

Client Accounting Details

The Big Cupcake Store

284 East Shore Drive
Inthere, ST 99999

Contact

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Date Enrolled:

01/31/2023

Industry Description

Restaurants and other eating places

Accounting Package

QuickBooks

Authorization Status

Connected

Online Banking Profile

The Big Cupcake Store

Business ID: 654321

Date Connected: 10/31/2022

Service Providers

	Name	Count	Amount
Merchant Services	Clover	989	\$29,650
Top Payroll Provider	IntuitQB	58	\$83,051
Top Payment Provider	PayPal	101	\$2,128

Insights and Actions

EXPAND ALL

(5)

Export

Accounting

Lending



The Big Cupcake Store has demonstrated positive loan underwriting characteristics through net profit of **\$158,885** and net profit growth of **47%** over the last 12 months.

Accounting

Share of Wallet



The Big Cupcake Store appears to have **2** active credit card relationships at other institutions

Accounting

Lending



The Big Cupcake Store appears to currently have an Accounts Receivable balance of approximately **\$60,000**.

Bank Accounts

Payments



The Big Cupcake Store appears to have written about **24** checks recently.

Transactional

Accounts



The Big Cupcake Store appears to be using IntuitQB payroll services.

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Campaigns

Campaign Title	Date Started	Date Ended	Viewed	Clicked
Large Deposit offering	02/01/2025	05/15/2025	6	2
Switch merchant accou...	10/15/2024	12/31/2024	3	1
Credit line extension	04/05/2024	07/01/2024	2	1
2nd Checking account...	01/01/2024	02/25/2024	0	0
Checking account of	12/15/2023	02/15/2024	0	0

Show more

Metrics

Share of Wallet

as of 08/13/2024

Top Deposit Competitors

	Dollar Amount	Percentage
1. Bank of America	\$80,120	40%
2. First Regional Bank	\$15,320	23%
3. Federal Credit...	\$10,320	10%
4. US Bank	\$5,320	2%
5. Unknown	\$4,320	2%

Top Credit Competitors

	Dollar Amount	Percentage
1. AmEx	\$40,098	40%
2. Bank of America	\$30,320	23%
3. Capital One	\$20,320	10%
4. Unknown	\$10,320	2%
5. First Regional Bank	\$1,320	2%

Financials

as of 08/13/2024

Profit & Loss

	Current Month	Year to Date
Revenue	\$29,151	\$435,212
Gross Profit Margin	86%	90%
Net Profit	\$5,235	\$45,664
Net Profit Margin	3.5%	3.8%
Revenue Growth	-5.58%	+1.5%

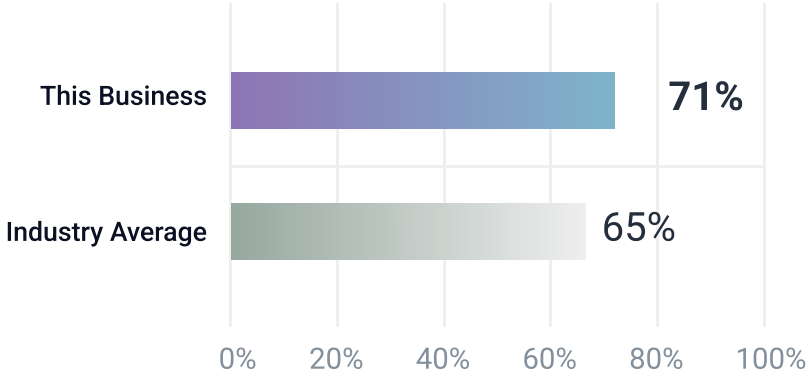
Balance Sheet

	Yesterday	12/31/2023
Cash	\$88,235	\$61,265
Current Assets	\$201,565	95%
A/R	+12.23%	+12.23%
Total Assets	-6.8%	-6.8%
Current Liabilities	+43.09%	+43.09%

