



10 Core Construction Dashboards

That Impact Growth
and Profitability

For contractors and others in the construction industry, the right data at the right time makes the difference between a profitable decision and a missed opportunity. But data alone isn't enough: without the right business intelligence tools, it's a struggle to make sense of scattered information across spreadsheets, accounting software, estimating tools, and CRM systems.

That's where ContractorBI™ comes in.

Designed and built specifically for contractors, ContractorBI™ provides pre-built, interactive dashboards that turn raw data into clear, actionable insights. Instead of spending hours compiling reports, you can instantly visualize performance, track trends, and make decisions that drive growth and profitability right away.

Core Construction Dashboards

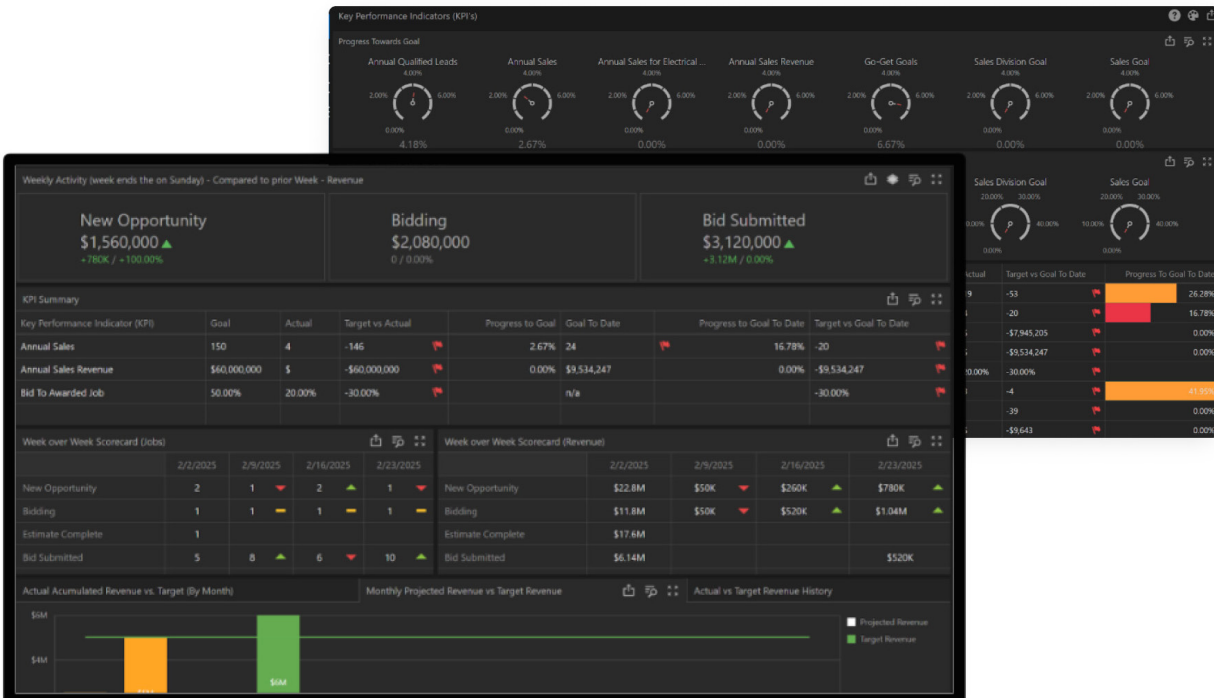


Click the links below to jump to what you need:

1. [Executive Insights](#)
2. [Project Performance](#)
3. [Financial Health & Performance](#)
4. [Predictive Analytics](#)
5. [Bids and Proposals](#)
6. [Workforce & Job Resource Planning](#)
7. [Sales and Lead Management](#)
8. [Marketing & Business Development](#)
9. [Employee Performance](#)
10. [Integrations & Data Insights](#)

1. Executive Insights

A high-level snapshot of overall company health and performance.



Who Uses This Dashboard?

- Owners and stakeholders
- Executives and senior leadership
- Business development teams

Why It Matters

The Executive Insights provide a weekly business snapshot, helping you track sales, bidding, and revenue trends in real-time. Being able to spot early warning signs and track progress against goals means you can quickly pivot strategies to maintain profitability.

