to **Addons > PUQ Product Analytics** to access the dashboard and all reports.

Update

Step 1: Backup

Before updating, we recommend backing up:

- Your WHMCS database
- Module files in `modules/addons/puq_product_analytics/`

Step 2: Upload New Files

Extract the new version and overwrite all files in:

```
/your-whmcs/modules/addons/puq_product_analytics/
```

Step 3: Verify

1. Log in to the WHMCS admin panel
2. Go to **Addons > PUQ Product Analytics**
3. Check the version number in the top-right corner of the navigation bar (e.g., `v1.0`)

“ Re-activation is not required after updating. Simply overwrite the files and the new version is ready to use.

Deactivation

1. Go to **Setup > Addon Modules**
2. Click **Deactivate** next to PUQ Product Analytics
3. Confirm the deactivation

“ **Note:** The module does not create any custom database tables. Deactivation simply removes the module from the active addons list.

License

The module requires an active license for full functionality. The license is verified through the PUQ Cloud license server.

How License Verification Works

- The module periodically checks license validity at <https://license.puqcloud.com/>
- Verification results are cached in the database for 5 days
- If the license server is temporarily unreachable, the module uses the last cached result

Without an Active License

- **Dashboard** (Home page) remains fully accessible
- **All other pages** (Products, Groups, Clients, Orders) display a license required page
- **All AJAX controllers** (except Dashboard) return a 403 error

After Activating a License

1. The warning banner disappears
2. All reports and pages become accessible
3. Enter your license key in **Setup > Addon Modules > PUQ Product Analytics > Configure**

Purchase a License

<https://puqcloud.com/store/whmcs-addon-modules>

For license-related questions, please contact us via the ticket system:

<https://puqcloud.com/submitticket.php>

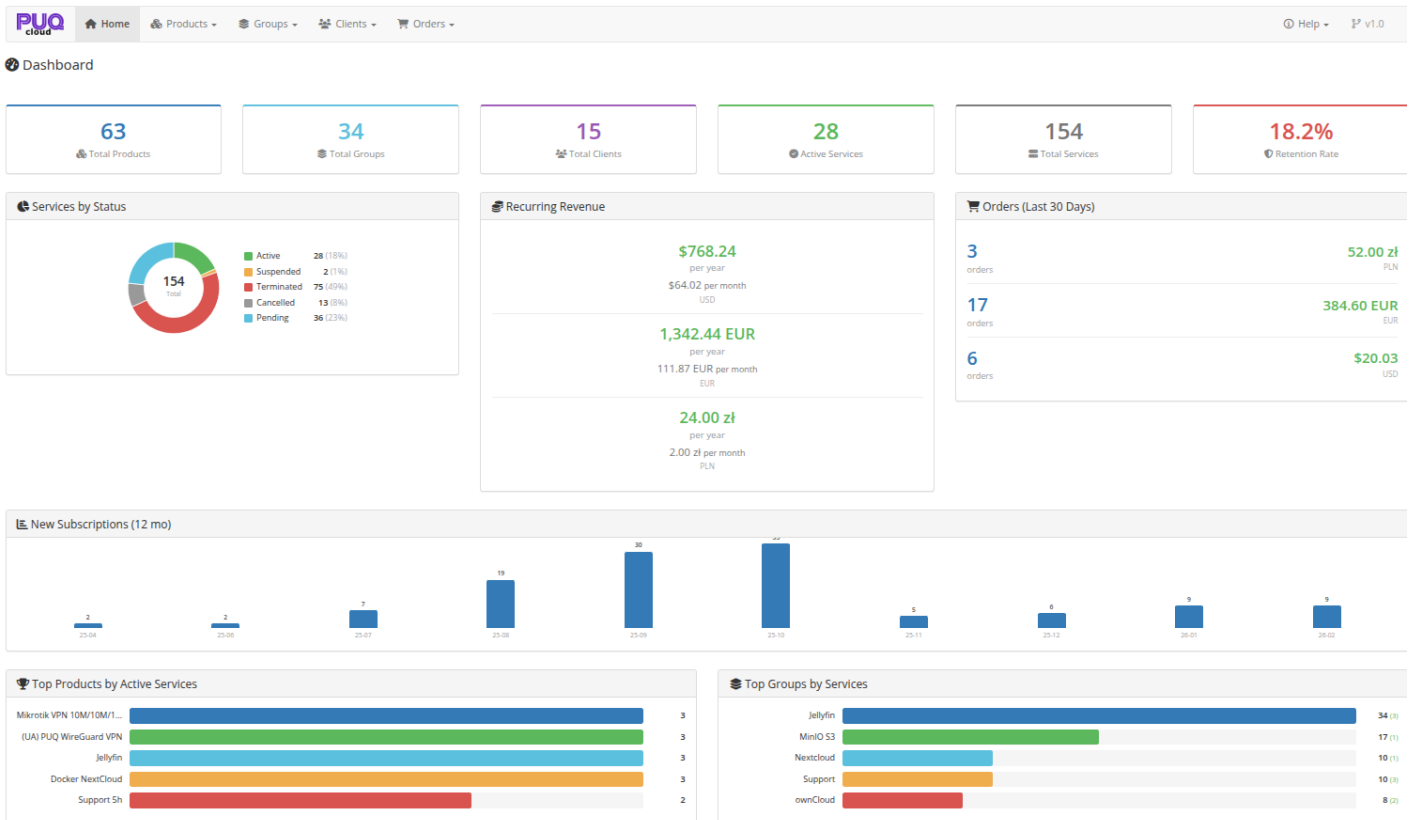
Dashboard

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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 $\geq 70\%$, yellow $\geq 40\%$, 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

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

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.