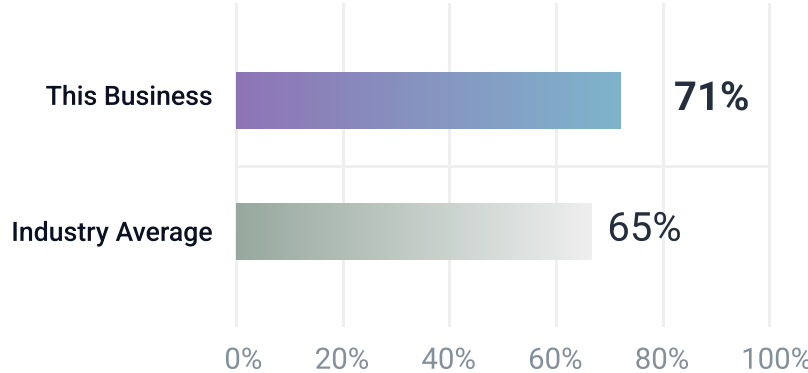
Benchmarking

as of 08/13/2024

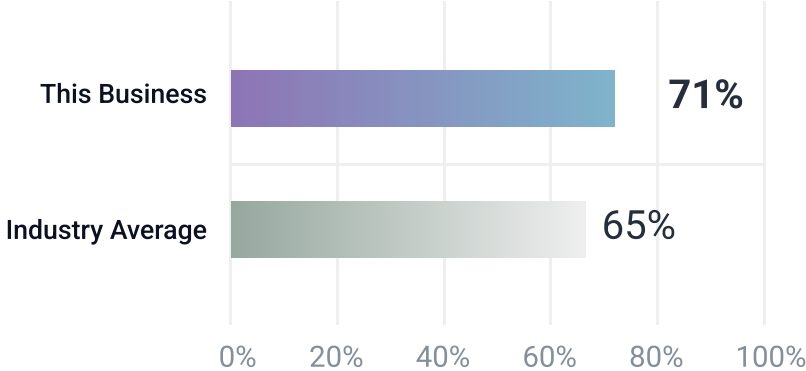
Rent Expense



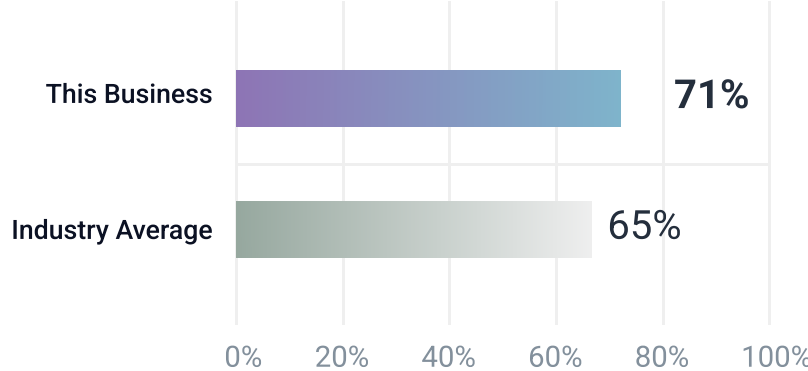
Payroll Expense



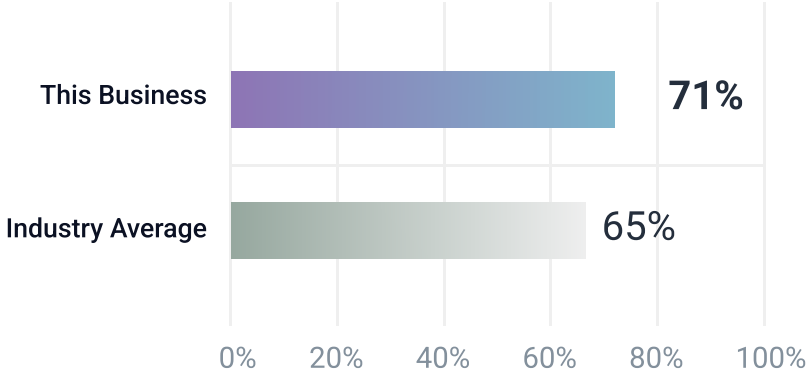
Number of Employees



Debt to Assets



Receivables to Assets



Payables to Liabilities

