Simco
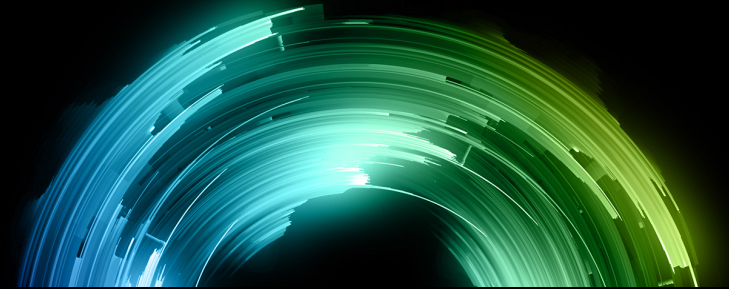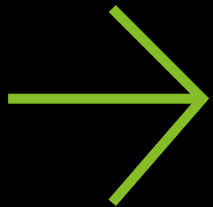
Simco's last 4 years of order to cash data is used to develop the dashboard. Target audience for this dashboard are Executives and Head of Finance, Sales and Customer success

It contains 3 tabs
a) Overview specially curated for executives
b) Data insights which covers insights of Sales, Account receivable, and customer experience
c) Recommendation which summarizes what data tells us and recommends next steps for Simco

Key features of the dashboard - Key Influencers , Python Forecasting , and Smart narrative feature

Click below to view dashboard

→

Gaurav Shinde
22/06/2022

Simco

2018 | 2019 | 2020 | 2021

All

Click to clear all filters

NAVIGATION

Overview

Data Insights

Recommendation

FILTERS

Business Unit
- [ ] BU1
- [ ] BU2
- [ ] BU3

Region
- [ ] Africa
- [ ] Americas
- [ ] Asia
- [ ] Europe
- [ ] Oceania

Product
- [ ] product1
- [ ] product2
- [ ] product3
- [ ] product4

Customer

Search
- [ ] cust1
- [ ] cust10
- [ ] cust100

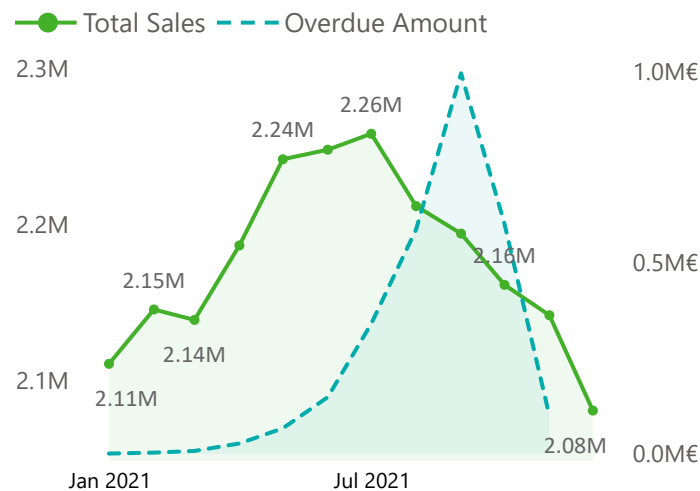| 7.47M€ Balance Dec-21	4.60M Within Due	2.87M€ Overdue	3.00% Sales YoY%	26M Sales	10.99% Overdue%	109 DSO Dec-21

Key Information - last 3 months

Month	Balance	Sales	Sales MoM%	Overdue Amt.	Overdue%
January	7.69M€	2.11M€	0.66% ⬆	0.58K€	0.03%
February	7.88M€	2.15M€	1.65% ⬆	2.89K€	0.13%
March	7.88M€	2.14M€	-0.31% ⬇	7.40K€	0.35%

Business Unit Information

BU	Sales	Sales Trend - Yearly	Overdue%	Sales YoY%
BU1	9.65M€		10.77%	3.84% ⬆
BU2	7.52M€		11.22%	1.47% ⬆
BU3	8.95M€		11.05%	3.41% ⬆

