



ACME Creative Agency

Laurent P. Groulx

Expert Add Expense

**Budgets**

**\$7,140,000.00** Total Budget | **\$3,716,527.00** Total Spent | **\$40,285,050.00** Total Revenue | **\$36**

**Monthly Objectives**

TYPE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	ANNUAL
Budget	500000	500000	500000	430000	400000	400000	400000	500000	620000	620000	580000	120000	\$7.14M
Actual Exp.	100%	100%	100%	93%	90%	90%	90%	100%	100%	100%	100%	100%	\$3.72M
Revenue	500000	500000	610000	640000	700000	750000	820000	570000	660000	720000	600000	540000	\$7.28M
Actual Rev.	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	\$6.79M

**Monthly Spending vs Revenue**

**Expense Breakdown**

Subcontractor	\$1.24M	34%
Labour	\$1.24M	34%
Marketing	\$432K	12%
Equipment	\$366.3K	10%
Software	\$219.4K	6%
Travel	\$211.4K	6%
Materials	\$173.1K	5%
Materials	\$44.5K	1%
Materials	\$13.2K	0%
Other	\$14K	0%

**Revenue per Year**

2021: \$14.1M | 2022: \$6.79M

**Project Budgets**

PROJECT	ACCOUNT	BUDGET	SPENT	% USED	REVENUE TARGET	REVENUE	PLG %	STATUS
Annual Report - Bloom & Fiori	Bloom & Fiori	\$48,900.00	\$6,367.00	13%	\$127,500.00	\$50,917.50	\$42,818.00	Under
Influencer Campaign - Vista Wellness Retreats Spring	Vista Wellness Retreats	\$48,600.00	\$952.00	2%	\$126,200.00	\$48,975.50	\$48,975.50	Under
Brand Refresh - Pacific Coast Hospitality Q1 2025	Pacific Coast Hospitality	\$48,300.00	\$2,522.00	5%	\$148,800.00	\$48,866.00	\$48,866.00	Under
Market Research - Meridian Tech Solutions Phase 2	Meridian Tech Solutions	\$48,200.00	\$8,123.00	17%	\$124,100.00	\$0.00	\$0.00	Under
Social Strategy - Bloom & Fiori	Bloom & Fiori	\$48,000.00	\$0.00	0%	\$125,800.00	\$11,278.50	\$11,278.50	Under
Brand Refresh - Lone Brand Studios Spring	Lone Brand Studios	\$43,300.00	\$4,698.00	11%	\$134,400.00	\$0.00	\$0.00	Under
Event Branding - Lone Brand Studios Summer	Lone Brand Studios	\$43,300.00	\$8,058.00	19%	\$132,100.00	\$0.00	\$0.00	Under
Logo Design - Meridian Tech Solutions Winter	Meridian Tech Solutions	\$42,000.00	\$4,022.00	10%	\$78,600.00	\$0.00	\$0.00	Under
Influencer Campaign - Meridian Tech Solutions Q2 2025	Meridian Tech Solutions	\$42,000.00	\$5,332.00	13%	\$116,700.00	\$0.00	\$0.00	Under
Media Campaign - Sunset Events Group Q1 2025	Sunset Events Group	\$42,000.00	\$3,322.00	8%	\$98,200.00	\$49,751.50	\$49,429.50	Under
PR Campaign - Pacific Coast Hospitality Refresh	Pacific Coast Hospitality	\$42,000.00	\$3,058.00	7%	\$132,100.00	\$0.00	\$0.00	Under
Landing Page - Harborview Properties Spring	Harborview Properties	\$42,000.00	\$2,478.00	6%	\$109,000.00	\$0.00	\$0.00	Under
Packaging Design - Riverside Convention Center Summer	Riverside Convention Center	\$42,000.00	\$0.00	0%	\$105,000.00	\$42,157.50	\$42,157.50	Under
Product Photography - Golden State Catering Co. Q1 2025	Golden State Catering Co.	\$41,800.00	\$7,336.00	18%	\$84,600.00	\$0.00	\$0.00	Under
Content Campaign - Meridian Tech Solutions Q4 2025	Meridian Tech Solutions	\$41,700.00	\$1,509.00	4%	\$96,700.00	\$0.00	\$0.00	Under
Website Series - Riverside Convention Center Q1 2025	Riverside Convention Center	\$41,700.00	\$0.00	0%	\$115,100.00	\$62,434.00	\$62,434.00	Under
Website Redesign - Bloom & Fiori Fall	Bloom & Fiori	\$41,600.00	\$2,438.00	6%	\$132,900.00	\$0.00	\$0.00	Under
Social Strategy - Vista Wellness Retreats Summer	Vista Wellness Retreats	\$41,400.00	\$2,834.00	7%	\$174,900.00	\$0.00	\$0.00	Under
E-commerce Design - Golden State Catering Co. Refresh	Golden State Catering Co.	\$40,900.00	\$1,980.00	5%	\$109,200.00	\$0.00	\$0.00	Under
Podcast Launch - Golden State Catering Co. Refresh	Golden State Catering Co.	\$40,900.00	\$0.00	0%	\$120,200.00	\$15,330.00	\$15,330.00	Under
Social Strategy - Golden State Catering Co. Q1 2025	Golden State Catering Co.	\$40,400.00	\$1,287.00	3%	\$123,200.00	\$18,612.00	\$18,285.00	Under
