# Mastering Your Platform's Economics

A Strategic Guide to the RAD Platform Finance Dashboard

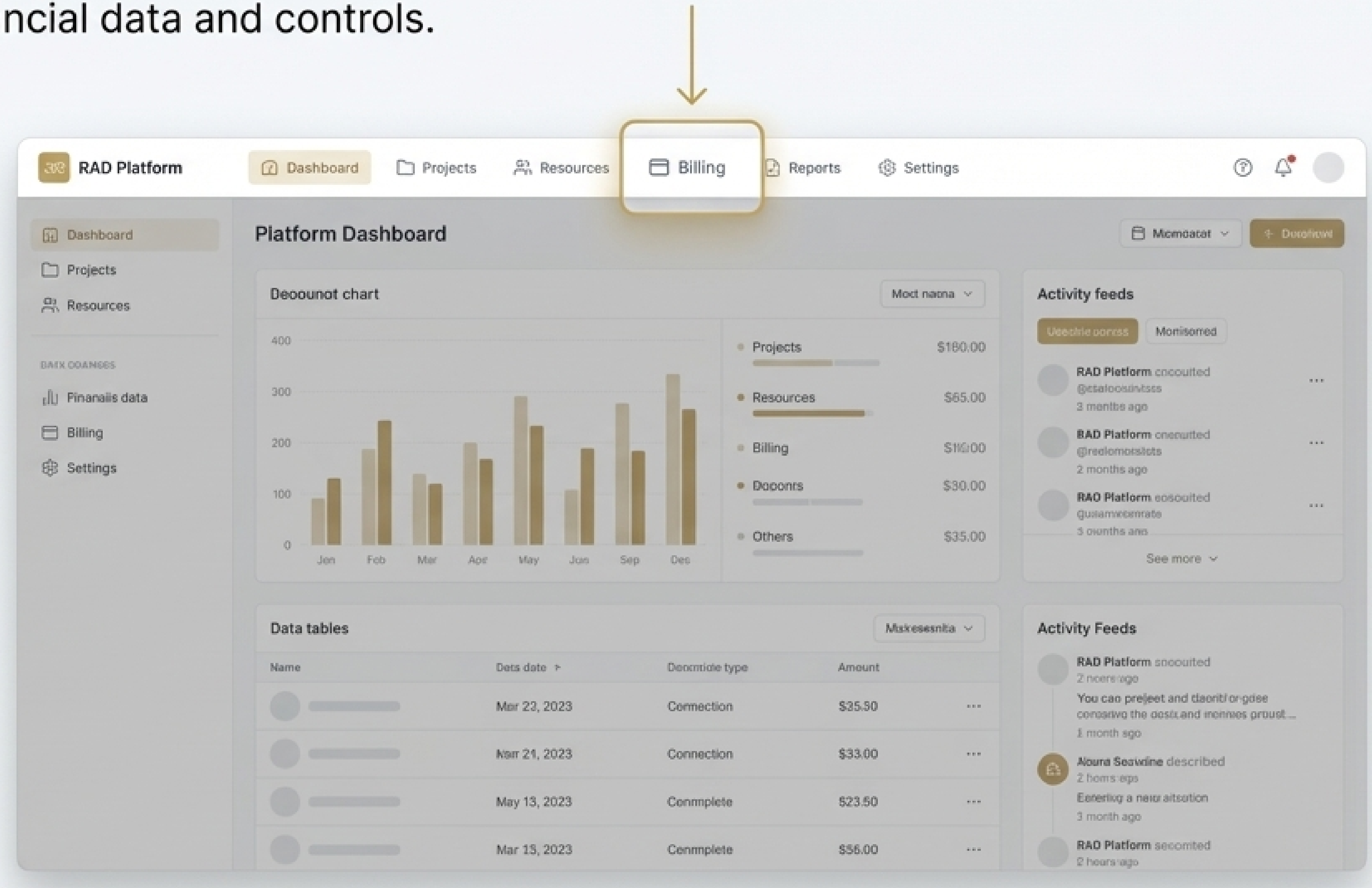
# Your Mandate: Deep Visibility into Platform Economics

The Finance role on the RAD Platform is designed to give you a complete and granular understanding of your digital economy. This guide will walk you through the key workflows, transforming raw data into financial intelligence and decisive action. We will cover how to:

- Analyze true, cash-based revenue.
- Manage the economic levers of the platform.
- Ensure compliance through formal reporting.