Sales Vs Overdue amount Trend

Total Sales — — Overdue Amount

2.3M
2.2M
2.1M

2.11M · 2.14M · 2.15M · 2.24M · 2.26M · 2.16M · 2.08M

1.0M€
0.5M€
0.0M€

Jan 2021 — Jul 2021

Sales by Region/Country

4.56M€ (17.45%)
0.14M€ (0.54%)
10.3... (39...)
10.29M€ (39.4%)

Region
- ⬤ Africa
- ⬤ Americas
- ⬤ Asia
- ⬤ Europe
- ⬤ Oceania
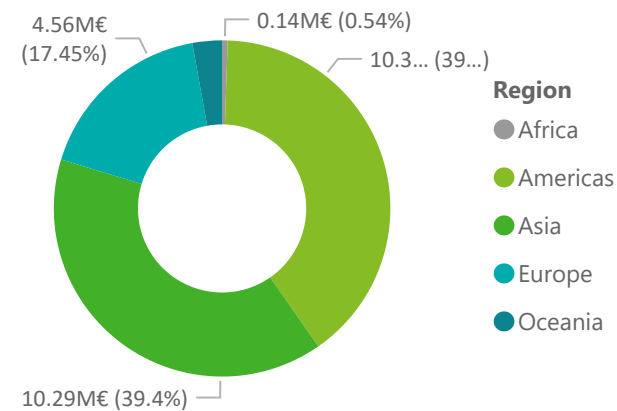
Aging Bucket Overdue by BU - 31st Dec

1-30 Days	438.48K€ / 356.64K€ / 431.34K€
31-60 Days	291.64K€ / 227.02K€ / 266.91K€
61-90 Days	161.22K€ / 141.85K€ / 145.96K€
91+ Days	147.68K€ / 117.99K€ / 144.94K€

BU
- ⬤ BU1
- ⬤ BU2
- ⬤ BU3
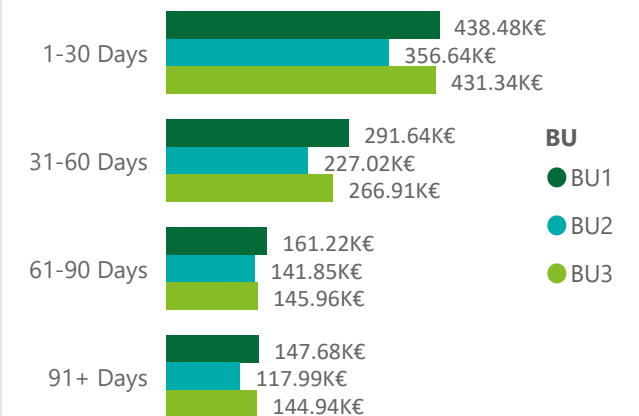
Africa 0.14M €

Information about Dashboard

- This Dashboard contains high level figures of Overdue amount, Balance for Dec -21, YoY% growth, Sales figure, Day sales Outstanding for Dec-21 and Overdue%.

- It has 3 buttons, one is overview which mentioned all the high level figures, key Business unit information table and graphs of Sales trend, Overdue amount by business unit and sales donut chart by Region/Country, second is data Insights button highlights the key insights of sales, customers and account receivable and last button mentions the recommendations

- It has 4 slicers Business unit, Region, Product level, and customer search which slices all the data on the dashboard. Date slicers which helps to slice the data as per Year , Quarter and month

- There are two more buttons besides date slicer, Clear all filters which clears all the applied filters to save the time and more information button which guides a new user

How to use Dashboard ??