The screenshot displays the 'PUQ Product Analytics' interface. At the top, there is a navigation bar with 'Home', 'Products', 'Groups', 'Clients', and 'Orders' menus, along with a 'Help' icon and 'v1.0' version indicator. Below the navigation bar, the page title 'Products Overview' is shown, followed by a subtitle 'Summary of all products with active and total services count.'.

The main content area features four summary cards:

- 63** Total Products
- 34** Product Groups
- 28** Active Services
- 154** Total Services

Below the summary cards is a table titled 'Products' with a search bar. The table has the following columns: #, Product Name, Type, Group, Active, Suspended, Terminated/Cancel..., and Total. The data rows are as follows:

#	Product Name	Type	Group	Active	Suspended	Terminated/Cancel...	Total
31	(UA) PUQ WireGuard VPN	other	PUQ WireGuard VPN	3	0	0	3
88	Docker NextCloud	other	Docker NextCloud	5	0	0	5
78	Jellyfin	hostingaccount	Jellyfin	34	0	0	34
1	Mikrotik VPN 10M/10M/10GB	other	Mikrotik VPN	4	0	0	4
99	Dedicated IP Subnet /24	server	TEST	2	0	0	2
37	ownCloud 1 GB	other	ownCloud	6	0	0	6
28	Support 5h	other	Support	6	0	0	6
44	(PL) PUQ WireGuard VPN	other	PUQ WireGuard VPN	2	0	0	2
54	AnyServer	other	AnyServer	5	0	0	5
97	emby-test.uuq.pl d01	other	Emby	6	0	0	6
51	MikrotikWireGuardVPN - 5/5M	other	MikrotikWireGuardVPN	2	0	0	2
18	MiniIO S3 1 GB	other	MiniIO S3	17	0	0	17
20	Nextcloud 1 GB	other	Nextcloud	10	0	0	10
81	PowerDNS 5	other	PowerDNS	1	0	0	1
98	Reverse DNS Management	other	Reverse DNS	3	0	0	3
29	Support 1h	other	Support	4	0	0	4
22	Synology 1 GB	other	Synology	2	0	0	2
84	(NewUA) PUQ WireGuard VPN	other	PUQ WireGuard VPN	0	0	0	0

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.

The screenshot displays the 'PUQ Product Analytics' dashboard. At the top, there is a navigation bar with 'Home', 'Products', 'Groups', 'Clients', and 'Orders' menus. Below the navigation, the page title is '\$ Revenue by Product' with a subtitle 'Recurring revenue breakdown per product, normalized to annual and monthly estimates.' The dashboard features three summary cards for different currencies: EUR, USD, and PLN. Each card shows 'Annual Revenue' and 'Monthly Revenue' with a small bar chart icon. Below the summary cards is a table titled '\$ Revenue by Product' with columns for '#', 'Product Name', 'Group', 'Currency', 'Active', 'Annual Revenue', and 'Monthly Revenue'. The table lists various products such as Docker NextCloud, Mikrotik VPN, Jellyfin, Synology, and MiniIO S3, along with their respective revenue figures in different currencies.

#	Product Name	Group	Currency	Active	Annual Revenue	Monthly Revenue
88	Docker NextCloud	Docker NextCloud	EUR	0	1,200.00 EUR	100.00 EUR
88	Docker NextCloud	Docker NextCloud	USD	0	\$600.00	\$50.00
1	Mikrotik VPN 10M/10M/10GB	Mikrotik VPN	USD	0	\$120.24	\$10.02
1	Mikrotik VPN 10M/10M/10GB	Mikrotik VPN	EUR	0	55.56 EUR	4.63 EUR
78	Jellyfin	Jellyfin	EUR	0	36.00 EUR	3.00 EUR
22	Synology 1 GB	Synology	USD	0	\$33.00	\$2.75
18	MiniIO S3 1 GB	MiniIO S3	EUR	0	27.84 EUR	2.32 EUR
31	(UA) PUQ WireGuard VPN	PUQ WireGuard VPN	EUR	0	24.00 zł	2.00 zł
20	Nextcloud 1 GB	Nextcloud	USD	0	\$12.00	\$1.00
31	(UA) PUQ WireGuard VPN	PUQ WireGuard VPN	EUR	0	12.00 EUR	1.00 EUR
97	emby-test.uuq.pl d01	Emby	EUR	0	8.28 EUR	0.69 EUR
37	ownCloud 1 GB	ownCloud	USD	0	\$3.00	\$0.25
37	ownCloud 1 GB	ownCloud	EUR	0	2.76 EUR	0.23 EUR
99	Dedicated IP Subnet /24	TEST	USD	0	\$0.00	\$0.00
98	Reverse DNS Management	Reverse DNS	USD	0	\$0.00	\$0.00
81	PowerDNS 5	PowerDNS	USD	0	\$0.00	\$0.00

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.