App Design - Vista Wellness Retreats Phase 1	Vista Wellness Retreats	\$40,200.00	\$2,283.00	6%	\$78,800.00	\$2,513.50	\$2,513.50	Under
Digital Campaign - Meridian Tech Solutions Spring	Meridian Tech Solutions	\$40,100.00	\$7,904.00	20%	\$78,600.00	\$0.00	\$0.00	Under
Landing Page - Lone Brand Studios Summer	Lone Brand Studios	\$39,500.00	\$1,406.00	4%	\$82,600.00	\$0.00	\$0.00	Under
Riverside Fall Convention 2025	Riverside Convention Center	\$39,100.00	\$0.00	0%	\$119,800.00	\$53,983.50	\$53,983.50	Under
Landing Page - Pacific Coast Hospitality Annual	Pacific Coast Hospitality	\$38,800.00	\$7,805.00	20%	\$77,200.00	\$0.00	\$0.00	Under
Packaging Design - Elevation Music Festival Phase 1	Elevation Music Festival	\$38,800.00	\$3,411.00	9%	\$124,800.00	\$0.00	\$0.00	Under
Podcast Launch - Meridian Tech Solutions Phase 2	Meridian Tech Solutions	\$38,800.00	\$7,380.00	19%	\$76,700.00	\$0.00	\$0.00	Under
Corporate Video - Riverside Convention Center Summer	Riverside Convention Center	\$38,100.00	\$3,438.00	9%	\$76,100.00	\$0.00	\$0.00	Under
Market Research - Pacific Coast Hospitality Winter	Pacific Coast Hospitality	\$38,000.00	\$1,779.00	5%	\$73,000.00	\$0.00	\$0.00	Under
Trade Show - Sunset Events Group Q4 2025	Sunset Events Group	\$37,900.00	\$4,314.00	11%	\$89,800.00	\$0.00	\$0.00	Under
Influencer Campaign - Elevation Music Festival Annual	Elevation Music Festival	\$37,700.00	\$10,549.00	28%	\$69,000.00	\$0.00	\$0.00	Under
Website Redesign - Golden State Catering Co. Phase 1	Golden State Catering Co.	\$37,200.00	\$14,805.00	40%	\$71,100.00	\$0.00	\$0.00	Under
App Design - Riverside Convention Center Winter	Riverside Convention Center	\$36,800.00	\$0.00	0%	\$96,400.00	\$0.00	\$0.00	Under
SBO Package - Sunset Events Group Spring	Sunset Events Group	\$36,800.00	\$3,113.00	8%	\$76,500.00	\$0.00	\$0.00	Under
Market Research - Riverside Convention Center Fall	Riverside Convention Center	\$36,600.00	\$5,097.00	14%	\$128,100.00	\$0.00	\$0.00	Under
Corporate Video - Riverside Convention Center	Riverside Convention Center	\$36,200.00	\$2,609.00	7%	\$85,400.00	\$6,241.50	\$3,261.50	Under
Influencer Campaign - Lone Brand Studios Phase 1	Lone Brand Studios	\$35,600.00	\$8,186.00	23%	\$105,700.00	\$0.00	\$0.00	Under
Corporate Video - Pacific Coast Hospitality Q1 2025	Pacific Coast Hospitality	\$35,000.00	\$6,243.00	18%	\$118,700.00	\$0.00	\$0.00	Under
Pacific Coast 2024 Campaign	Pacific Coast Hospitality	\$34,900.00	\$952.00	3%	\$77,800.00	\$0.00	\$0.00	Under
Digital Campaign - Lone Brand Studios Spring	Lone Brand Studios	\$34,700.00	\$11,158.00	32%	\$96,600.00	\$0.00	\$0.00	Under
VR/AR Sprint - Golden State Catering Co. Refresh	Golden State Catering Co.	\$34,600.00	\$11,439.00	33%	\$107,300.00	\$61,429.50	\$61,769.50	Under
App Design - Lone Brand Studios Refresh	Lone Brand Studios	\$34,500.00	\$14,746.00	43%	\$119,100.00	\$0.00	\$0.00	Under
Market Research - Lone Brand Studios Refresh	Lone Brand Studios	\$34,500.00	\$2,580.00	7%	\$87,600.00	\$0.00	\$0.00	Under
Website Redesign - Riverside Convention Center Summer	Riverside Convention Center	\$34,500.00	\$4,488.00	13%	\$66,900.00	\$0.00	\$0.00	Under
Annual Report - Pacific Coast Hospitality Spring	Pacific Coast Hospitality	\$34,300.00	\$4,024.00	12%	\$116,600.00	\$0.00	\$0.00	Under
Influencer Campaign - Lone Brand Studios Q1 2025	Lone Brand Studios	\$34,000.00	\$2,019.00	6%	\$82,200.00	\$0.00	\$0.00	Under
App Design - Sunset Events Group Refresh	Sunset Events Group	\$33,700.00	\$5,911.00	18%	\$83,200.00	\$0.00	\$0.00	Under
App Design - Lone Brand Studios Q3 2025	Lone Brand Studios	\$33,600.00	\$0.00	0%	\$84,400.00	\$0.00	\$0.00	Under
Email Marketing - Golden State Catering Co. Winter	Golden State Catering Co.	\$33,600.00	\$6,512.00	19%	\$83,700.00	\$0.00	\$0.00	Under