- Click on button Clear all filters applied' this helps to get rid of any filters applied with a single click

- Usage of 4 slicers are to fetch Business unit, Region, Product level information or on specific customer across all KPIs and Key graphs

- Date slicer is used to fetch the date level information for all the KPIs and graphs

Simco

Data Insights - Sales
Data as of : 31st Dec 2021

All ▾

Click to clear all filters

→

NAVIGATION

Overview

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FILTERS

Business Unit ⌄
- ☐ BU1
- ☐ BU2
- ☐ BU3

Region ⌄
- ☐ Africa
- ☐ Americas
- ☐ Asia
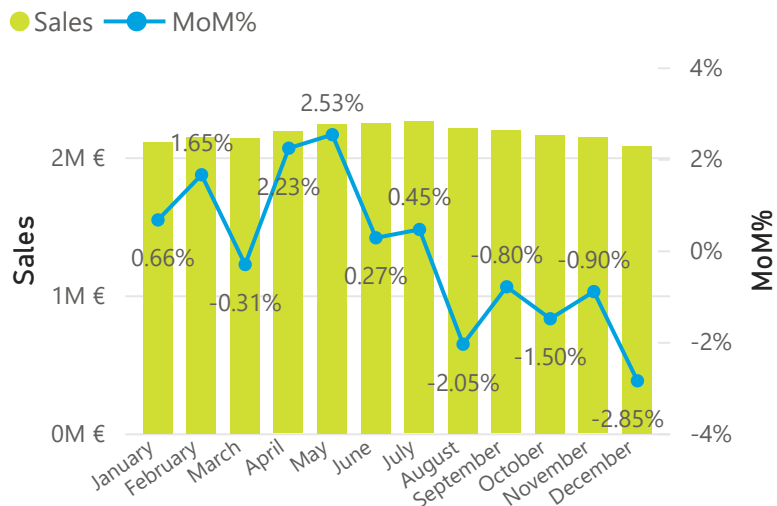- ☐ Europe
- ☐ Oceania

Product ⌄
- ☐ product1
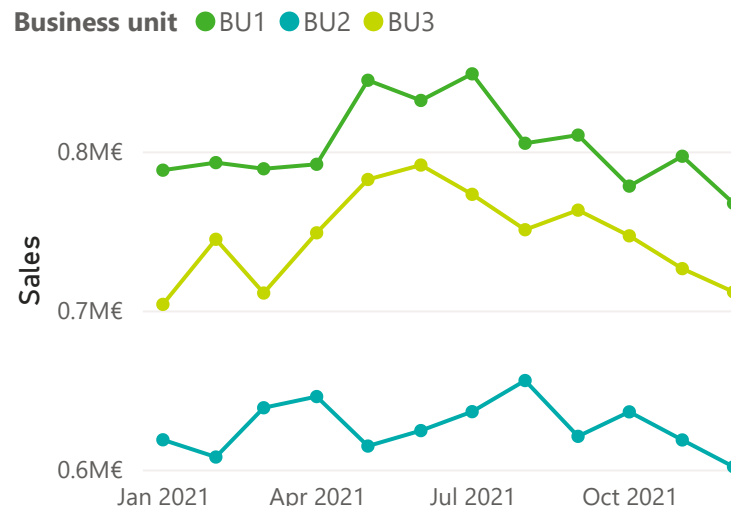- ☐ product2
- ☐ product3
- ☐ product4

Customer ⌄
🔍 Search
- ☐ cust1
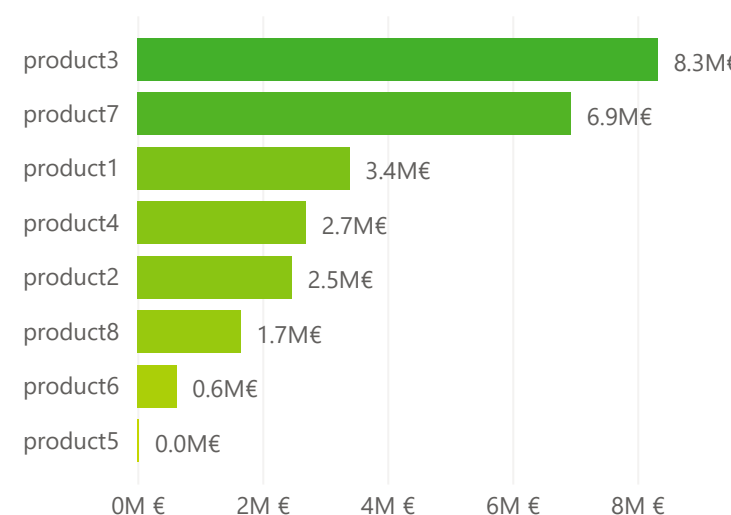- ☐ cust10
- ☐ cust100