This addresses pain points like:

- Lack of real-time visibility into company activities and performance
- Inability to track progress against key metrics (KPI's)
- Inability to forecast and predict financial conditions
- Inability to identify project and financial risks

Key Metrics Provided

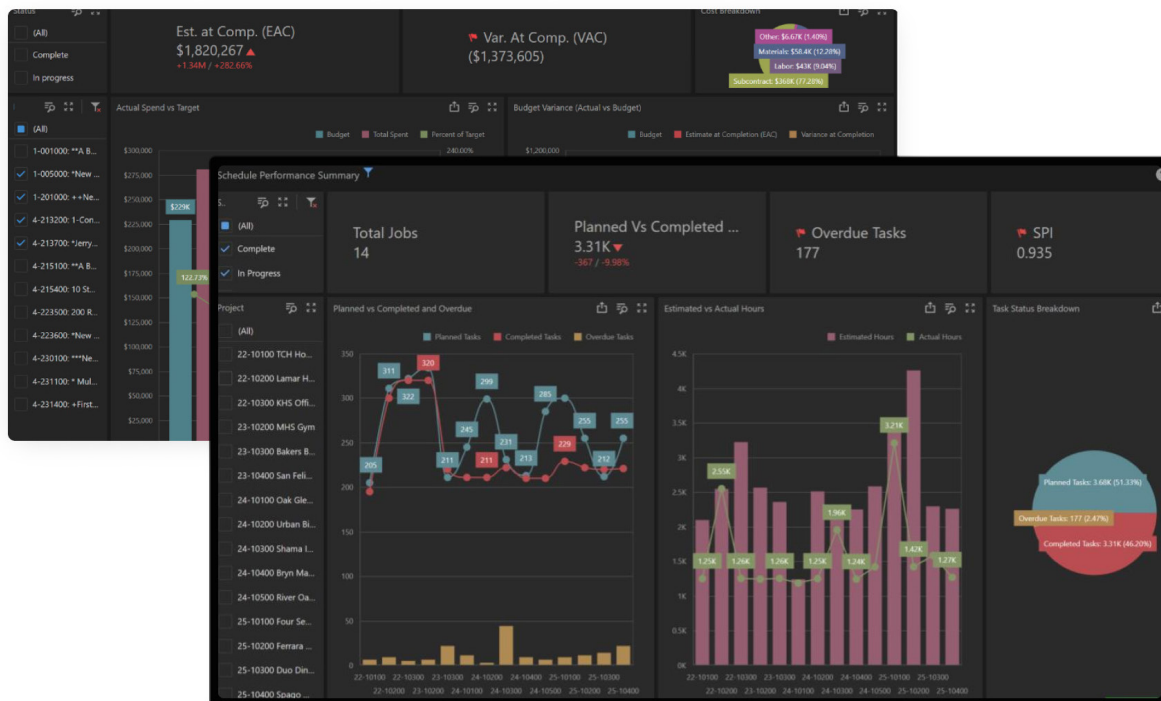
- Weekly Executive Scorecard (weekly bidding/sales activity, trends week over week, KPI performance summary, monthly revenue projections vs actual)
- KPI tracking (progress against goals and goals to date)
- Financial Performance Summary (budget vs actual, cost variances, cost performance index, cost type performance)

Key Questions Answered

- What key activities took place last week, and how do they compare to weeks prior?
- Are we on track to meet our sales and revenue goals?
- Where are we ahead or falling behind, and what's causing these trends?
- What immediate actions are needed to hit our targets?

2. Project Performance

Keep projects on schedule, within budget, and performing efficiently.



Who Uses This Dashboard?

- Executives and senior leadership
- Sales and business development teams
- Estimators and project managers

Why It Matters

This dashboard gives you a live look at project timelines, labor productivity, subcontractor performance, and budget status, helping you make informed decisions. Instead of reacting to issues after they happen, you and your team can spot trends early and take proactive action.

This addresses pain points like:

- Schedule delays
- Cost overruns
- Labor productivity issues
- Poor subcontractor performance

Key Metrics Provided

- Project timeline vs. actual progress
- Budget vs. actual costs
- Percentage of work completed
- Labor productivity (hours worked vs. output)
- Subcontractor performance
- Individual Project Performance

Key Questions Answered

- Are projects running on time and on budget?
- Are we utilizing labor and subcontractors efficiently?
- Where are delays or overages occurring, and why?

