

# Analysis Report

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**Question Number: 1 Category: Revenue Mix**

**Metric:** Recurring Revenue

**Question:** What percent of your total revenue is recurring? **Response:** You are within a healthy range.

**Question Number: 2 Category: Revenue Mix****Metric:** Average Revenue Per Ticket**Question:** What's your average revenue per ticket/sale? **Response:** 300**Healthy Range:** Average revenue ticket should be between \$325 and \$650.**RED FLAG Trigger:** If average ticket revenue is under \$325 it's a red flag.**Possible Reasons and Impacts:** Possible reasons and impacts: Underpricing or over-scoping leading to margin erosion; poor upselling by technicians; ineffective sales training; customer perception of low value; inability to cover fixed costs per job.**Notes & Comments:** Additional Notes**Question Number: 3 Category: Revenue Mix****Metric:** Replacement vs Repair Revenue**Question:** What percent of your revenue is from replacements vs repairs? **Response:** You are within a healthy range.

**Question Number: 4 Category: Gross Margin**

**Metric:** Overall Gross Margin

**Question:** What's your overall gross margin as a percent of total revenue? **Response:** You are within a healthy range.

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