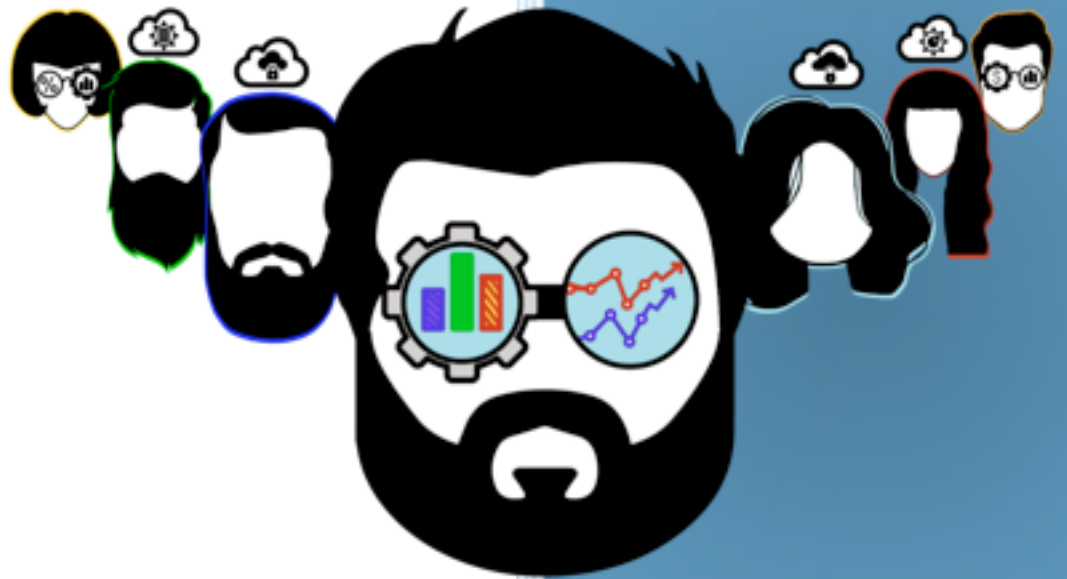


2021

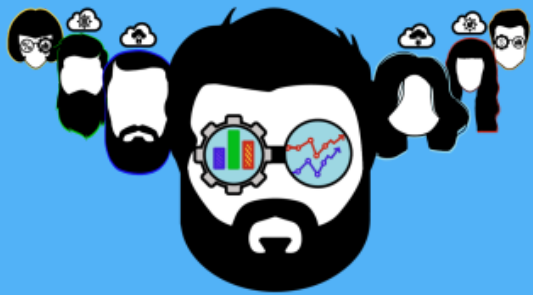
CASE STUDY - FINANCIAL STATEMENTS



ERIC DOES DATA, LLC
2/1/2021

See Data Differently

SEE DATA DIFFERENTLY



ERIC DOES DATA, LLC

FINANCIAL STATEMENTS PREP CUSTOM SOLUTION

PROCESS STREAMLINING, CUSTOM APPLICATION,
DATA WAREHOUSE AND REPORTS

Project timing: Summer/Fall 2020

SITUATION:

Client is a global service provider based in northeast Ohio. Timeliness of information is critical and the CEO is demanding. After beginning this effort internally, it quickly became apparent that this is much more than it seemed at first and led the internal team to seek outside help. Some of the issues that led to this decision were problems with report refreshing related to disparate data sources spread all over the globe, large data and poor data models which led to unreliable reports, minimal report design experience, lack of time for internal resources to dedicate, and more. To sum it up, the internal team took a swing at seeing how Power BI would fit into their company – after all, they are running a very popular ERP system and they already have reports that they have been using for years – and ultimately decided to do it right and bring in the professionals.

After the CEO witnessed a preformatted report linked to live data work for him to provide real-time answers to questions, the inevitable happened and he instructed the team – “We need some good Power BI reports”

After approximately 10 weeks, the initial Power BI reporting project was implemented including 10+ reports and templates. The primary objective of this phase was to take what the internal team started and complete the project initiative while delivering nice-looking reports. During this time conversations around the data led to the identified need for a streamlined process to assist in a very time consuming effort at the client – the monthly financial statements preparation process. In addition, the solution to many of the original problems required implementation of dedicated reporting warehouse. Our approach simplifies a very complex reporting environment with many nuances among over a dozen companies.

Our solution is the subject of this white paper.

CURRENT PROCESS:

Corporate controller and team manually export data from their Navision system for each company (11 companies plus various consolidations) and bring it into Excel. Here, the controller shapes and formats the data for the customized financial statement presentation that the company uses. The process of exporting the data to review and make notes, make the changes, re-export and complete this process consumed a minimum of 40 hours per month for the corporate controller alone.

OUR SOLUTION:

Implement a data warehouse to support reporting efforts. This data warehouse updates with the required data from the source system on a daily basis (or more frequently as needed). The source system is composed of multiple geographically-dispersed SQL databases with a similar schema. In the new system, this data is retrieved, combined logically, and stored locally to improve query performance, report reliability, and to aggregate all of the data into a single source/point of truth.

During financial statement preparation, the controller access our custom application, selects the period and the company that they are working on, and they are presented with the financial statements as they appear in the draft status – all within a few seconds.

In the app, the controller is able to make notes and comments as they pertain to the published set of financial statements. When complete, the controller clicks a button to “finalize” these statements and a copy of the financial data and notes are saved to the database for future reference.

Power BI is linked to this system and offers the users an interactive and engaging way to view the monthly financial statements. Keep in mind, the company has already been on the journey to improved reporting for some time by now, and adding the standard monthly financial reports to the available reports is the second phase of this project. We intend on continuing to develop an analytical solution that serves the needs of the client.

On a standardized schedule, the reports are refreshed to show the most recent finalized copy of the statements. Report PDFs are produced using SSRS as paginated reports that are very similar to the original PDF reports from the source system. Power BI reports are refreshed, and according to the predetermined schedule, the applicable report users receive an email notification alerting them that the final reviewed financial statements are available, with a link to the live report as well as a PDF of all report pages similar to what is attached here.