3. Financial Health & Performance

See the big picture and stay in control of your financial future.



Who Uses This Dashboard?

- Executives and project leaders
- Front-line sales managers
- Estimators and financial managers
- Project managers

Why It Matters

The Financial Health & Performance Dashboard offers real-time insights into revenue forecasts, cash flow, job profitability, and cost performance, eliminating surprises and supporting smarter financial planning.

This addresses pain points like:

- Cost overruns and lost profit
- A lack of visibility into outstanding project commitments
- Challenges forecasting cash flow, cash flow requirements, or revenue
- Failure to budget and plan financially
- Manual and time-consuming reporting

Key Metrics Provided

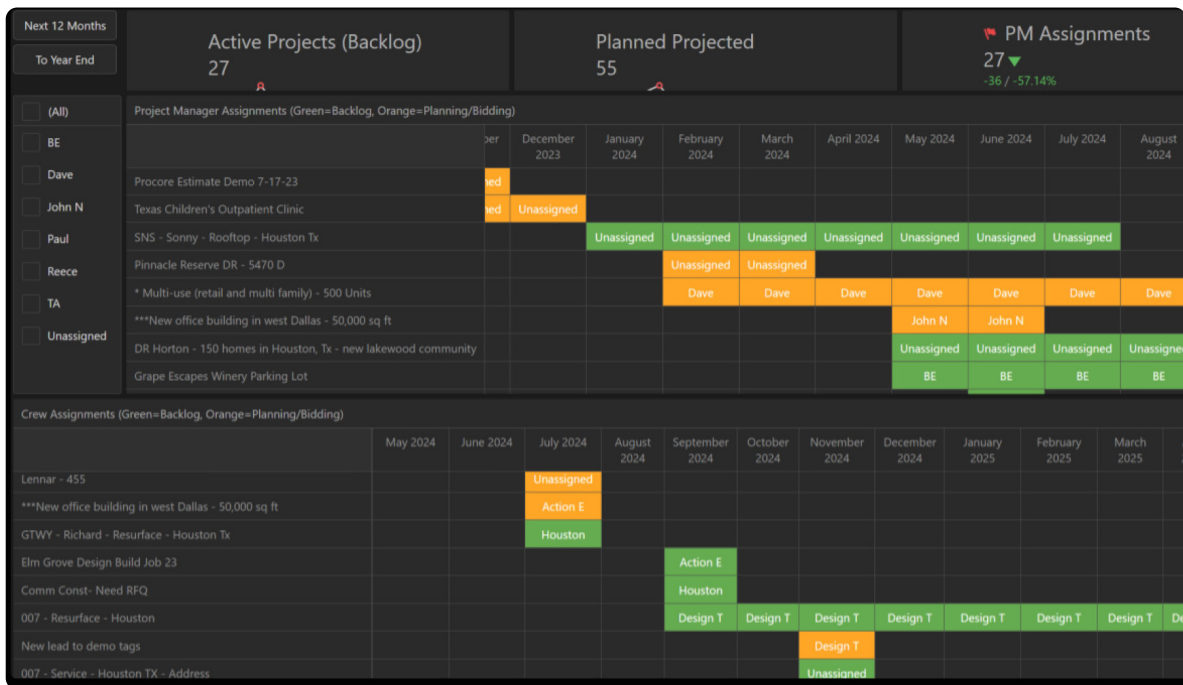
- Budget vs actuals
- Revenue forecasts using probability and pipeline
- Estimate to Complete (ETC) and Variance at Completion (VAC)
- Cash flow forecasting
- Job profitability and cost performance by market, estimator, or type

Key Questions Answered

- Are we financially on track?
- Where are we at risk of overruns or shortfalls?
- Which areas of our business (job types, market segments, or sales reps) are underperforming? Why?

4. Predictive Analytics Dashboard

Use your data and generative AI to predict what's coming.



Who Uses This Dashboard?

- Front-line sales managers
- Sales reps and estimators
- Marketing teams

Why It Matters

Rather than just showing current data, this dashboard analyzes historical trends and patterns so you can forecast more accurately, optimize marketing efforts, and refine business development strategies. This helps you reduce risk and improve strategic planning over the long term.

