

How to Use Expenses to Improve Business Decisions

Expense tracking is most valuable when it leads to action.

- Compare recurring costs from month to month.
- Review spending by category to find rising overhead.
- Compare payroll and staffing costs with sales trends.
- Check whether marketing costs are producing enough revenue.
- Identify vendors or payees receiving increasing payments.
- Use net profit—not sales alone—when evaluating performance.

Investigate unusual changes by opening the underlying expense records and attachments.

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