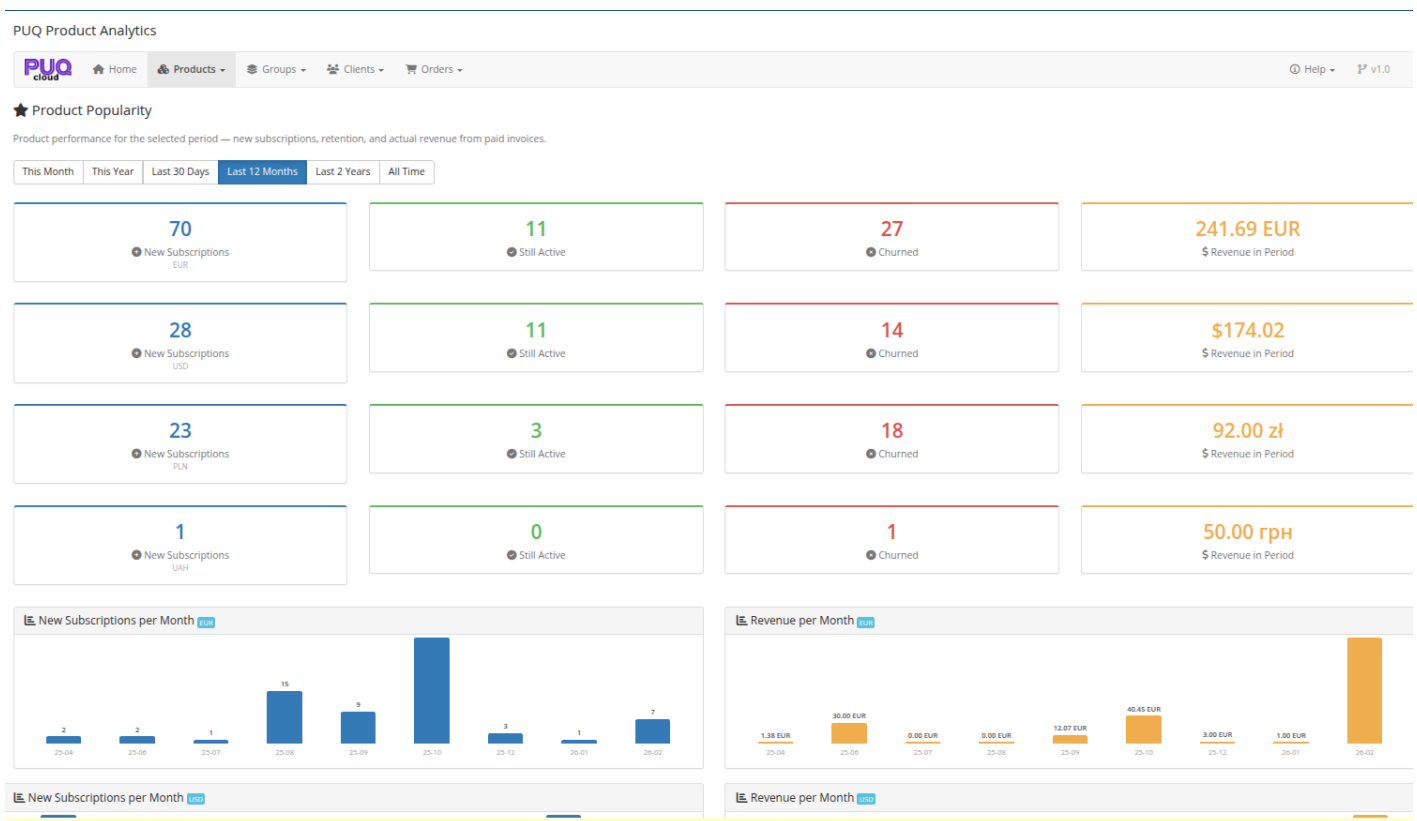
Product Popularity

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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.

