

Team Utilization & Capacity Analysis

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses team utilization from billable vs available hours by person, flags over/under-loading, and links it to margin and hiring. Use it to balance workload and profitability. For hiring specifics use the Hiring Plan Builder.

Purpose of this tool & output

See if the team is over- or under-loaded

How the output is used

Use it to see if the team is over- or under-loaded — a utilization and capacity analysis that protects margin and morale.

Who should vet it

A finance or ops lead, to confirm the utilisation numbers against real timesheets and billable targets.

Important cautions

Sustainable utilization is usually well below 100%.

Companion documents

- Agency Pricing Model Advisor
- Retainer Pricing Model
- Agency P&L Modeller
- Project Costing Sheet
- Agency Rate Card Builder
- Agency Working-Capital Planner

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.