RESULTS:

Application Interface and on-screen reports:

HOME SCREEN

user chooses a period and company

STATEMENT OF EARNINGS

user can add notes beyond the auto generated notes



MONTHLY STATEMENT OF EARNINGS
For the Months Ending: January

	Budget 2021	January 2021 Budget to January 2021 Actual		2021 YTD Budget to 2021 YTD Actual Comparison							
		Budget 2021 % of Rev	Actual 2021 % of Rev	Budget 2021 % of Rev	Actual 2021 % of Rev	Budget 2021 % of Rev	Actual 2021 % of Rev				
Revenue	24,000,000	1,512,000	100%	4,010,353	100%	2,498,353	1,512,000	100%	4,010,353	100%	2,498,353
Cost of Sales	15,881,311	1,069,365	71%	2,901,286	72%	1,831,921	1,069,365	71%	2,901,286	72%	1,831,921
Gross Profit	8,118,689	442,635	29%	1,109,067	28%	666,432	442,635	29%	1,109,067	28%	666,432
Gross Margin %	34%	29%		28%		29%	29%		28%		29%
G&A	2,086,244	164,757	11%	177,776	4%	13,019	164,757	11%	177,776	4%	13,019
Operating Income	6,032,445	277,878	18%	931,290	23%	653,412	277,878	18%	931,290	23%	653,412
Shared Resource Allocation	(647,400)	(53,950)	-4%	(53,950)	-1%	0	(53,950)	-4%	(53,950)	-1%	0
Other Income (Expense)	0	0	0%	(975)	0%	(975)	0	0%	(975)	0%	(975)
Net Income(Loss)	5,385,045	223,928	15%	876,365	22%	652,437	223,928	15%	876,365	22%	652,437
EBITDA	0	0	0%	888,023	22%	0	0	0%	888,023	22%	0

- Total Sales for the month were \$4,010,353 compared to budget of \$1,512,000 [Add Note](#)
- Gross Profit percentage was 28% compared to budget of 29% [Add Note](#)
- General & Administrative Expense was \$177,776 compared to the budget of \$164,757 [Add Note](#)
- Net Income for the month was \$876,365 compared to budget income of \$223,928 [Add Note](#)



January 2021
 Income Statement Summary
 Actual vs Budget for the Period and Year Ended - Division All
 For the Period from January 1, 2021 to January 31, 2021

	Current Period	Budgeted Current Period	Current Variance	Current % Variance	Year to Date	Budgeted Year to Date	YTD Variance	YTD % Variance
REVENUE								
41000 Service Revenue	4,010,353	1,512,000	2,498,353	165%	4,010,353	1,512,000	2,498,353	165%
42100 Cross Selling Revenues	0	0	0	0%	0	0	0	0%
COST OF SALES								
50110 Wages	1,351,978	514,500	839,478	163%	1,351,978	514,500	839,478	163%
50120 Commissions	42,869	15,120	27,749	316%	42,869	15,120	27,749	316%
50200 Payroll Taxes	342,592	128,940	213,652	166%	342,592	128,940	213,652	166%
50300 Employee Benefits	1,708	0	1,708	0%	1,708	0	1,708	0%
50340 401(k) Match	324	0	324	0%	324	0	324	0%
50400 Subcontractors	0	1,860	(1,860)	-100%	0	1,860	(1,860)	-100%
51200 Field Supplies and Exp	1,992	0	1,992	0%	1,992	0	1,992	0%
51250 Equipment and Auto	153,600	17,100	136,500	798%	153,600	17,100	136,500	798%
51300 Food Costs	0	0	0	0%	0	0	0	0%
51500 Overnight Delivery	4,724	675	4,049	600%	4,724	675	4,049	600%
51600 Helo Chm	226,310	65,940	160,370	243%	226,310	65,940	160,370	243%
51790 Recruiting Expenses	6,143	1,800	4,343	352%	6,143	1,800	4,343	352%
51940 Lodging Expenses	635,451	156,100	477,351	302%	635,451	156,100	477,351	302%
51990 Travel and Transportation	72,179	149,820	(77,641)	-52%	72,179	149,820	(77,641)	-52%
52700 Bank Service Charges	0	27	(27)	0%	0	27	27	0%
52800 Dues & Subscriptions	0	300	(300)	-100%	0	300	300	0%
53200 Business Insurance	33,849	14,910	18,939	127%	33,849	14,910	18,939	127%
53400 Licenses & Permits	0	300	(300)	-100%	0	300	300	0%
53500 Meals & Entertainment	184	0	184	0%	184	0	184	0%
54000 Office Supplies & Expense	3,348	0	3,348	0%	3,348	0	3,348	0%
54600 Temporary Office Services	0	0	0	0%	0	0	0	0%
55210 Postage	0	0	0	0%	0	0	0	0%
55540 Professional Fees - Other	0	0	0	0%	0	0	0	0%
56400 Repairs/Mtc/Bldgs/Other	0	0	0	0%	0	0	0	0%
56440 Repairs/Mtc/Vehicle/Other Eq	0	0	0	0%	0	0	0	0%
56600 Supplies - Other	0	0	0	0%	0	0	0	0%
57220 Telephone	0	0	0	0%	0	0	0	0%
57400 Training & Seminars	0	0	0	0%	0	0	0	0%
59990 Intercompany Profit Share	0	0	0	0%	0	0	0	0%
OPERATING EXPENSE								
GEN ADMIN								
80199 Admin Compensation	101,151	98,000	3,151	3%	101,151	98,000	3,151	3%
80299 Payroll Taxes - Admin Total	19,540	10,437	9,203	88%	19,540	10,437	9,203	88%
80399 Employee Benefits - Admin	15,563	12,300	3,263	27%	15,563	12,300	3,263	27%
81410 Amortization and Depreciation	11,657	14,000	(2,343)	-17%	11,657	14,000	(2,343)	-17%
81910 Auto Expenses	1,058	1,125	(67)	-6%	1,058	1,125	(67)	-6%
82200 Bank Service Charges	2,455	2,250	215	10%	2,455	2,250	215	10%
82600 Donations	0	0	0	0%	0	0	0	0%
82800 Dues and Subscriptions	1,307	1,700	(393)	-23%	1,307	1,700	(393)	-23%
82900 Business Insurance	2,529	2,840	(311)	-11%	2,529	2,840	(311)	-11%
83400 Licenses & Permits	2,318	2,600	(282)	-11%	2,318	2,600	(282)	-11%
83600 Marketing & PR Expense	0	0	0	0%	0	0	0	0%
83810 Seminars & Trade Shows	0	0	0	0%	0	0	0	0%
84400 Office Supplies and Expense	1,716	2,000	(284)	-14%	1,716	2,000	(284)	-14%
84800 Payroll Service Charges	5,946	3,000	2,946	98%	5,946	3,000	2,946	98%
85210 Postage - Overnight & USPS	0	300	(300)	-100%	0	300	300	0%
85510 Professional Fees	6,513	5,600	913	16%	6,513	5,600	913	16%
85740 Recruiting - Advertising & Other	2,056	350	1,706	487%	2,056	350	1,706	487%
85800 Rent - Space	949	1,600	(651)	-41%	949	1,600	(651)	-41%
86400 Repairs and Maintenance	335	1,475	(1,140)	-77%	335	1,475	(1,140)	-77%
87210 Telephone Expense	1,957	2,600	(643)	-25%	1,957	2,600	(643)	-25%
87400 Training and Seminars	0	0	0	0%	0	0	0	0%
87910 Travel and Entertainment	535	2,580	(2,045)	-79%	535	2,580	(2,045)	-79%
OTHER INCOME								
91500 Other Income and Expense *	(975)	0	(975)	0%	(975)	0	(975)	0%
99000 Intercompany G&A Allocation	(53,950)	0	(53,950)	0%	(53,950)	0	(53,950)	0%
TAX PROVISIONS								
99999 Provision for State Inc Tax	0	0	0	0%	0	0	0	0%