Month over month sales performance

● Sales ━●━ MoM%

MoM% values: 0.66%, 1.65%, -0.31%, 2.23%, 2.53%, 0.27%, 0.45%, -2.05%, -0.80%, -1.50%, -0.90%, -2.85%

Business Unit Sales performance

Business unit ● BU1 ● BU2 ● BU3

Product Sales performance MoM%

Product	January	February	March	April	May	Jur
product1	-2.55%	-4.76%	4.33%	4.11%	-9.36%	
product2	-4.31%	2.31%	2.62%	1.36%	-2.37%	
product3	-2.57%	6.90%	-5.91%	6.78%	4.97%	
product4	8.17%	-0.57%	-6.56%	7.77%	4.96%	
product5	60.01%	25.30%	-32.81%	-34.39%	-78.13%	10
product6	16.82%	-7.12%	14.20%	-11.06%	-2.24%	
product7	4.44%	1.01%	1.97%	-2.23%	7.45%	
product8	-1.22%	-1.41%	10.45%	-5.06%	1.03%	

Sales by Product

Product	Sales
product3	8.3M€
product7	6.9M€
product1	3.4M€
product4	2.7M€
product2	2.5M€
product8	1.7M€
product6	0.6M€
product5	0.0M€

Summary

At 2,258,125.83 €, July had the highest Sales and was 8.53% higher than December, which had the lowest Sales at 2,080,721.86 €.

July accounted for 8.65% of Sales.

Sales and MoM% diverged the most when the Month was July, when Sales were 2,258,125.83 € higher than MoM%.

Between Friday, January 1, 2021 and Wednesday, December 1, 2021, BU3 had the largest increase in Sales (1.11%) while BU1 had the largest decrease (2.64%).

Sales for BU1 started trending down on Friday, October 1, 2021, falling by 1.39% (10,817.03 €) in 2 months.

Sales for Business unit BU1 was trending up between Friday, January 1, 2021 and Wednesday, September 1, 2021 with a rise of 22,046.04 € but had a significant change in trend and dropped by 10,817.03 € starting Friday, October 1, 2021.

Data Insights - Sales (Continued)
Data as of : 31st Dec 2021

| 2018 | 2019 | 2020 | 2021 |

All ▼

Click to clear all filters

← →

Business unit MoM% performance

Business unit	January	February	March	April	May	June	July	August	September	October	November	December
BU1	5.52%	0.60%	-0.49%	0.36%	6.67%	-1.50%	2.01%	-5.14%	0.64%	-3.96%	2.41%	-3.72%
BU2	-2.84%	-1.75%	5.10%	1.10%	-4.82%	1.58%	1.91%	3.08%	-5.35%	2.48%	-2.78%	-2.72%
BU3	-1.30%	5.81%	-4.54%	5.33%	4.48%	1.16%	-2.33%	-2.88%	1.64%	-2.12%	-2.76%	-2.01%