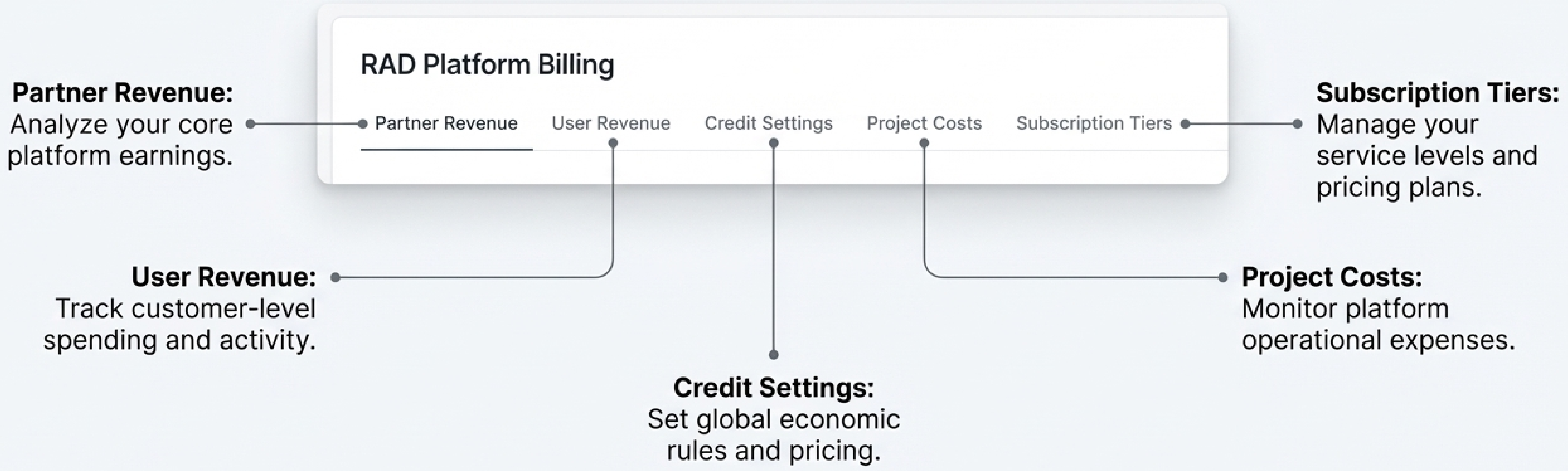
# Accessing Your Financial Command Center

Begin by selecting **Billing** from the main navigation bar. This is your gateway to all financial data and controls.



# An Overview of Your Financial Toolkit

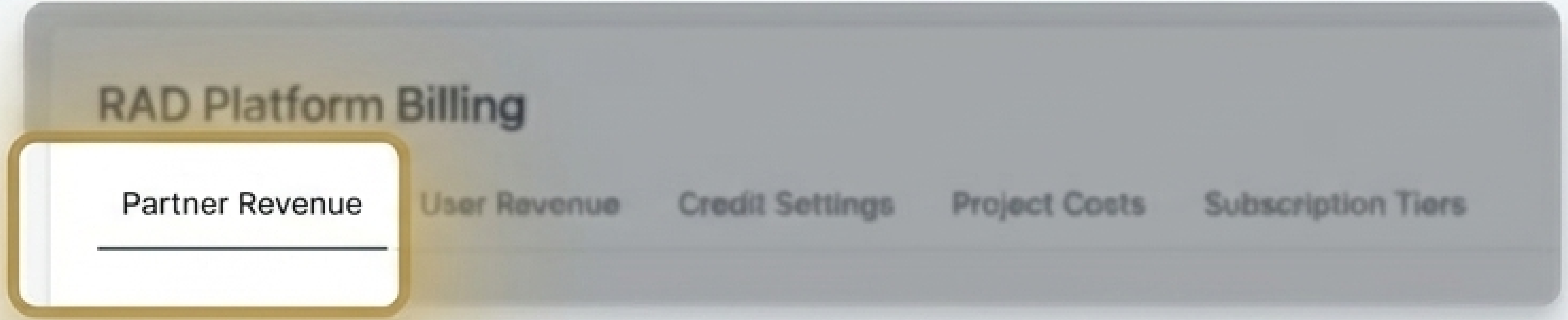
The Billing section is organized into several powerful tabs, each serving a distinct purpose in managing your platform's finances.