Select Division Add Note

INCOME STATEMENT SUMMARY

user right-clicks to add line-item notes

Select Division Add Note

Waterfall Graph - YTD Revenue



Waterfall Graph - CP Revenue



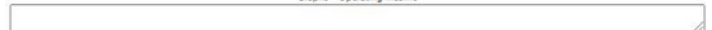
Graphs - Revenue



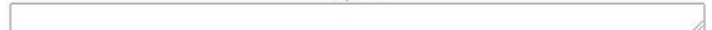
Graphs - Gross Profit



Graphs - Operating Income



Graphs - AR



Graphs - Cash Flow



Graphs - Job Profitability



Challenges



Goals



Submit Data

ADD NOTES

General notes that tie to various graphs

RESULTS:

Power BI reports with live notes integration

Company

XYZ Canada



Year

2021



Month

January



Monthly Financial Statements

Financial Statements

Statement of Earnings

Income Statement Summary

Income Statement by Division

Challenges & Goals

Key Areas

Revenue

Revenue by Division

Gross Profit

Operating Income

Job Profitability

Charts and Graphs

AR Analysis

Cash Flow

Waterfall Graphs

Revenue by Salesperson

Contracts

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**Company**

XYZ Canada

**Year**

2021

**Month**

January



XYZ Canada

MONTHLY STATEMENT OF EARNINGS

For the One Month Ending January 31, 2021

Current Period**Gross Revenue****545,492**

Budget: 679,845

(-134,353 -20%)

Gross Profit**172,510**

Budget: 220,569

(-48,058 -22%)

Gross Margin**32%**

Budget: 32% (-1% -3%)

Operating Income**90,711**

Budget: 132,289

(-41,578 -31%)

Net Profit**-16,327**

Budget: 32,623

(-48,950 -150%)

Description	Annual Budget	Budget	% Rev	Actual	% Rev	Variance	Budget YTD	% Rev	Actual YTD	% Rev	Variance YTD
Total Revenues	9,208,142	679,845	100%	545,492	100%	-134,353	679,845	100%	545,492	100%	-134,353
Total Cost Of Sales	6,277,219	459,277	68%	372,982	68%	-86,295	459,277	68%	372,982	68%	-86,295
Gross Profit	2,930,923	220,569	32%	172,510	32%	-48,058	220,569	32%	172,510	32%	-48,058
G & A	1,019,325	88,280	13%	81,799	15%	-6,480	88,280	13%	81,799	15%	-6,480
Operating Income	1,911,598	132,289	19%	90,711	17%	-41,578	132,289	19%	90,711	17%	-41,578
Shared Resource Allocation	-915,556	-74,486	-11%	-76,175	-14%	-1,690	-74,486	-11%	-76,175	-14%	-1,690
Miscellaneous Income/(Expense)	-8,160	-680	-0%	11	0%	691	-680	-0%	11	0%	691
Foreign Exchange	-294,000	-24,500	-4%	-30,875	-6%	-6,375	-24,500	-4%	-30,875	-6%	-6,375
Prov Income Taxes	0	0	0%	0	0%		0	0%	0	0%	
Provision For Federal Inc Tax	0	0	0%	0	0%		0	0%	0	0%	
Net Income	693,882	32,623	5%	-16,327	-3%	-48,950	32,623	5%	-16,327	-3%	-48,950
EBITDA	0	0	0%	-15,366	-3%		0	0%	-15,144	-3%	

Note Date	Note
2/22/2021	• Net Income for the month was (16,327) compared to budget income of 32,623
2/22/2021	• General & Administrative Expense was 81,799 compared to the budget of 88,280
2/22/2021	• Gross Profit percentage was 32% compared to budget of 32%
2/22/2021	• Total Sales for the month were 545,492 compared to budget of 679,845
2/22/2021	EN: No Open positions.
	Salary in G&A is Unfavorable by \$2.7K for January Susan Smith hired In January for Recruitment

YTD**Gross Revenue****545,492**

Budget YTD: 679,845

(-134,353 -20%)

Gross Profit**172,510**

Budget YTD: 220,569

(-48,058 -22%)

Gross Margin**32%**

Budget YTD: 32%

(-1% -3%)

Operating Income**90,711**

Budget YTD: 132,289

(-41,578 -31%)

Net Profit**-16,327**

Budget YTD: 32,623

(-48,950 -150%)

**Company**

XYZ Canada

Year

2021

Month

January

Division

All

% of Total

Variance

**Current Period****XYZ Canada****YTD****Total Revenues**

545,492 679,845

Actual Budget

100% 100%

% Rev % Rev

Total Cost Of Sales

372,982 459,277

Actual Budget

68% 68%

% Rev % Rev

Gross Profit

172,510 220,569

Actual Budget

32% 32%

% Rev % Rev

Gross Margin

32 32

Actual Budget

0% 0%

% Rev % Rev

G & A

81,799 88,280

Actual Budget

15% 13%

% Rev % Rev

Operating Income

90,711 132,289

Actual Budget

17% 19%

% Rev % Rev

Shared Resource Allocation

Income Statement Summary
Actual vs Budget for the Period and Year Ended - Division - All
For the Period from January 1, 2021 to January 31, 2021

Description	Current Period	Budgeted Period	Current Variance	Cur % Variance	Actual YTD	Budget YTD	Variance YTD	YTD % Variance
Services Revenue	545,492	679,845	-134,353	-20%	545,492	679,845	-134,353	-20%
TOTAL REVENUES	545,492	679,845	-134,353	-20%	545,492	679,845	-134,353	-20%
TOTAL COST OF SALES	372,982	459,277	-86,295	-19%	372,982	459,277	-86,295	-19%
GROSS PROFIT	172,510	220,569	-48,058	-22%	172,510	220,569	-48,058	-22%
Wages - Administrative	43,242	40,566	2,676	7%	43,242	40,566	2,676	7%
CPP/QPP	3,028	2,021	1,008	50%	3,028	2,021	1,008	50%
EHT	1,828	791	1,036	131%	1,828	791	1,036	131%
Wage Subsidies	-12,885		-12,885		-12,885		-12,885	
EI	937	654	283	43%	937	654	283	43%
WSIB	980	556	424	76%	980	556	424	76%
RRSP - Contribution	103	811	-708	-87%	103	811	-708	-87%
Employee Benefits	3,546	4,835	-1,289	-27%	3,546	4,835	-1,289	-27%
Auto Allowance	2,354	2,354	0	-0%	2,354	2,354	0	-0%
407 ETR	22	50	-28	-57%	22	50	-28	-57%
Auto Expenses - Gas		300	-300	-100%		300	-300	
Auto Expense - Parking	900		900		900		900	