MoM% performance by Region/Country

region ✕   country ✕

Asia

MoM%
-0.06%

Asia
0.27%

Americas
-0.12%

Europe
-0.28%

Oceania
-1.73%

Africa
-3.39%

Bangladesh
8.35%

Philippines
1.95%

Iraq
1.95%

Israel
1.64%

India
1.48%

Vietnam
0.86%
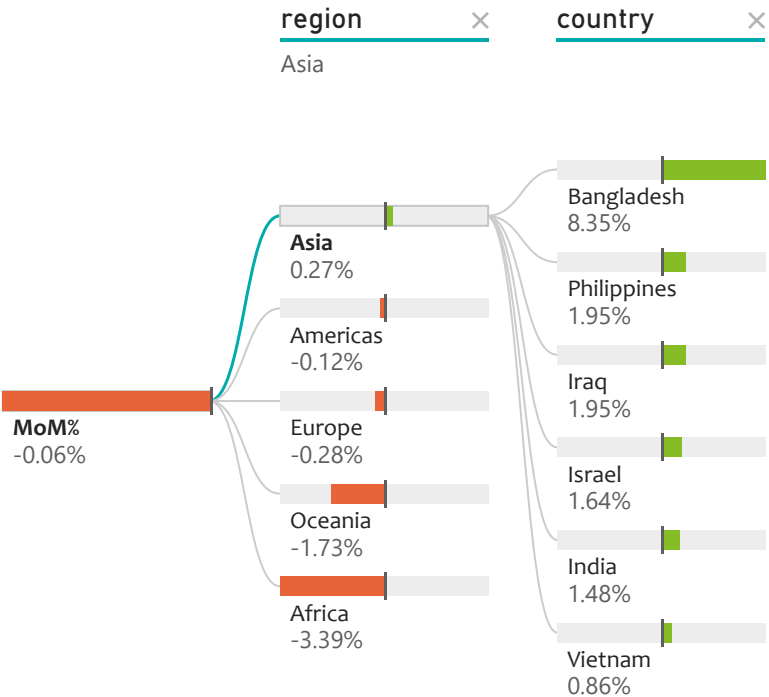
Python - Sales Forecasting (2022 - 2023)

Parameter ● Actuals ● Forecast
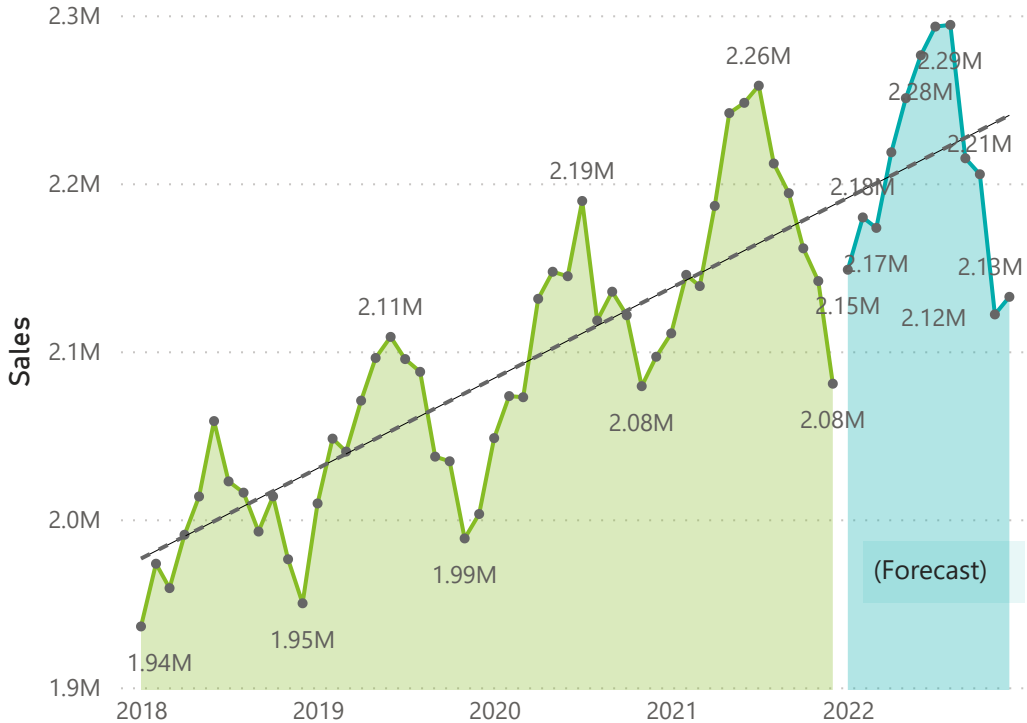
Simco

| 2018 | 2019 | 2020 | 2021 |

All

Click to clear all filters

NAVIGATION

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FILTERS

Business Unit
- [ ] BU1
- [ ] BU2
- [ ] BU3

Region
- [ ] Africa
- [ ] Americas
- [ ] Asia
- [ ] Europe
- [ ] Oceania

Product
- [ ] product1
- [ ] product2
- [ ] product3
- [ ] product4

Customer
- Search
- [ ] cust1
- [ ] cust10
- [ ] cust100

Key influencers   Top segments

What influences Sales to   Decrease   ?