# The First Question: What is Our True, Cash-Based Revenue?

To get an accurate picture of profitability, you need to look beyond gross numbers. The **Partner Revenue** tab provides the definitive answer by focusing on actual cash flow.

Click the **Partner Revenue** tab to begin your analysis.



# Focusing on True Revenue

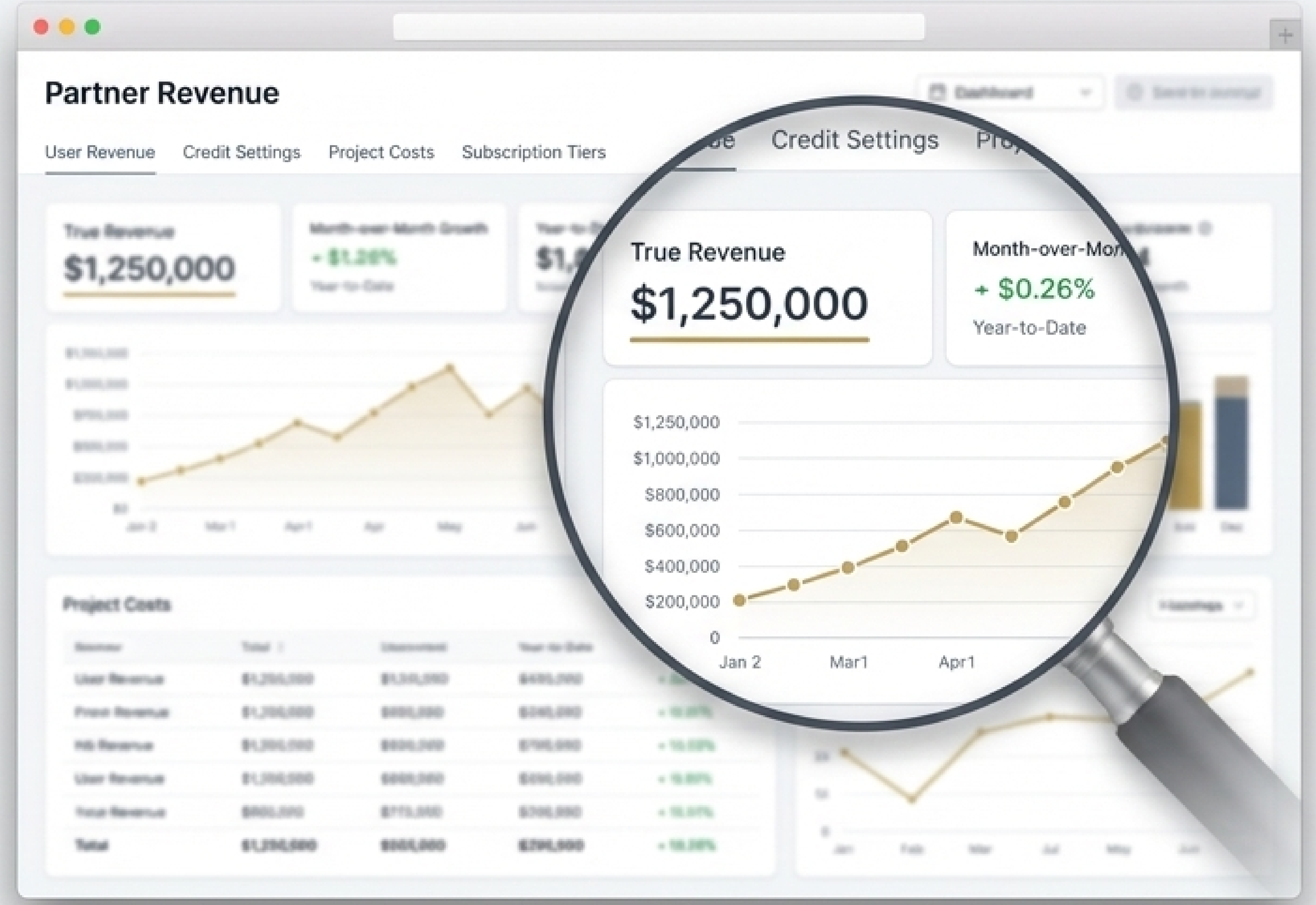
This dashboard provides a critical metric: **True Revenue**. This figure represents the actual money earned from customer credit purchases that have been consumed by deployments.