Note Date	Note
2/22/2021	EN: Wages - Admin.: Unfavorable variance of \$2.7K. Actual cost of \$43.2K vs. budget of \$40.6K mainly driven by addition of Susan Smith for Recruitment
2/22/2021	EN: Education & Training Seminars: Unfavorable variance of \$3.0K. Actual cost of \$3K vs. no budget due to Workplace Safety requirements / COVID
2/22/2021	EN: Foreign Exchange: \$6.4K unfavorable variance mainly due to revaluation at a lower exchange rate (\$5.7K)
2/22/2021	EN: Wage Subsidies: Favorable variance of \$12.9K for the month (\$387.4K since inception of program)

Total Revenues

545,492 679,845

YTD Budget YTD

100% 100%

% Rev % Rev

Total Cost Of Sales

372,982 459,277

YTD Budget YTD

68% 68%

% Rev % Rev

Gross Profit

172,510 220,569

YTD Budget YTD

32% 32%

% Rev % Rev

Gross Margin

32 32

YTD Budget YTD

0% 0%

% Rev % Rev

G & A

81,799 88,280

YTD Budget YTD

15% 13%

% Rev % Rev

Operating Income

90,711 132,289

YTD Budget YTD

17% 19%

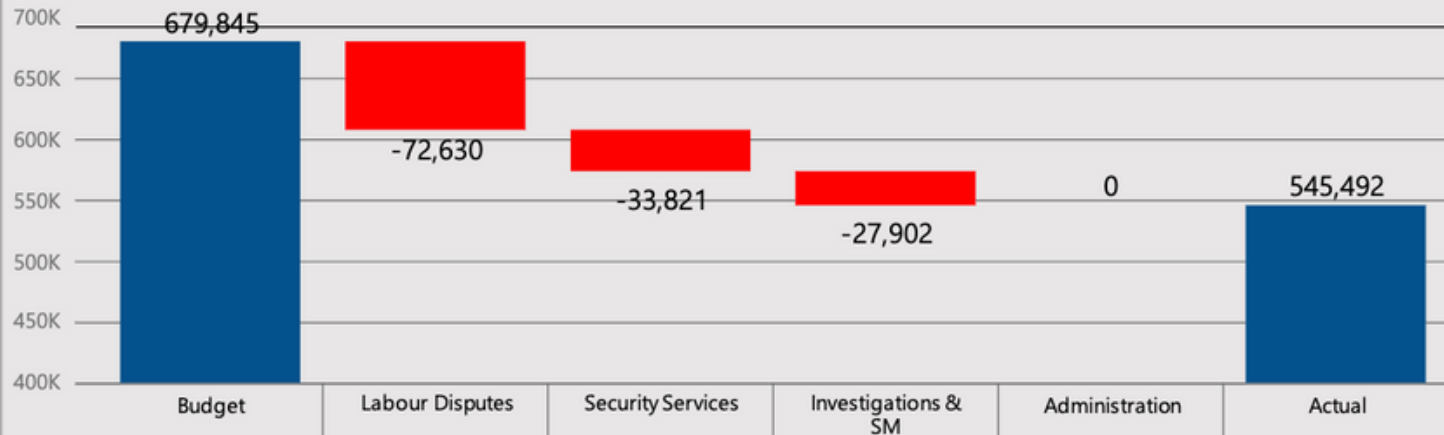
% Rev % Rev

Shared Resource Allocation

XYZ Canada Waterfall Graphs For the One Month Ending January 31, 2021

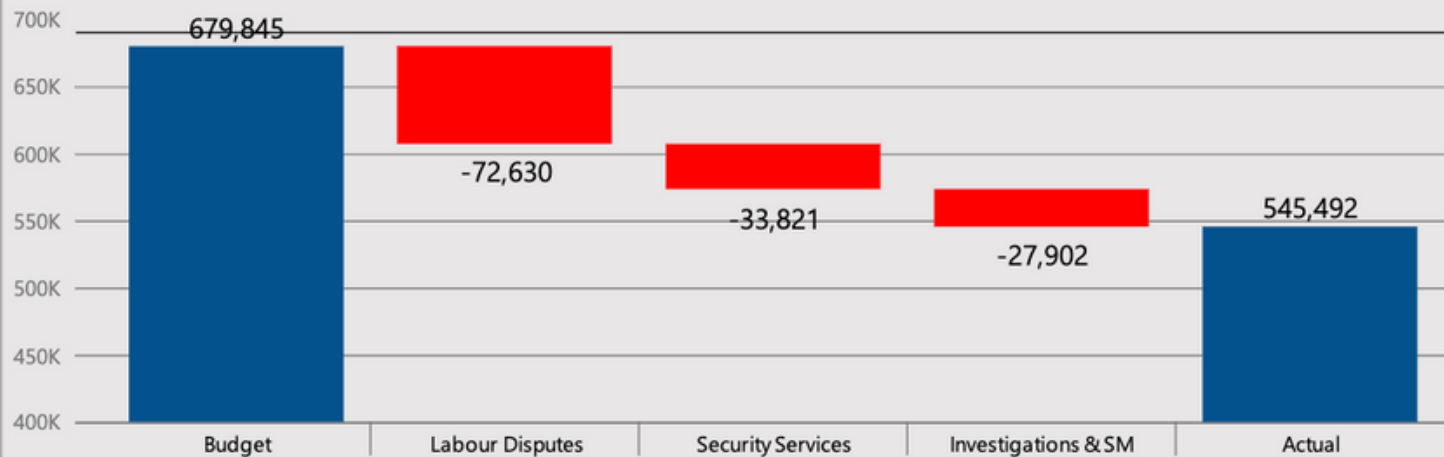


TOTAL REVENUES Waterfall Graph for the Month Ending January 31, 2021



Note Date Note

YTD TOTAL REVENUES Waterfall Graph

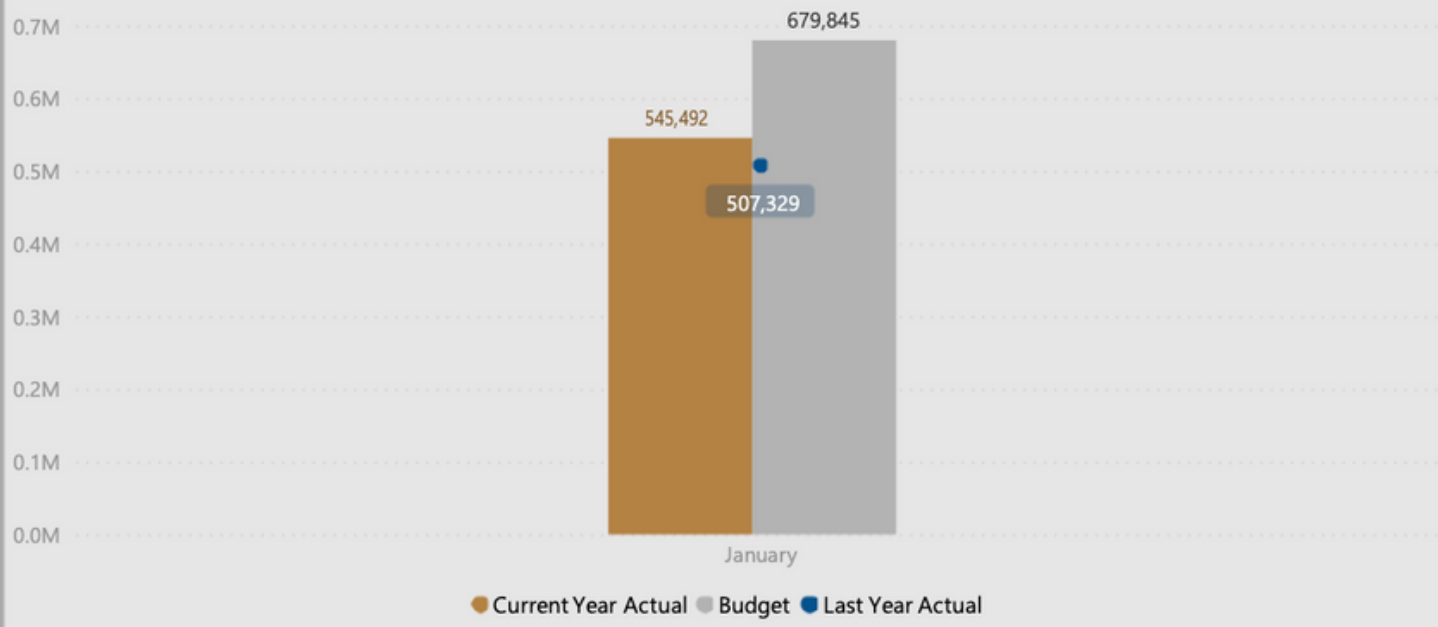


Note Date Note

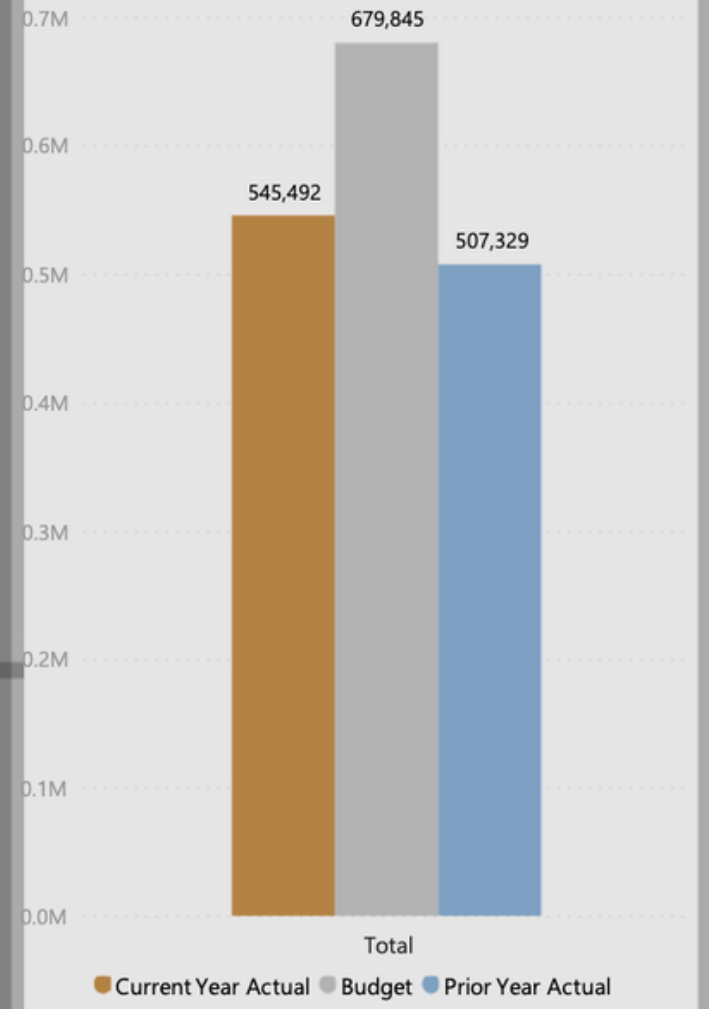
XYZ Canada Interactive Graphs For the One Month Ending January 31, 2021