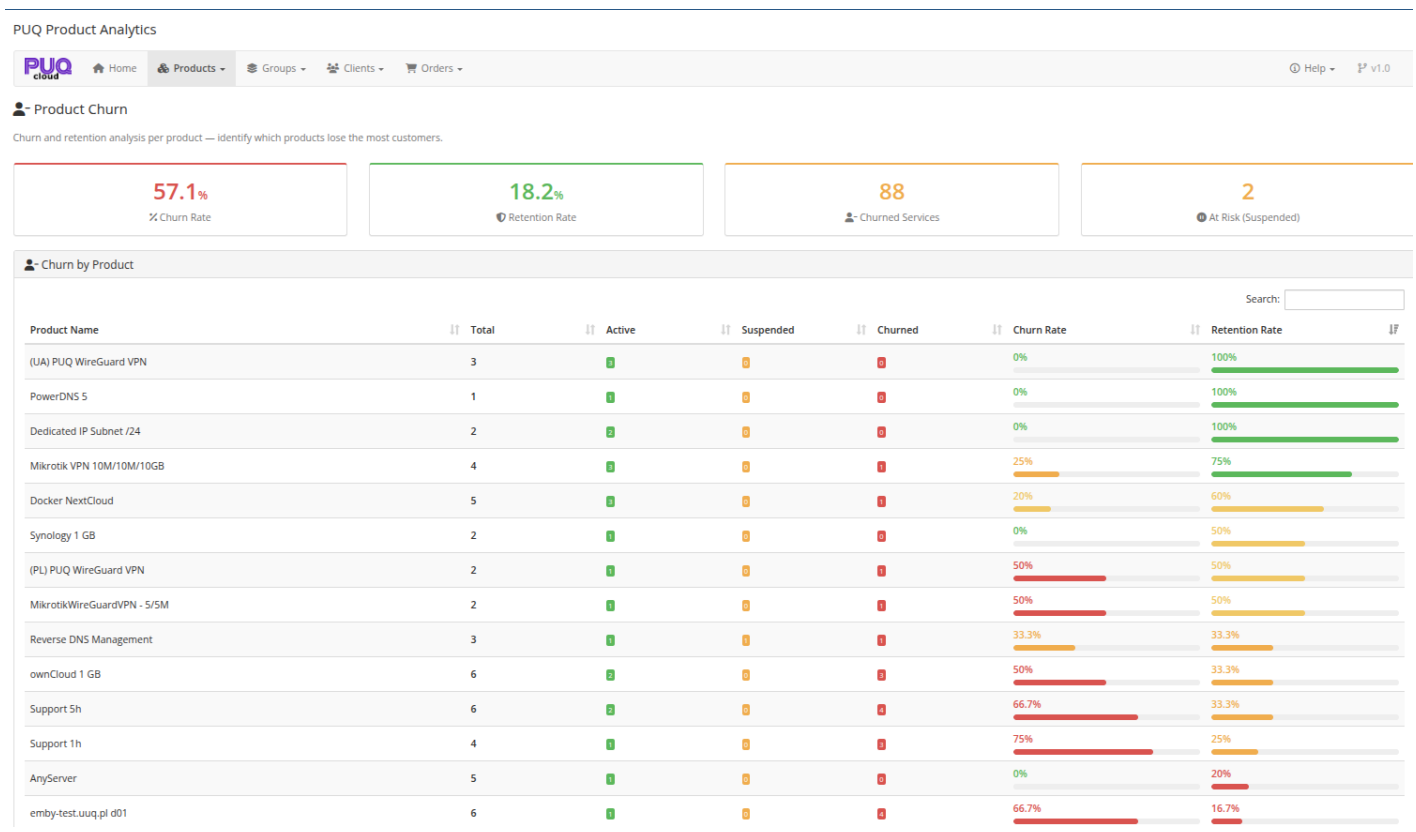
Product Churn

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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

Product group analytics reports: overview of all groups, revenue breakdown per group, and service distribution across groups.

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.

PUQ Product Analytics

PUQ cloud Home Products Groups Clients Orders Help v1.0

Groups Overview

Summary of all product groups with services count.

34	63	28	154
Total Groups	Total Products	Active Services	Total Services

#	Group Name	Products	Active	Suspended	Terminated/Cancelled	Total
15	PUQ WireGuard VPN	7	0	0	0	6
1	Mikrotik VPN	2	0	0	0	4
13	Support	2	0	0	0	10
34	Docke NextCloud	1	0	0	0	5
20	Jellyfin	1	0	0	0	34
16	ownCloud	2	0	0	0	8
42	TEST	1	0	0	0	2
19	MikrotikWireGuardVPN	3	0	0	0	2
22	Emby	3	0	0	0	8
31	PowerDNS	2	0	0	0	1
9	Nextcloud	2	0	0	0	10
7	MiniIO S3	2	0	0	0	17
21	AnyServer	1	0	0	0	5
11	Synology	1	0	0	0	2
41	Reverse DNS	1	0	0	0	3
4	HestiaCP	9	0	0	0	4
17	Dedicated Servers Amsterdam	2	0	0	0	0
25	Hetzner Datacenter	2	0	0	0	1

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.