**What it is:** True Revenue

**How it's calculated:** Total revenue from consumed credit purchases, excluding any free or promotional credits.

## Why It Matters

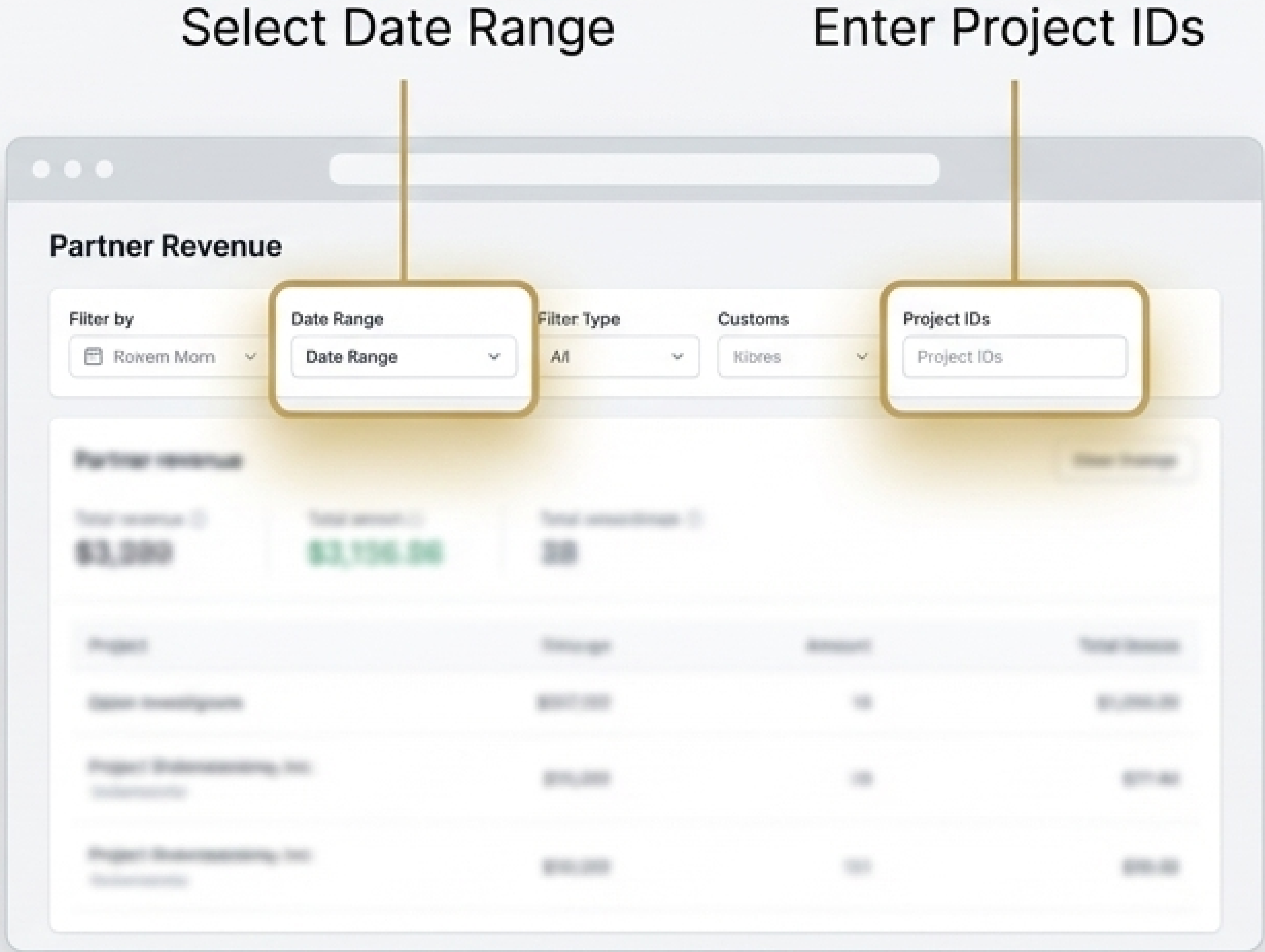
This metric provides a clear view of actual cash flow, stripping away promotional costs and enabling accurate profitability analysis.



# Refining Your Analysis for Specific Insights

Move from a high-level overview to a granular investigation. Use the built-in filters to isolate the data you need for specific initiatives or time periods.