XYZ Canada Revenue



XYZ Canada Revenue Totals

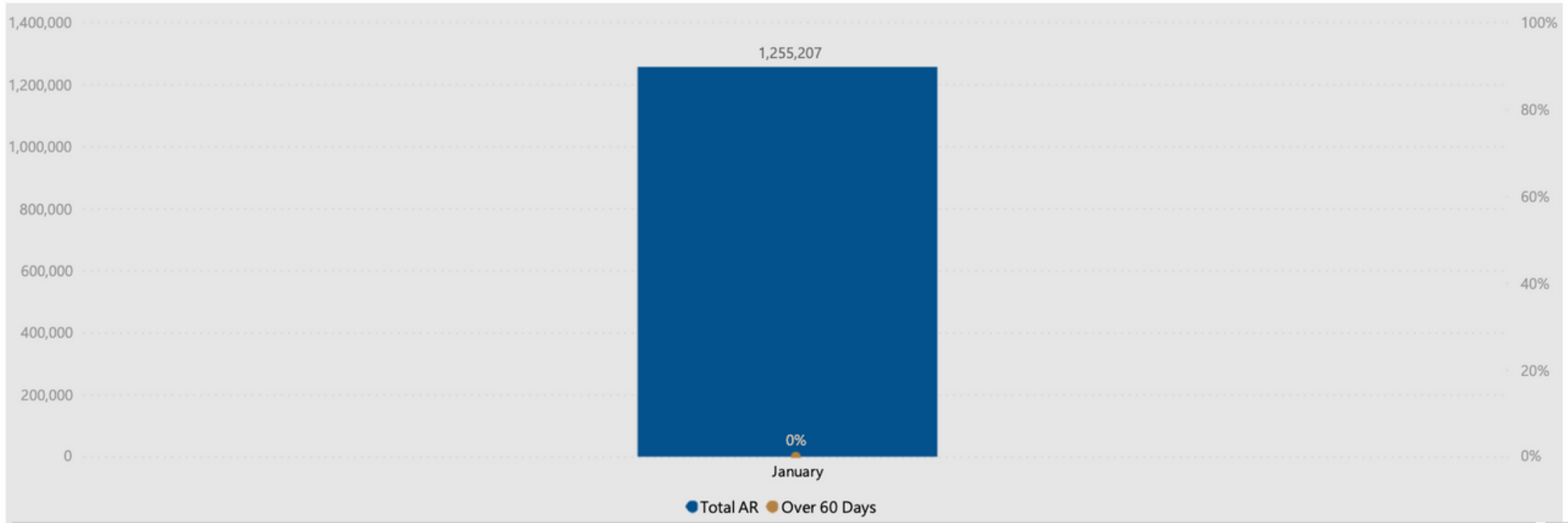


Note	Date
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XYZ Canada

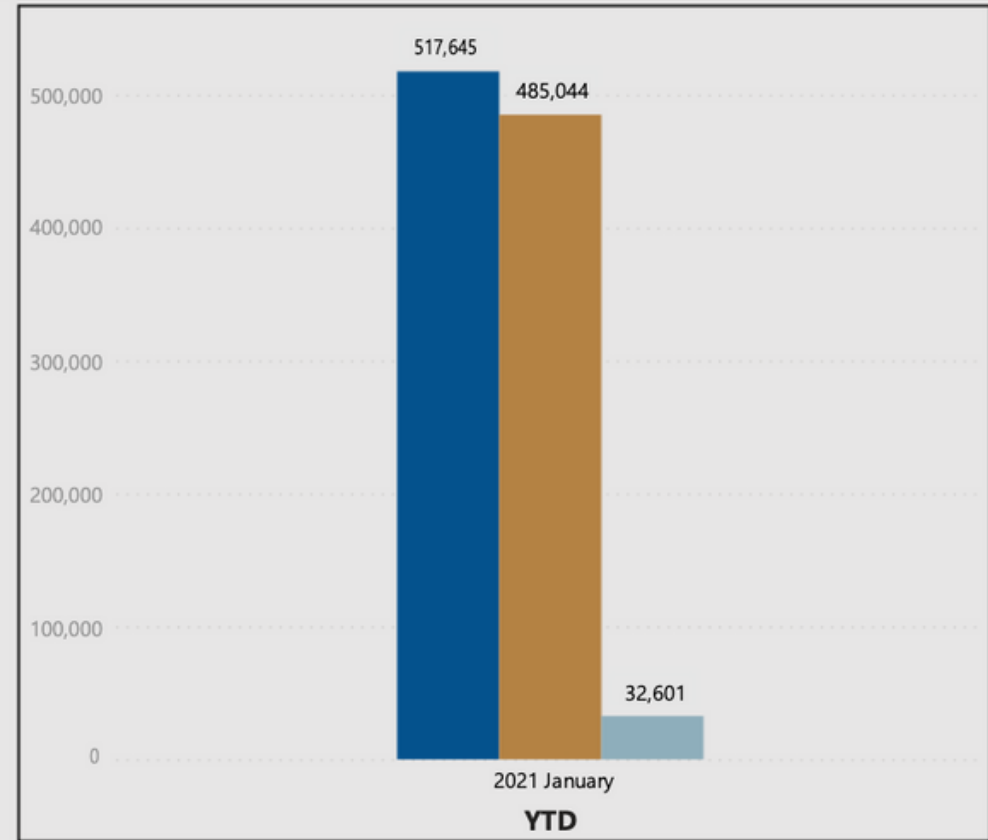
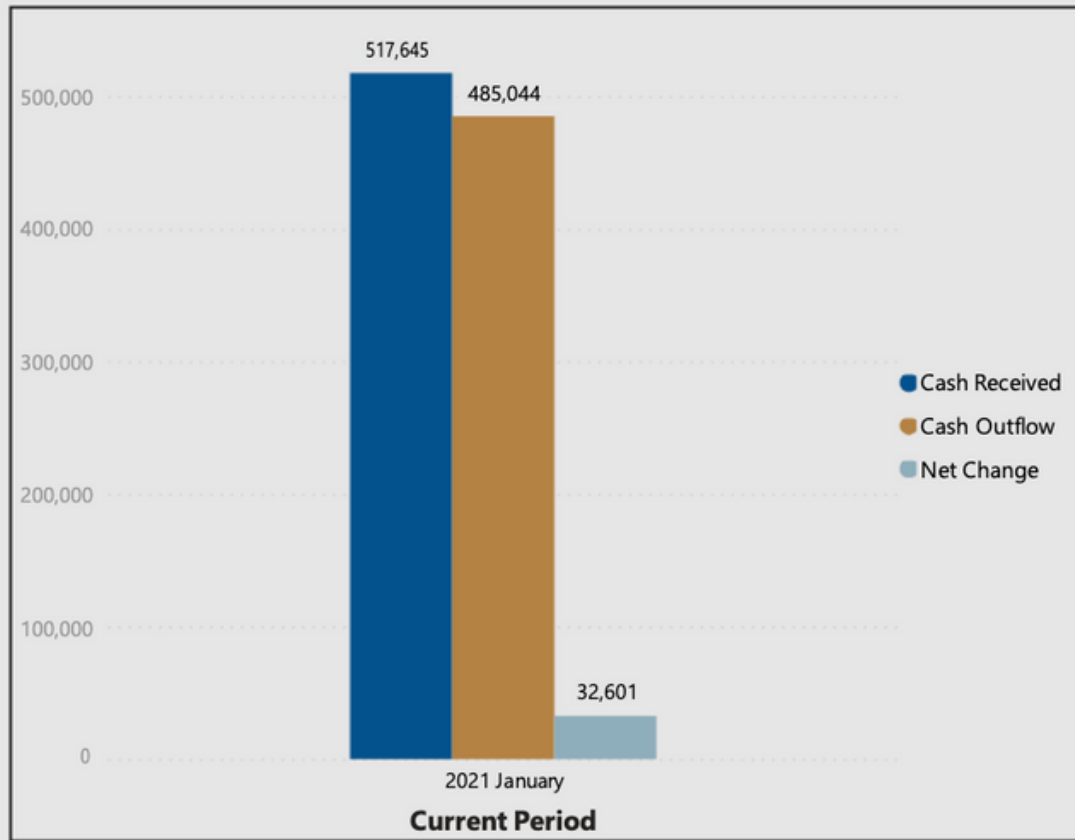
AR Analysis & % over 60 Days Through January 31, 2021