PUQ Product Analytics

Revenue by Group

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

Annual Revenue	Monthly Revenue
1,342.44 EUR	111.87 EUR
\$768.24	\$64.02
24.00 zł	2.00 zł

#	Group Name	Products	Currency	Active	Annual Revenue	Monthly Revenue
20	Jellyfin	1	EUR	0	36.00 EUR	3.00 EUR
13	Support	2	PLN	0	0.00 zł	0.00 zł
34	Docker NextCloud	1	EUR	0	1,200.00 EUR	100.00 EUR
1	Mikrotik VPN	1	USD	0	\$120.24	\$10.02
15	PUQ WireGuard VPN	1	EUR	0	24.00 zł	2.00 zł
15	PUQ WireGuard VPN	2	EUR	0	12.00 EUR	1.00 EUR
42	TEST	1	USD	0	\$0.00	\$0.00
34	Docker NextCloud	1	USD	0	\$600.00	\$50.00
1	Mikrotik VPN	1	EUR	0	55.56 EUR	4.63 EUR
11	Synology	1	USD	0	\$33.00	\$2.75
7	MiniD 53	1	EUR	0	27.84 EUR	2.32 EUR
9	Nextcloud	1	USD	0	\$12.00	\$1.00
22	Emby	1	EUR	0	8.28 EUR	0.69 EUR
16	ownCloud	1	USD	0	\$3.00	\$0.25
16	ownCloud	1	EUR	0	2.76 EUR	0.23 EUR
41	Reverse DNS	1	USD	0	\$0.00	\$0.00

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.

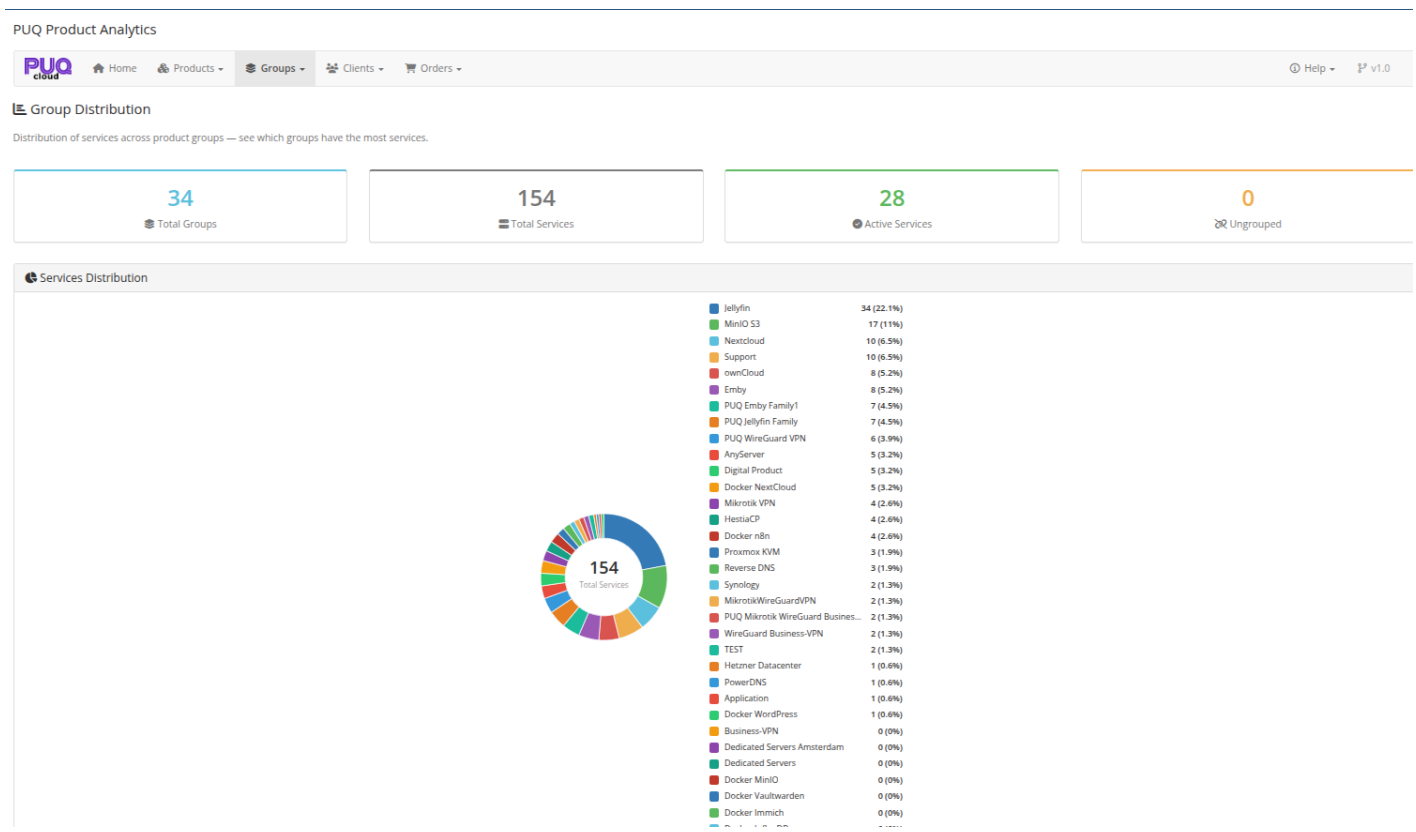
Group Distribution

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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

Client analytics reports: overview of all clients, lifetime value analysis, and detailed revenue breakdown per client.