This addresses pain points like:

- Inability to predict sales and revenue
- No insight into labor demand
- Difficulty forecasting bid conversion rates or delays
- Uncertainty about what drives engagement or results

Key Metrics Provided

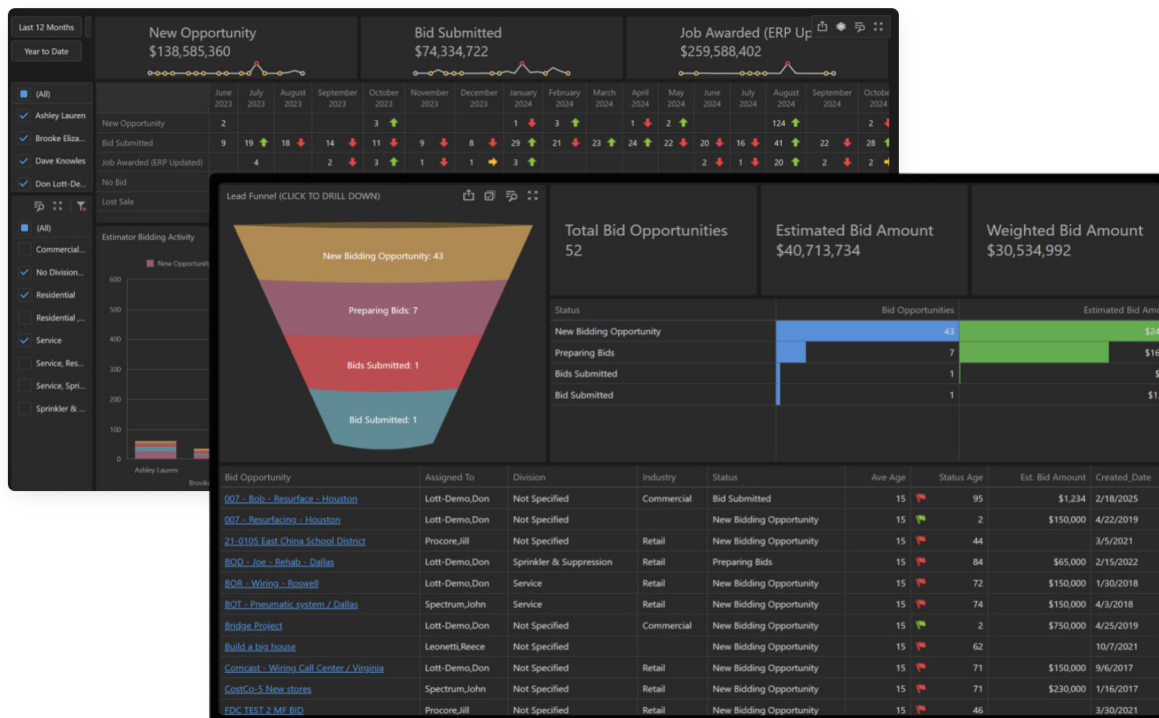
- Predicted bid win rates
- Job start/end dates (including delays)
- Forecasted project profitability
- Engagement effectiveness (time, content)

Key Questions Answered

- Which stages of the sales pipeline are improving or declining over time?
- What are the key inflection points where sales and marketing efforts should focus?
- How does our current sales pipeline compare to previous quarters or years?
- Are we on track to meet long-term sales goals based on historical trends?
- Are our forecasts aligned with project and labor needs?

5. Bids and Proposals Dashboard

A real-time breakdown of bid activity, performance, trends, and win/loss reasons to keep projects on track and maximize margins.



Who Uses This Dashboard?

- Executives and stakeholders
- Project administrators
- Sales managers
- Estimators and finance teams

Why It Matters

Having real-time visibility into the volume and performance of your bidding activity is critical for all types of construction projects. This dashboard helps you prioritize high-probability jobs and improve win rates.