Note Date	Note
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XYZ Canada Cash Flow For the One Month Ending January 31, 2021



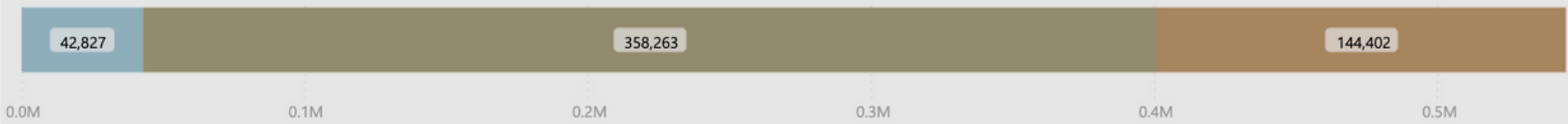
Note	Date	Note
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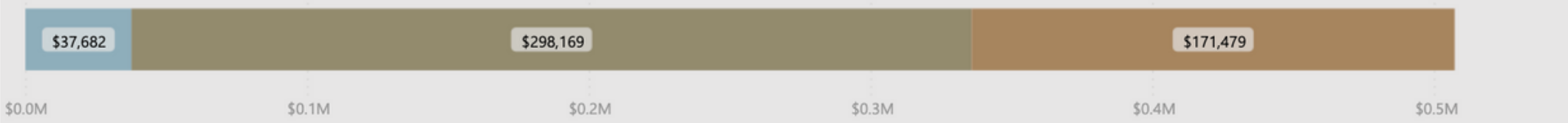
XYZ Canada Revenue by Division Graphs For the One Month Ending January 31, 2021