**Recent Expenses**

- Location scouting - Product Hospitality - Sunset Events Group Q1 2025 - [View](#) - **\$1,369.00** - Per 15
- Project management - Brand Strategy - Sunset Events Group Winter - [View](#) - **\$3,088.00** - Per 15
- 3D rendering services - Landing Page - Vista Wellness Retreats Spring - [View](#) - **\$3,019.00** - Per 15
- Strategy consulting - App Design - Bloom & Fiori Phase Q1 2025 - [View](#) - **\$3,321.00** - Per 15
- Motion designer time - Event Branding - Vista Wellness Retreats Q1 2025 - [View](#) - **\$1,263.50** - Per 15
- Creative direction - Historical Launch Campaign - [View](#) - **\$2,712.00** - Per 15
- Creative direction - App Design - Sunset Events Group Refresh - [View](#) - **\$1,348.00** - Per 15
- Food sourcing - E-commerce Design - Riverside Convention Center Phase 1 - [View](#) - **\$1,368.00** - Per 15
- Dance rental - E-commerce Design - Vista Wellness Retreats Spring - [View](#) - **\$3,720.00** - Per 15
- Copywriter hours - VR/AR Sprint - Golden State Catering Co. Fall - [View](#) - **\$209.00** - Per 15

# Budget

The Budget page gives ACME Creative Agency a complete financial picture across all projects — tracking what you've spent, what you've earned, and how you're tracking against your goals.

## Key Features

- **KPI Summary:** Four headline numbers at the top — Total Budgets, Total Spent, Total Revenue, and Overall P&L. The P&L turns green when you're profitable and red when you're not.
- **Monthly Objectives Grid:** Set your budget and revenue targets month by month for the year. Just click any number and type a new value — it saves automatically. Rows show your targets alongside actual expenses and actual revenue so you can see how each month compares. Use the arrows to flip between years.
- **Monthly Spending vs Revenue Chart:** A side-by-side bar chart covering the last 12 months. Red bars are expenses, green bars are revenue — a quick way to spot which months were your strongest.
- **Expense Breakdown:** See where your money is going by category — Labor, Equipment, Subcontractor, Travel, Software, and more. Each category shows its share of total spending as a percentage bar.
- **Revenue per Year:** A horizontal bar chart showing total paid revenue for each year ACME has been active. The current year is highlighted.
- **Project Budgets Table:** Every active project listed with its annual budget, total spent, a % used progress bar, revenue target, revenue earned, P&L, and a status badge (Under / On Target / Over). Click any column header to sort. Click any row to open that project.
- **Recent Expenses:** The 10 most recent expense entries across all of ACME's projects, with category, project name, amount, and date.
- **Add Expense:** Log a new expense directly from this page without going into a specific

project.

- **Export:** Download the full project budgets table as a CSV file for reporting or accounting.

## How to Use

1. Open the **Budget** page from the sidebar to see your financial overview load automatically.
2. Review the four KPI cards at the top for a quick health check.
3. In the **Monthly Objectives** section, enter your spending budget and revenue targets for each month — type directly into any cell and it saves within a couple of seconds.
4. Scroll down to the **Project Budgets** table to see how individual projects are performing. Use the search box to find a specific project quickly.
5. Click **Add Expense** (top right) to log a cost — select the project, enter a description, amount, date, and category. Check "Billable to client" if the cost can be passed on.
6. Click **Export** to download the project budgets as a spreadsheet.

## Tips

- A project's status badge turns **red (Over)** when spending exceeds its budget by more than 10% — a quick warning sign to investigate.
- The Monthly Objectives grid auto-saves as you type, but you'll see the row turn yellow briefly to confirm it's been registered.
- Clicking a project row in the table takes you directly to that project's detail page.
- Categories in the Expense Breakdown are set when you log each expense — being consistent with categories (e.g., always using "Labor" for staff costs) makes the breakdown more useful over time.