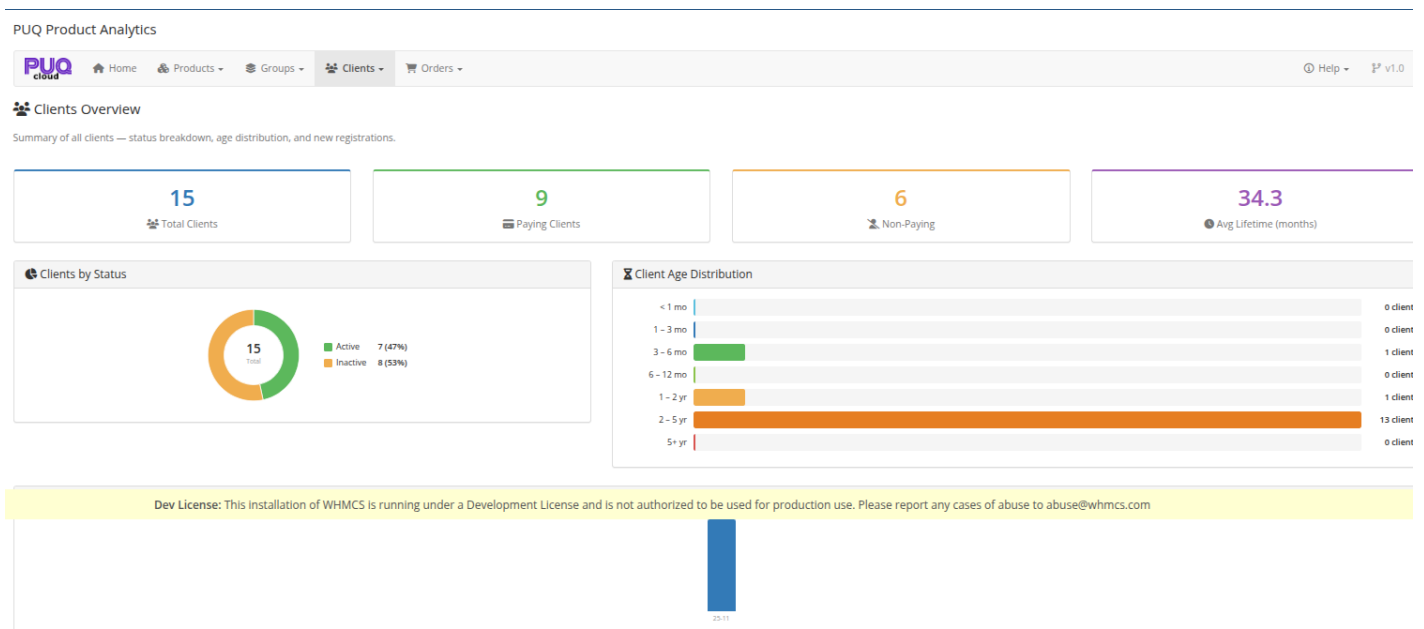
Clients Overview

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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.