XYZ Canada Revenue by Division Totals - CYTD

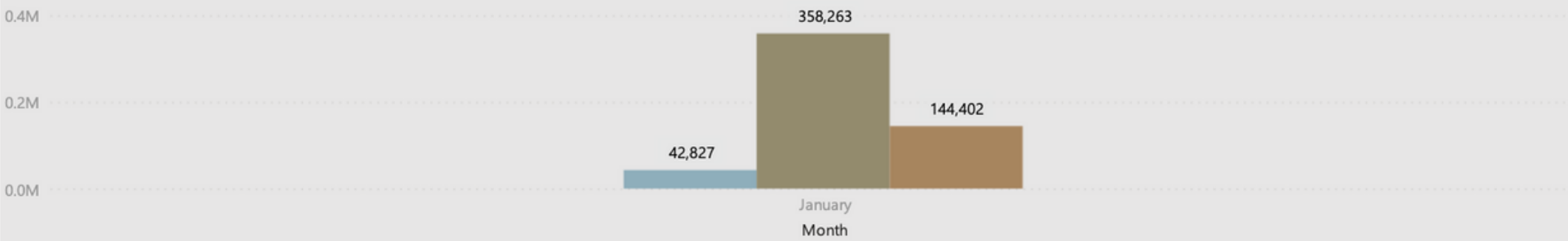
Division A Division B Division C



XYZCanada Revenue by Division Totals - PYTD

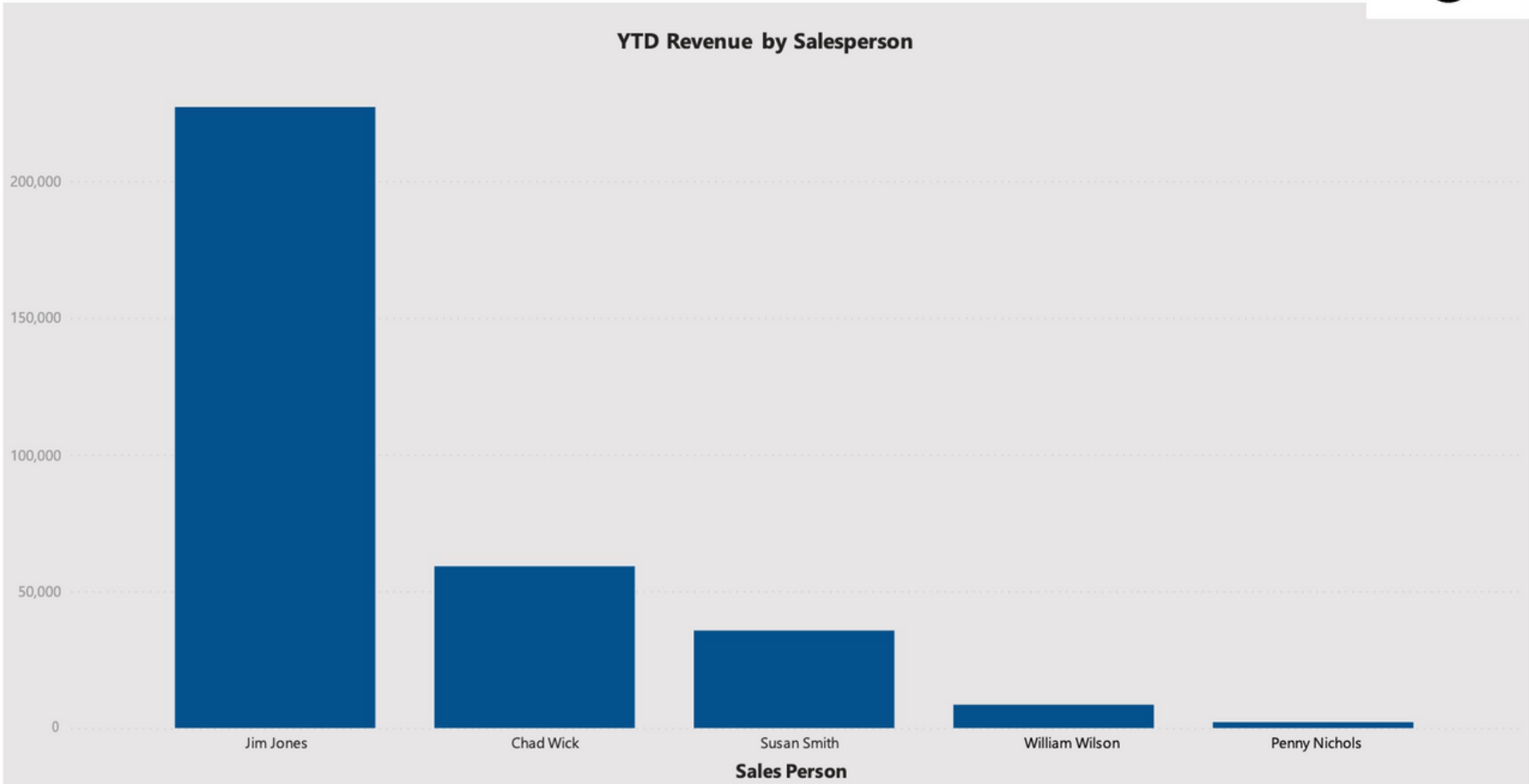


XYZ Canada Revenue by Division - CYTD





YTD Revenue by Salesperson