When...   ....the average of Sales decreases by

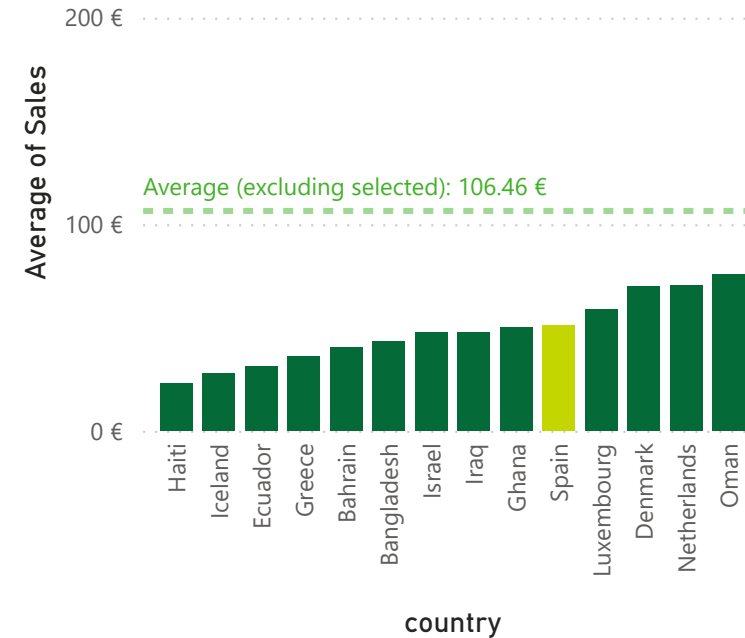**country is Spain**   →   53.83 €

region is Africa   →   49.46 €

← Sales is more likely to decrease when country is Spain than otherwise (on average).

Average of Sales

200 €

Average (excluding selected): 106.46 €

100 €

0 €

Haiti, Iceland, Ecuador, Greece, Bahrain, Bangladesh, Israel, Iraq, Ghana, Spain, Luxembourg, Denmark, Netherlands, Oman

country

- [ ] Only show values that are influencers

Simco

| 2018 | 2019 | 2020 | 2021 |

All ▾

Click to clear all filters

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FILTERS

Business Unit ⌄
- ☐ BU1
- ☐ BU2
- ☐ BU3

Region ⌄
- ☐ Africa
- ☐ Americas
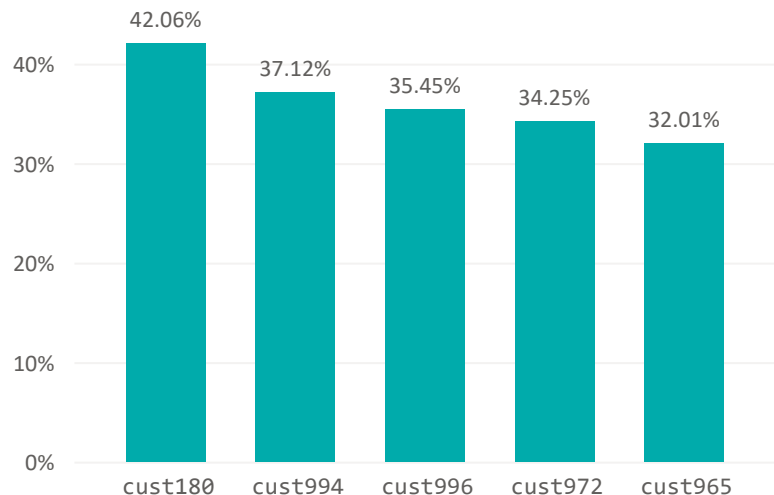- ☐ Asia
- ☐ Europe
- ☐ Oceania