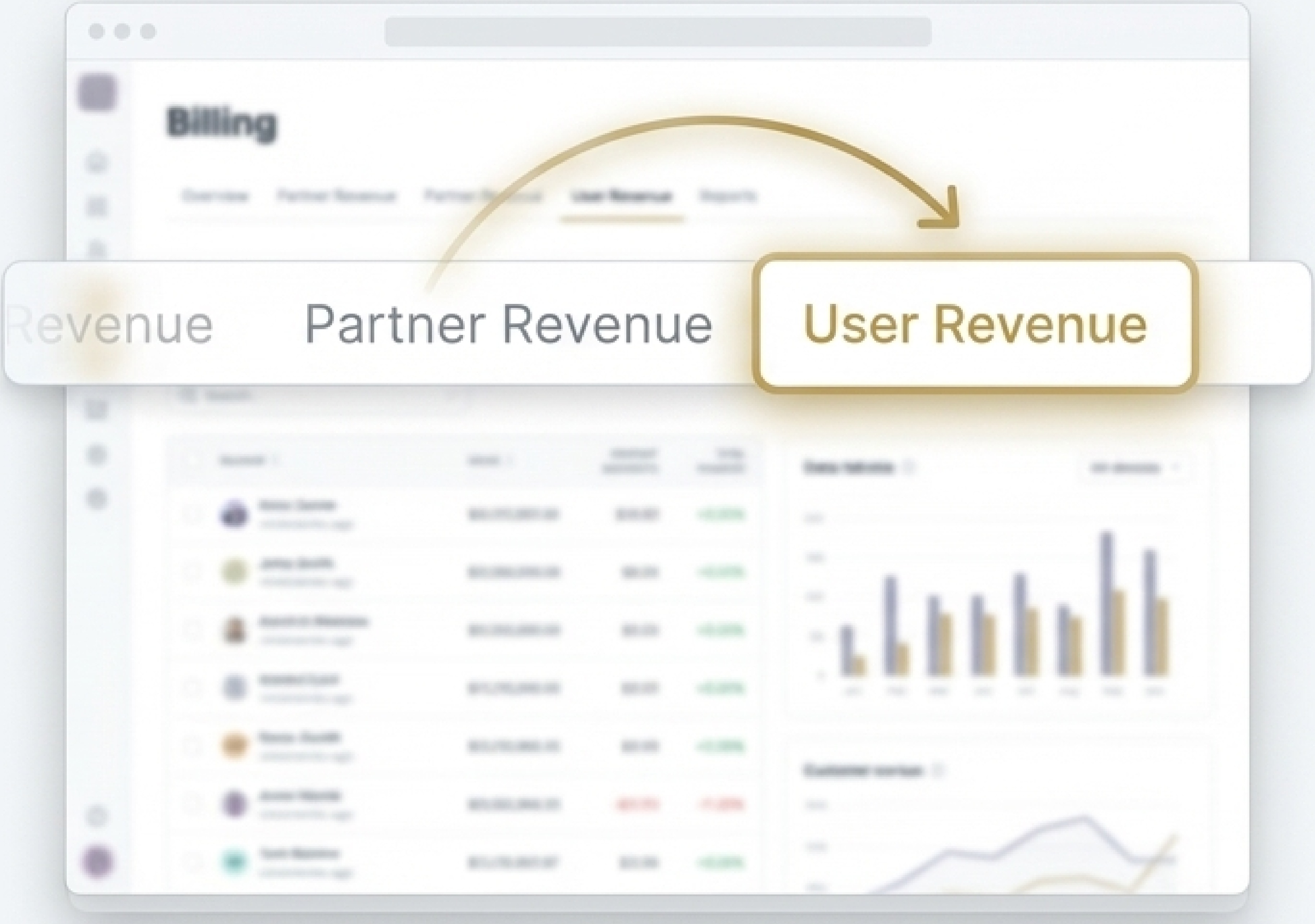
- **Filter by Date:** Analyze revenue for a specific month, quarter, or custom range.
- **Filter by Project IDs:** Isolate the economic performance of a single project or a group of projects.



# The Second Question: Who Are Our Most Valuable Customers?

Understanding your revenue sources at the user level is key to growth. The **User Revenue** tab helps you identify top spenders and understand their activity on the platform.

Navigate to the **User Revenue** tab to explore customer-level data.



# Identifying Top Spenders and Drilling Down into Activity

Within this view, you can immediately identify your most significant revenue contributors and investigate their platform usage.

- **See top spenders:** The dashboard ranks users by their spending, providing a clear list of your most valuable customers.
- **Drill down into specifics:** Select any user to analyze their individual activities and consumption patterns.