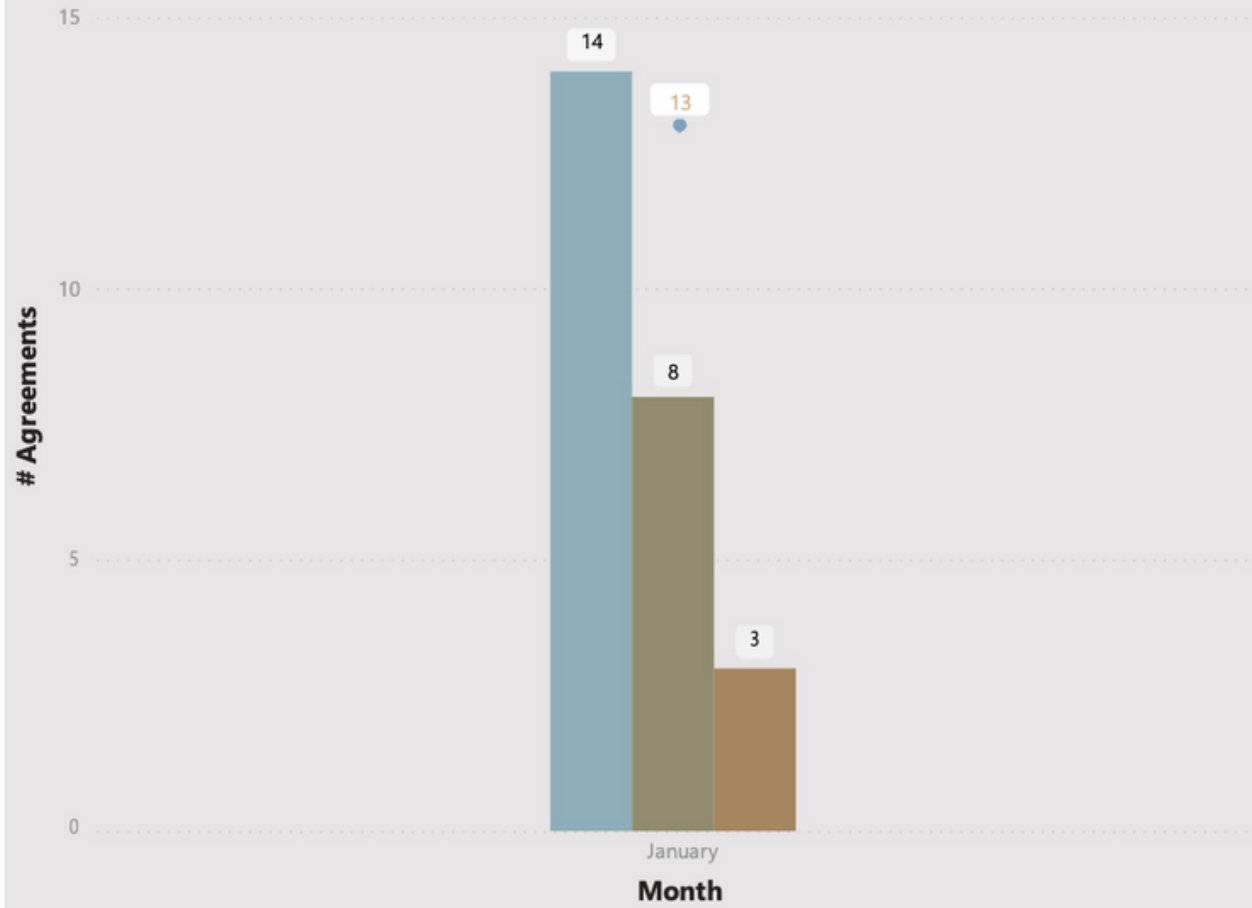


XYZ Canada

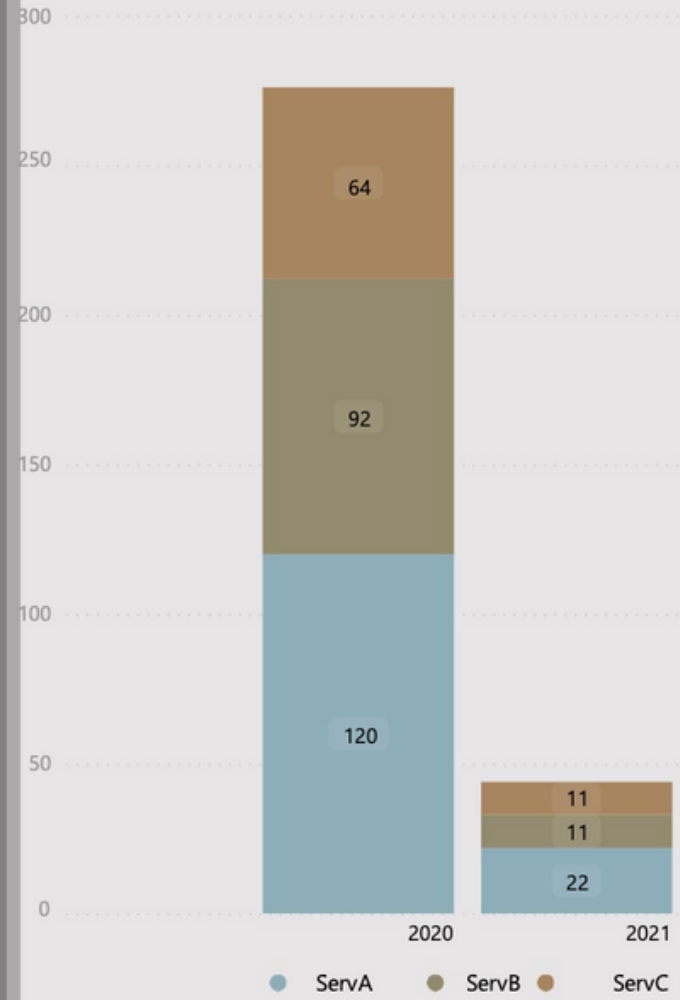


XYZ Canada Number of Contracts

Type ● A ● B ● C ● CountPYTD ● CountNonPYTD



XYZ Canada Number of Contracts Totals





Challenges

Note	Date	Note
	2/16/2021	None

Goals

Note	Date	Note
	2/16/2021	None