Product ⌄
- ☐ product1
- ☐ product2
- ☐ product3
- ☐ product4

Customer ⌄
🔍 Search
- ☐ cust1
- ☐ cust10
- ☐ cust100

Top 5 customers contributing high overdue%

Customer	Overdue%
cust180	42.06%
cust994	37.12%
cust996	35.45%
cust972	34.25%
cust965	32.01%

Customers whose Avg. sales low, Overdue% high

customer	region	country	Avg. of sales	Overdue%
cust180	Americas	United States	19.88 €	42.06%
cust994	Europe	Spain	73.67 €	37.12%
cust996	Asia	China	41.58 €	35.45%
cust972	Asia	Japan	53.63 €	34.25%
cust711	Europe	Germany	30.74 €	31.92%
cust638	Americas	United States	17.52 €	29.93%
cust968	Oceania	Australia	60.49 €	28.17%
cust787	Europe	Germany	1.71 €	27.80%
cust995	Europe	Germany	9.31 €	27.00%

Top 5 Sales generating customers

Customer	Sales
cst517	0.25M€
cst309	0.22M€
cst346	0.20M€
cst783	0.20M€
cst475	0.19M€

Top 8 customers having dunning count = 13

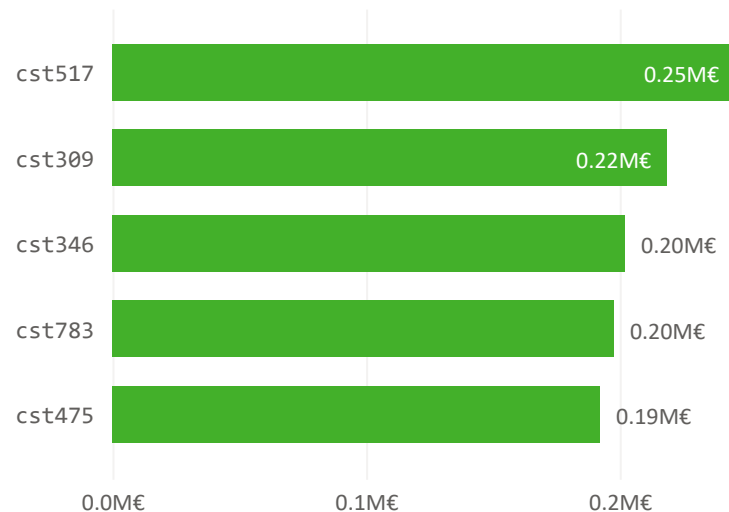| customer	dunning count	Overdue%	Overdue Amount
cust614	154	37.04%	25,225.82 €
cust89	141	31.11%	21,530.80 €
cust346	181	24.34%	20,599.84 €
cust783	164	23.04%	16,562.48 €
cust757	162	22.80%	14,463.47 €
cust318	141	39.87%	14,131.92 €
cust309	166	16.09%	12,971.11 €
cust475	160	17.93%	12,484.42 €

Summary

At 42.06%, cust180 had the highest Overdue% and was 31.41% higher than cust965, which had the lowest Overdue% at 32.01%.

Across all 5 customer, Overdue% ranged from 32.01% to 42.06%.

cst517 accounted for 23.24% of sales.

At 245,537.29 €, cst517 had the highest sales and was 27.68% higher than cst475, which had the lowest sales at 192,311.99 €.

cst517 accounted for 23.24% of sales.

Across all 5 customer, sales ranged from 192,311.99 € to 245,537.29 €.

Simco

2018 | 2019 | 2020 | **2021**

All ▾

Click to clear all filters

NAVIGATION

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FILTERS

Business Unit ▾
- ☐ BU1
- ☐ BU2
- ☐ BU3

Region ▾
- ☐ Africa
- ☐ Americas
- ☐ Asia
- ☐ Europe
- ☐ Oceania

Product ▾
- ☐ product1
- ☐ product2
- ☐ product3
- ☐ product4

Customer ▾

🔍 Search
- ☐ cust1
- ☐ cust10
- ☐ cust100

Avg Sales Vs Count of customers

Year ● 2021

United States had the highest Count of customer (313) and Romania had the highest Average of value (216.87 €).