# From Insight to Action: Managing Your Platform's Economy

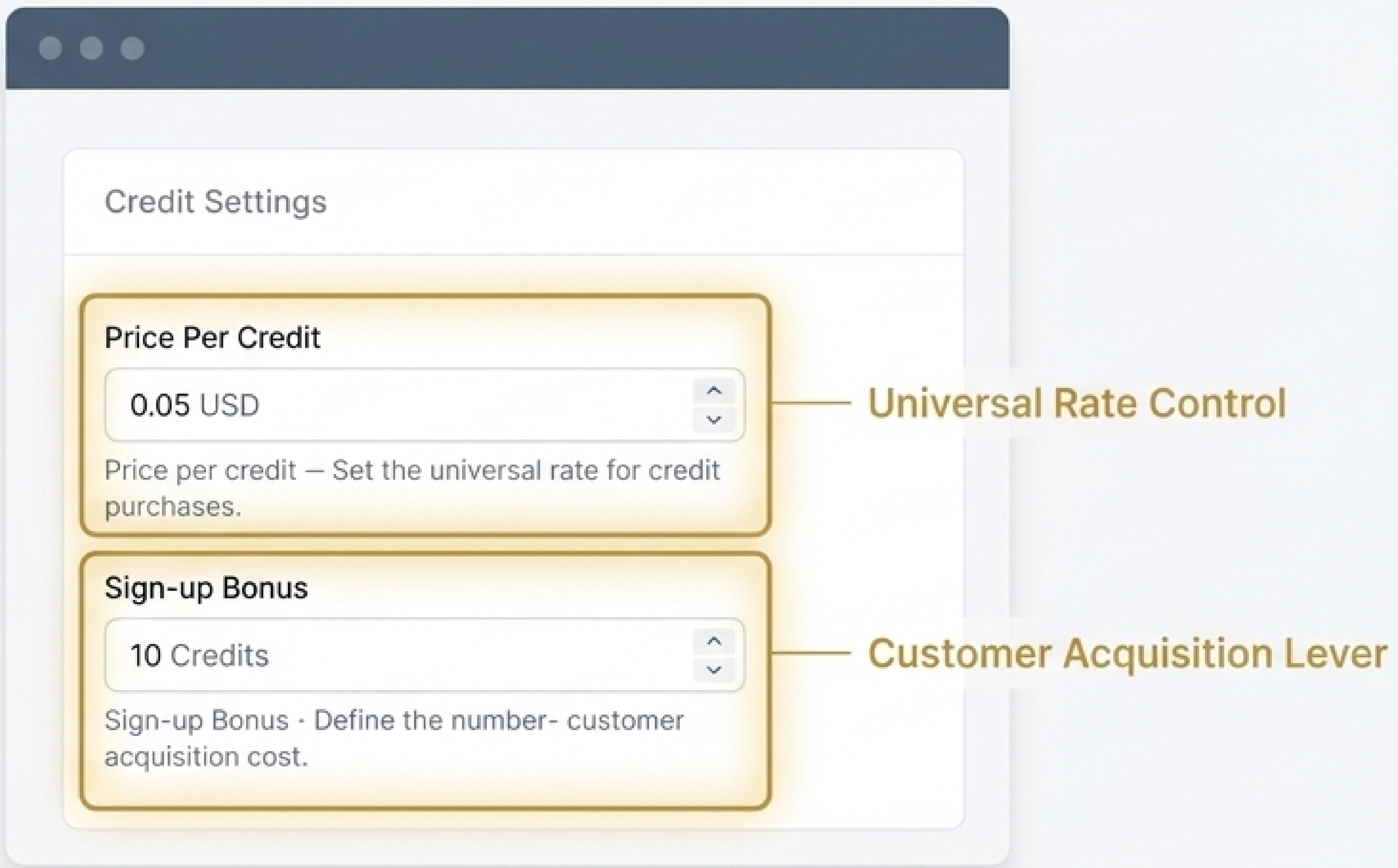
A deep understanding of your finances is the first step. The RAD Platform also gives you the tools to act on those insights. The Credit Settings and Credit Management sections allow you to directly control the economic levers of your platform.

# Setting the Global Economic Rules

The **Credit Settings** tab gives you platform-wide control over the core value exchange: your credits.