This addresses pain points like:

- No view of bid volume or trends
- Inability to track win/loss reasons
- Missed deadlines
- No insight into performance by job type or market

Key Metrics Provided

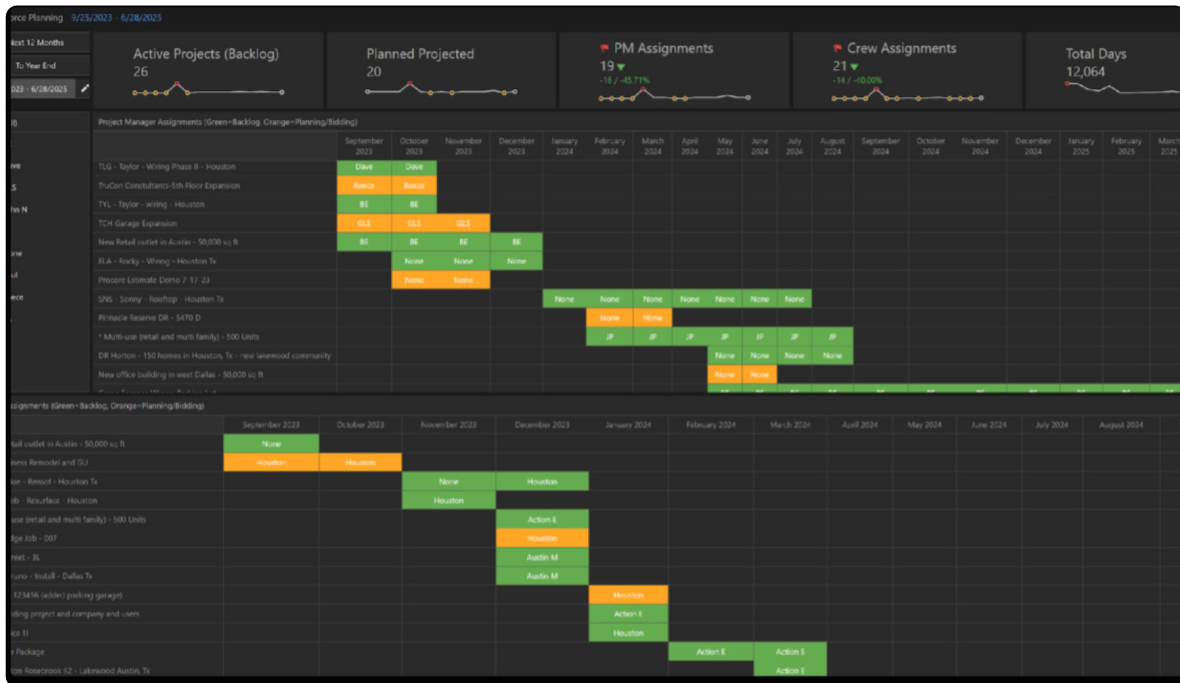
- Bid activity by job
- Win/loss performance
- Proposal conversion rates
- Lost reason analysis

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6. Workforce & Job Resource Planning

Ensure you have the right labor at the right time.



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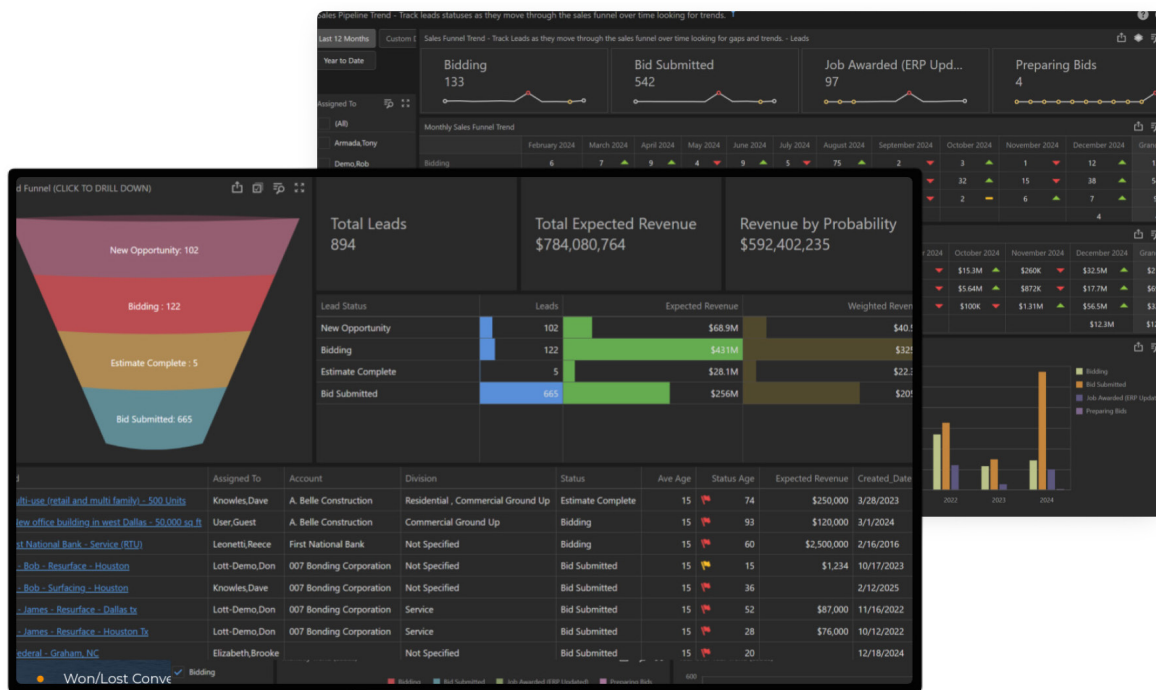
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7. Sales and Lead Management

