PUQ Mautic
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Description

Product Analytics addon **WHMCS**

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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/

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