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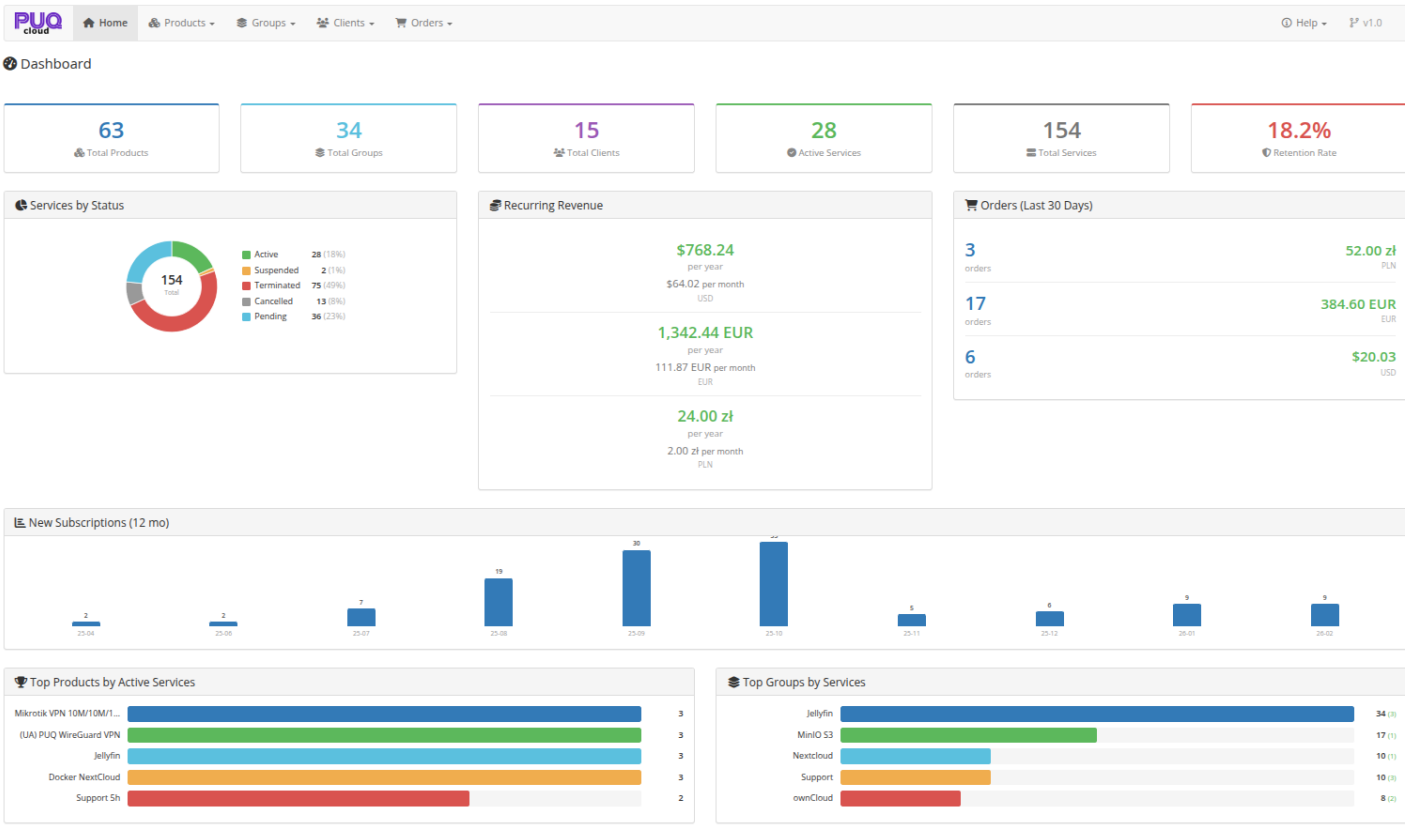
Dashboard

Product Analytics addon **WHMCS**

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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.

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