Keep your pipeline full and moving.



Who Uses This Dashboard?

- Executives and business owners
- Financial and operations managers
- Sales and estimating teams

Why It Matters

The Sales and Lead Management Dashboard helps you build a stronger pipeline and close more work. It ensures steady work pipelines, preventing unexpected revenue gaps.

This addresses pain points like:

- Sales stalls or pipeline gaps
- Poor lead conversion
- Lack of visibility into marketing effectiveness
- Inability to track progress against sales goals

Key Metrics Provided

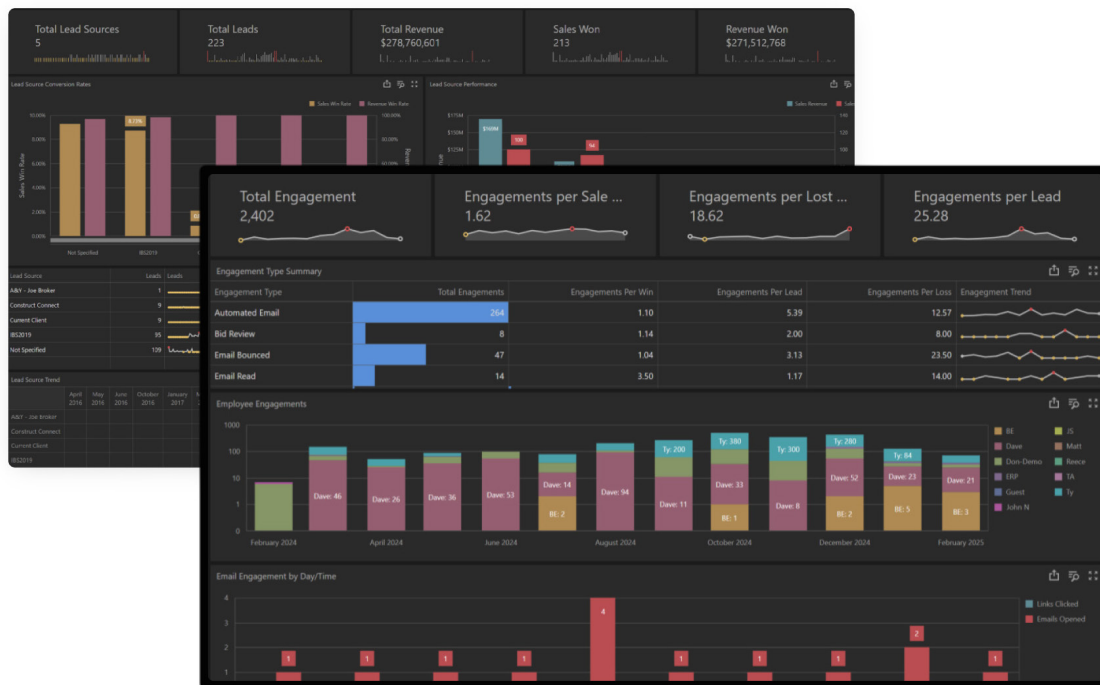
- Sales pipeline and trend analysis
- Conversion rates and lost reasons
- Pipeline aging
- Lead source and engagement performance

Key Questions Answered

- Are we on track to meet revenue targets?
- What's holding back our conversions?
- How do upcoming job starts and bid opportunities impact our revenue outlook?
- Where are potential revenue gaps, and what actions are needed to fill them?

8. Marketing & Business Development

Track campaign ROI and marketing effectiveness.



Who Uses This Dashboard?

