

**2021/03**

Creative Agencies

**MIND DUMP  
C.E.F.P.R.  
REPORT  
CONTENTS**

**PREPARED BY:**  
MIND DUMP



# MIND DUMP C.E.F.P.R. Contents

## KPI RESULTS

- Profitability
- Total Revenue
- Gross Profit Margin
- Operating Profit Margin
- Activity
- Accounts Receivable Days
- Accounts Payable Days
- Efficiency
- Return on Assets
- Return on Capital Employed
- Liquidity
- Quick Ratio
- Current Ratio
- Cash Flow
- Cash Flow Margin
- Operating Cash Flow
- Free Cash Flow
- Net Cash Flow
- Cash on Hand
- Gearing
- Debt to Equity
- Debt to Total Assets
- Growth
- Revenue Growth
- Gross Profit Growth
- EBIT Growth
- Customer
- Avg sales per transaction
- Avg sales per customer
- New Customers
- Lost Customers

## REPORTS

- Monthly performance
- Quarterly performance
- Annual performance
- KPI Analysis
- Revenue Analysis
- Profitability Analysis
- Cash Analysis

## VARIANCE REPORTS

- This month vs budget
- This month vs last month
- This quarter vs last quarter
- This year vs last year
- Rolling 12 months vs last year

TOTAL REPORT PAGES 72+

Additional reports available

## SPREADSHEET REPORTS

- Financial Results
- KPI Results
- \*\*Forward Projections
- Detailed financial variance
- \*\*Budget

\*\*These reports are dependent on availability from your existing financials. We can build them for you if you have not created them yet

## BENCHMARK REPORTS

- Multiple companies
- Compared to your industry
- Consolidated

PAGES

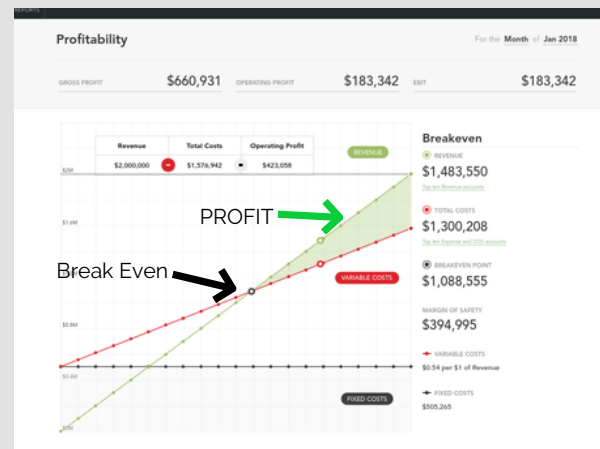
14+  
14+  
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5+  
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72+

## ALERTS

- Total Revenue is less than
- Gross Profit Margin % is less than
- Operating Profit Margin % is less than
- Profitability % is less than
- Net Profit After Tax % is less than
- Breakeven Safety Margin is less than
- Accounts Receivable Days exceed
- Inventory Days exceed
- Work in Progress Days exceed
- Accounts Payable Days are less than
- Cash Conversion Cycle exceeds
- Debt-to-Equity exceeds
- Current Ratio is less than
- Quick Ratio is less than
- Interest Cover is less than
- Cash & Equivalents are less than
- Total Free Cash Flow is less than
- Net Variable Cash Flow is less than
- Return on Capital Employed is less than

## Example Break Even Chart

We will help you understand what day of the month your company starts to make money.





# Mission Critical Focus List

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## Four Essential Customer KPIs

### Customer Acquisition Cost (CAC)

CAC = marketing spend per month / number of new customers

### Customer Churn Rate

Churn Rate = (number of customers at the start of the month - number of customers at end of month) / number of customers at start of month.

### Conversion Rate

Conversion rate = (number of new customers / number of leads) x 100

### Upsell Rate

Upsell Rate = (Number of customers who purchase additional services / total number of customers) x 100.

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## Three Essential Financial KPIs

### Operating Cash Flow

Operating cash flow = (net income + non cash expenses) - increase in working capital

### Accounts Receivable Days

Accounts Receivable Days = (Accounts Receivable / Annual Revenue) x number of days in the year

### Gross Profit Margin

Gross Profit Margin = ((revenue - cost of goods sold) / revenue) \* 100. income-to-expense ratio to monitor is fee income vs staff costs. 60% is a reasonable target; venture above this, and profitability will be affected.

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## Four Essential Project KPIs

### Lead Time Per Project

Knowing what your current lead time is will be key to managing client expectations and knowing your workload for the upcoming quarter. Having a longer lead time is not necessarily a bad thing, as it gives you more time to plan and can create a heightened sense of demand.

### Estimated vs Actual Project Time

Estimated vs actual project time = ( hours forecast / actual hours) \* 100

### Estimated vs Actual Project Cost

Estimated vs actual project cost = (estimated cost / actual cost) \* 100

### Utilization Rate

Utilization rate = Total number of hours invoiced / Total number of hours the employee works during a standard week