

Client Revenue

Product Analytics addon **WHMCS**

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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.

The screenshot displays the 'Client Revenue' page in the PUQ Product Analytics interface. At the top, there is a navigation bar with 'Home', 'Products', 'Groups', 'Clients', and 'Orders'. The main content area is titled 'Client Revenue' and includes a sub-header 'Detailed revenue breakdown per client with lifetime and monthly value.' Below this, there are four summary cards for different currencies: USD, EUR, PLN, and UAH. Each card shows 'Total Revenue' and 'Total Clients' (with a sub-count for 'Paying Clients').

Currency	Total Revenue	Total Clients	Paying Clients
USD	\$88,850.31	2	1
EUR	237,085.66	4	3
PLN	119.45	7	4
UAH	61.50	2	1

Below the summary cards is a table of client details. The table has columns for Client Name, Active status, Client Since, Lifetime, Invoices Paid, Total Revenue, and Monthly Value. Two clients are listed: 'Ruslan Polovyi' (Active, Client Since: 2021-04-27, Lifetime: 57.7 months, Invoices Paid: 23, Total Revenue: \$88,850.31, Monthly Value: \$1,539.87) and 'asdasd asdasd (sdfsdf)' (Inactive, Client Since: 2024-09-30, Lifetime: 16.6 months, Invoices Paid: 0, Total Revenue: \$0.00, Monthly Value: \$0.00). The table shows 'Showing 1 to 2 of 2 entries'.

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.

Revision #2

Created 15 February 2026 19:37:31 by Ruslan

Updated 15 February 2026 19:45:03 by Ruslan