- Executives and business owners
- Marketing teams
- Sales and business development teams

Why It Matters

This dashboard helps you evaluate which campaigns and sources drive results so you can optimize spend, improve engagement, and generate more qualified leads.

This addresses pain points like:

- Lack of visibility into campaign or source performance
- Wasted ad spend
- Marketing is not aligned with sales
- Inability to attribute leads or ROI

Key Metrics Provided

- Engagement summary
- Lead source performance
- Campaign ROI
- Account-based engagement

Key Questions Answered

- What's working in our marketing?
- Where are we wasting time or money?
- How aligned are our sales and marketing strategies?

9. Employee Performance

Boost productivity, recognize top performers, and improve accountability.



Who Uses This Dashboard?

- Executives and business owners
- Project managers
- HR teams

Why It Matters

The Employee Performance Dashboard helps you measure task completion, employee engagement, and resource utilization while also encouraging accountability and supporting team development.

This addresses pain points like:

- Low productivity or engagement
- Lack of visibility into staff performance
- Inefficient use of internal resources

Key Metrics Provided

- Task completion (planned vs completed)
- Activity and usage tracking
- Employee and crew utilization

Key Questions Answered

- Are we supporting our people effectively?
- Who needs recognition?
- Where can we improve team performance?

10. Integrations & Data Insights

Unify your systems, clean your data, and improve reporting accuracy.

Procore Company Directory

Companies565

Users (Contacts)433

Projects723

Bid Invitations433

Estimates22

Last Synched12/11/2024

Procore Project Directory

Planning Stage2

Course of Construction2

Completed Projects1

Project Stage

(All)

Bidding

Job Awarded (ERP Updated)

Lost Sale

Project Directory - Project Details

Job Name	Customer	Job Location	Status	Revenue	Project Manager	Start Date	End Date
* Multi-use (retail and multi family) - 500 Units	A. Belle Construction	Austin, TX 77025	Bidding	\$260,000	Knowles,Dave	2/27/2024	8/28/2024
**A Belle-Mixed Used/New Construction-Multi Family in San Jose	A. Belle Construction	Conroe, TX 77304	New Bidding Opportunity	\$5,200,000	Leonetti,Reece	8/31/2023	8/23/2023
*New multi-purpose mid-rise construction	MTS Fiber Company	Austin, TX 77024	Lost Sale	\$5,000,000	Newman,John	3/6/2025	5/29/2025
*New multi-purpose mid-rise construction-demarco Project	Demarco Construction	Austin, TX 77024	Lost Sale	\$5,000,000	Elizabeth,Brooke	11/23/2021	11/30/2021
+-New buildout for 50,000 sq ft office space	ABC Property Mangement	Atlanta , GA 30303	Job Awarded (ERP Updated)	\$2,000,000	Riefenberg,Paul	9/4/2024	12/26/2024
+First National Bank - Service (STL)	First National Bank	,	Bidding	\$2,500,000	Knowles,Dave	11/24/2020	11/27/2020
007 - Bob - Build Out - Orlando		,	No Bid	\$150,000	Unassigned		

Project Schedules (Green=Active Project, Orange=Bidding Phase)

	3/16/2025	4/13/2025	5/18/2025	6/15/2025	7/13/2025	8/17/2025	9/14/2025	10/19/2025	11/16/2025	12/14/2025	1/18/2026	2/15/2026
New multi-purpose mid-rise construction (Lana Demo) (Bidding)	Dave	Dave	Dave	Dave	Dave	Dave	Dave	Dave	Dave	Dave	Dave	Dave
Denson Job (Job Awarded (ERP Updated))	Dave	Dave	Dave	Dave	Dave	Dave	Dave	Dave				
Boles - 125 South Main (Job Awarded (ERP Updated))	Dave	Dave	Dave	Dave	Dave	Dave	Dave					
Grape Escapes Winery Parking Lot (Job Awarded (ERP Updated))	BE	BE	BE									
*New multi-purpose mid-rise construction (Lost Sale)	John N	John N	John N									
TMB - Wiring Service Center - Dallas (Bidding)	Dave											

Make Your Data Actionable and Take Control of Your Growth

Discover how ContractorBI™ can transform your financial visibility and project management with insights that matter.

Request a Demo



ContractorBI
by TopBuilder

www.topbuildersolutions.com