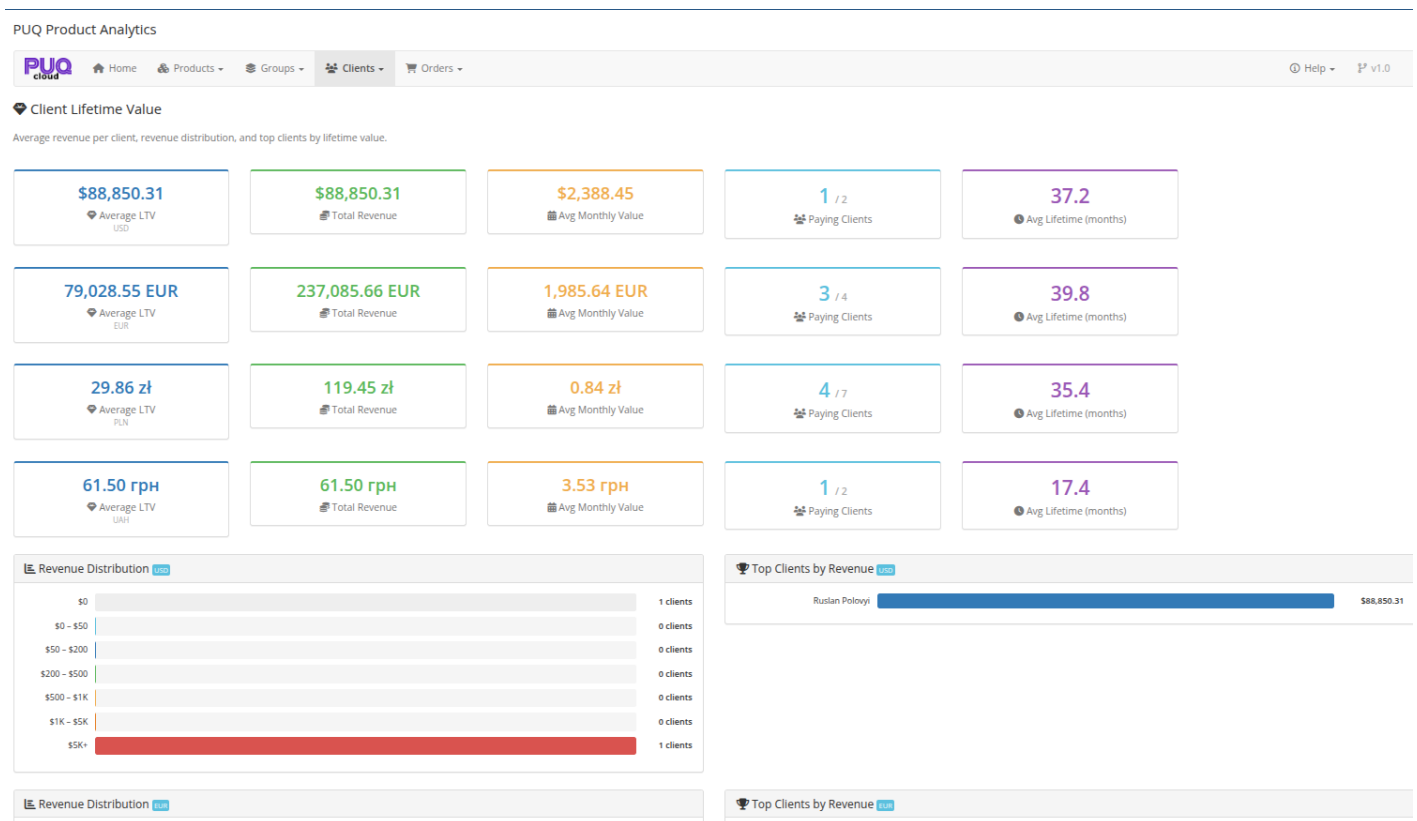
Client Lifetime Value

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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

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**

Client Name	Active	Client Since	Lifetime	Invoices Paid	Total Revenue	Monthly Value
Ruslan Poloviy	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**

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

Order analytics reports: overview of all orders with status breakdown, and product ranking by order volume.