## Key Levers

- **Price Per Credit**: Set the universal rate for credit purchases.
- **Sign-up Bonus**: Define the number of free credits new users receive, managing your customer acquisition cost.

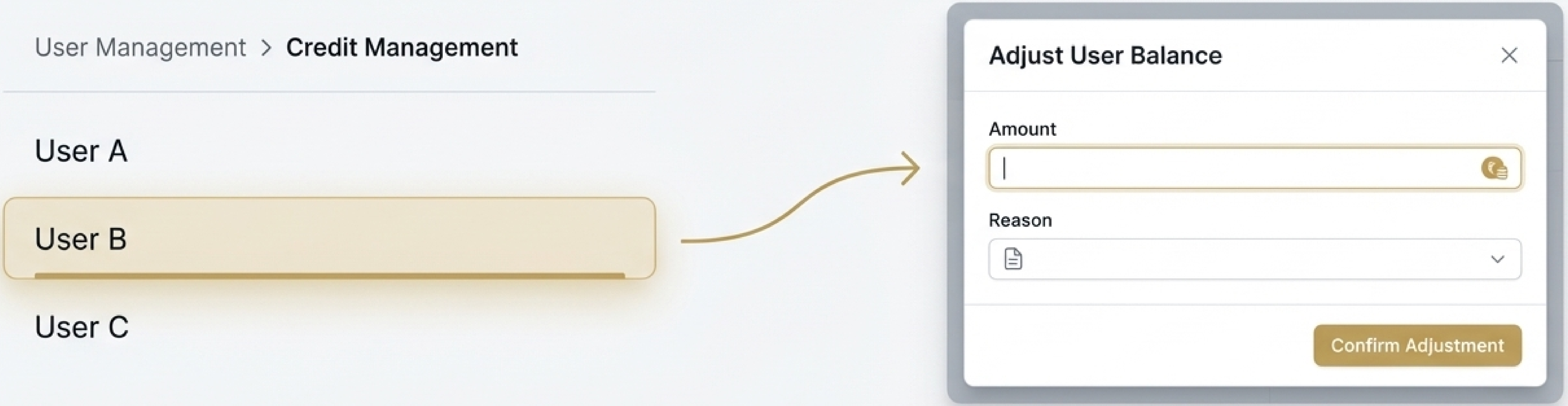


# Fine-Tuning Balances at the Individual User Level

For exceptions, promotions, or support-related adjustments, you need granular control. The **Credit Management** section (found under User Management) allows you to **modify the credit balance** of any **individual user**.

Use Cases

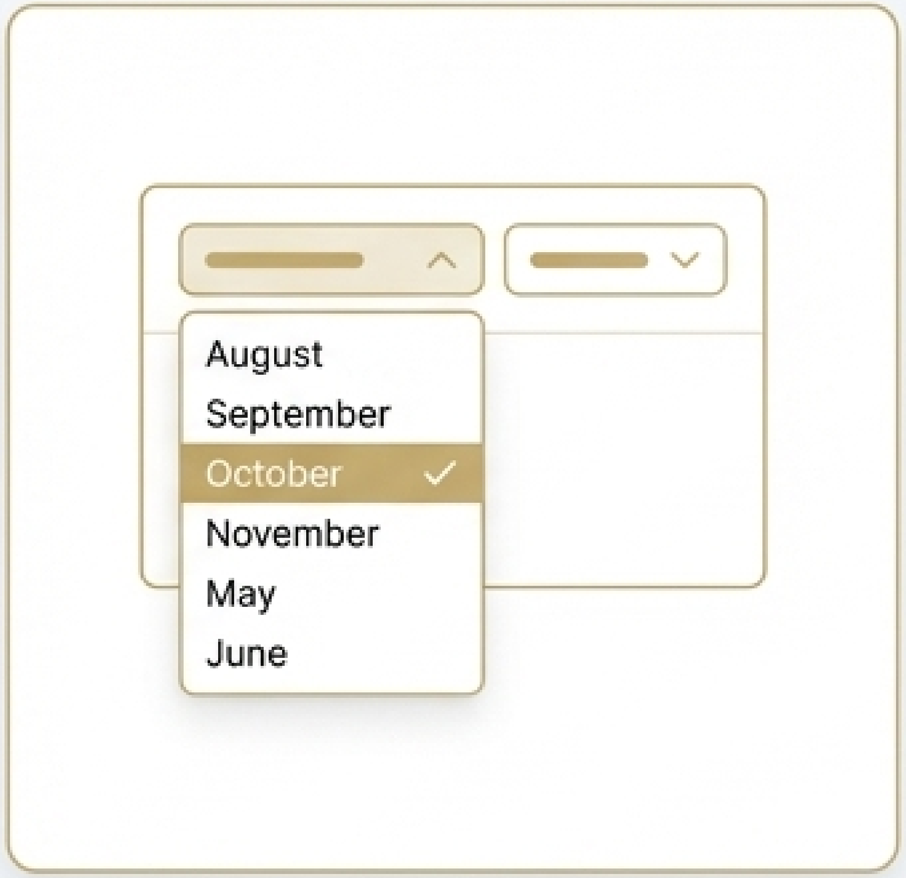
- Applying a manual bonus for a key customer.
- Correcting a billing error.
- Seeding an account for a trial.