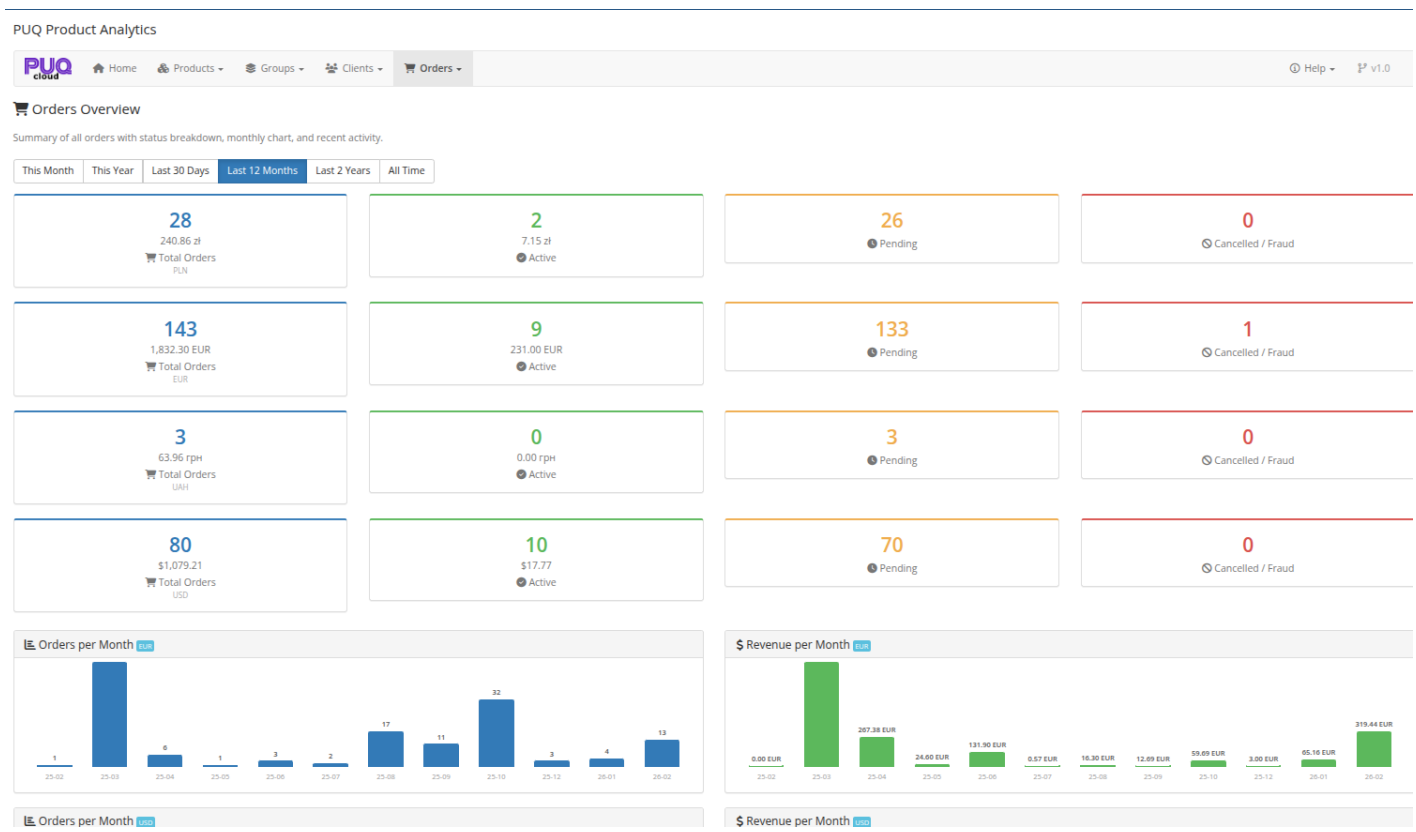
Orders Overview

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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.

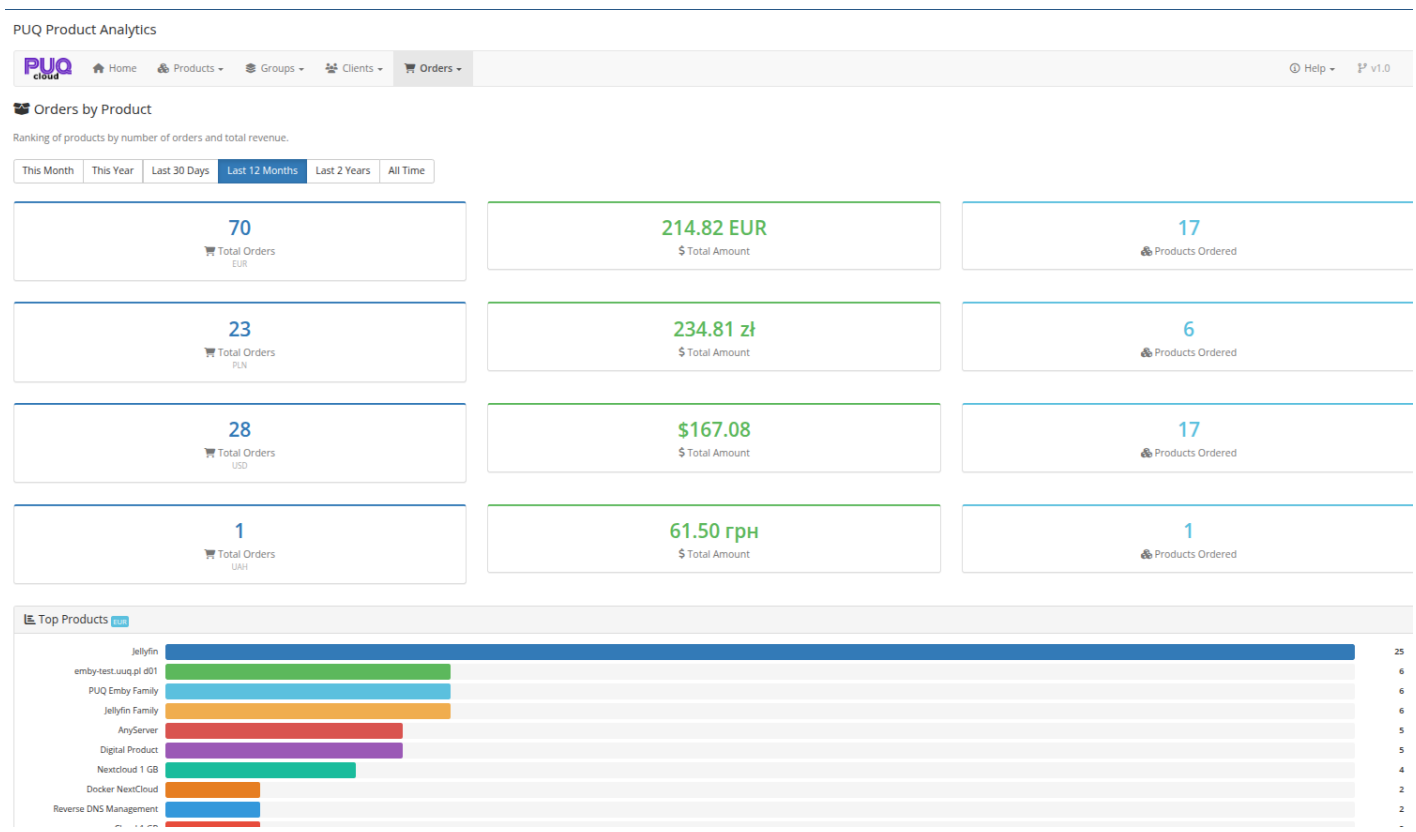
Orders by Product

Product Analytics addon **WHMCS**

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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.