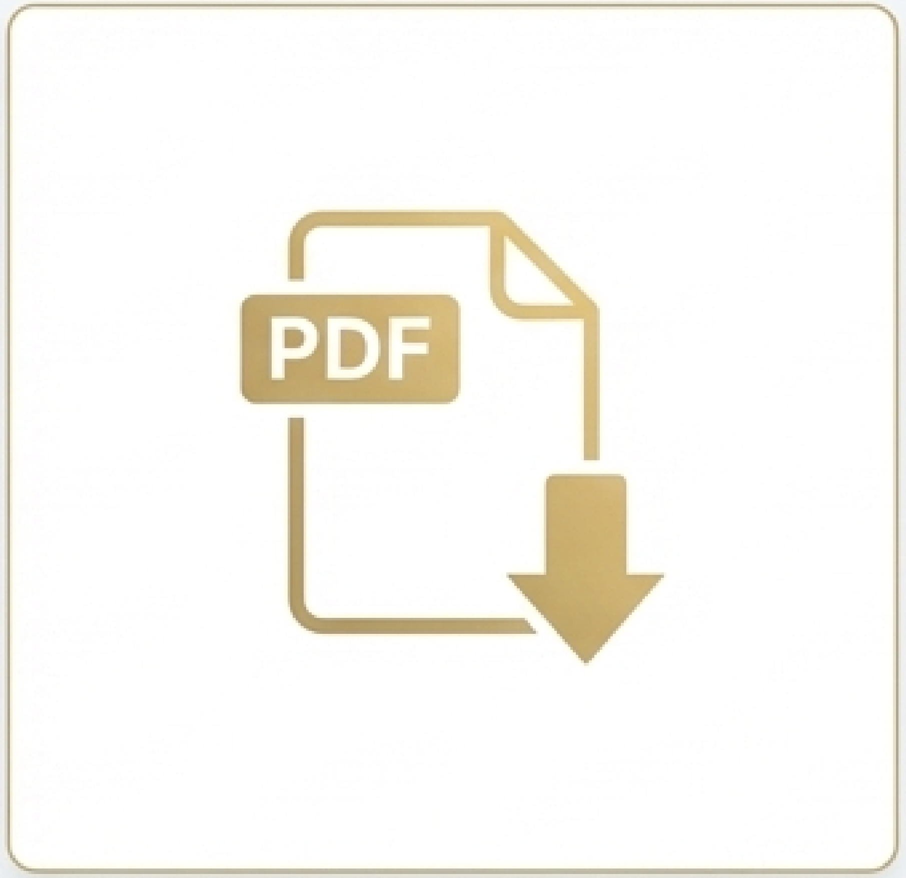


# Closing the Loop: Compliance and Formal Reporting

The final step in a financial workflow is ensuring accurate records for compliance and accounting. The **Project Invoices** tab is your dedicated tool for generating official financial documents.

# Generating and Viewing Your Monthly Invoices


1. Navigate to the **Project Invoices** tab.

2. Select the desired project and month.

3. Generate and download the invoice for your records.

Key Purpose: These invoices serve as the official record for your internal accounting, client billing, and compliance requirements.

# You Are in Command of Your Platform's Economics

Using the Finance Dashboard, you are now equipped to perform the full cycle of financial stewardship:

**Gain a 360° View:** Instantly access your complete financial command center.

**Analyze True Revenue:** Isolate actual cash flow for accurate profitability analysis.

**Identify Key Customers:** Pinpoint top spenders and understand their value.

**Control the Economy:** Actively manage global and individual credit settings.

**Ensure Compliance:** Generate formal invoices for reporting and accounting.