Countries plotted: Romania, Malaysia, Portugal, Turkey, Austria, Australia, Brazil, Canada, Indonesia, India, Argentina, Germany, Thailand, France, Japan, Saudi Arabia, Poland, Nigeria, Netherlands, Bangladesh, Spain, Bahrain, Iceland, Ecuador, Haiti, China, United States

Y-axis: Average of value (0 € – 250 €)
X-axis: Count of customer (0 – 350)

Top 10 customers with total sales and trend over time

customer	sales	sales by year - month
cst517	0.25M€	
cst309	0.22M€	
cst346	0.20M€	
cst783	0.20M€	
cst475	0.19M€	
cst563	0.17M€	
cst614	0.17M€	
cst757	0.16M€	
cst294	0.16M€	
cst89	0.16M€	

Data Insights - Account Receivable

Data as of : 31st Dec 2021

All ▾

Click to clear all filters

Simco

NAVIGATION

- Overview
- **Data Insights**
- Recommendation

FILTERS

Business Unit ▾
- ☐ BU1
- ☐ BU2
- ☐ BU3

Region ▾
- ☐ Africa
- ☐ Americas
- ☐ Asia
- ☐ Europe
- ☐ Oceania

Product ▾
- ☐ product1
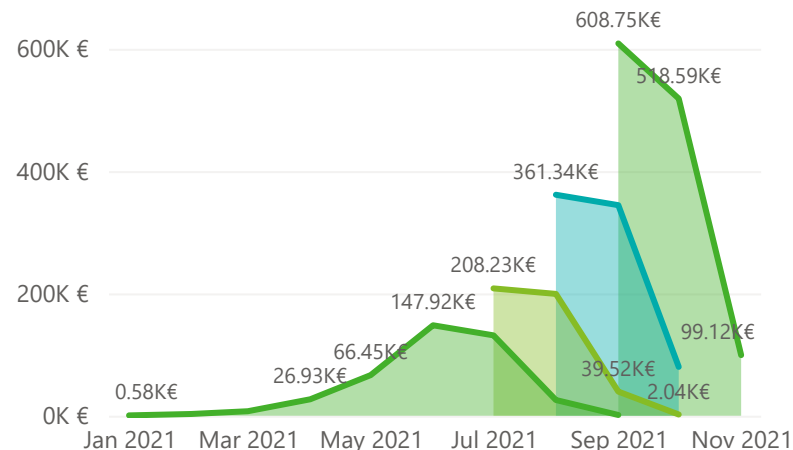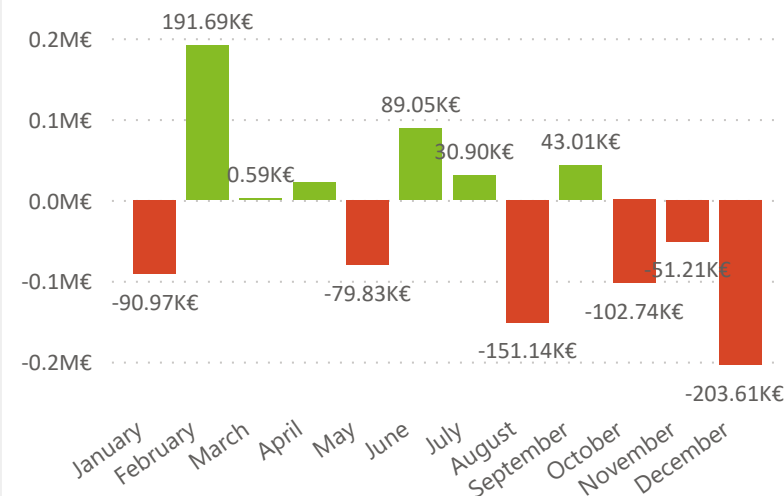- ☐ product2
- ☐ product3
- ☐ product4

Customer ▾
- 🔍 Search
- ☐ cust1
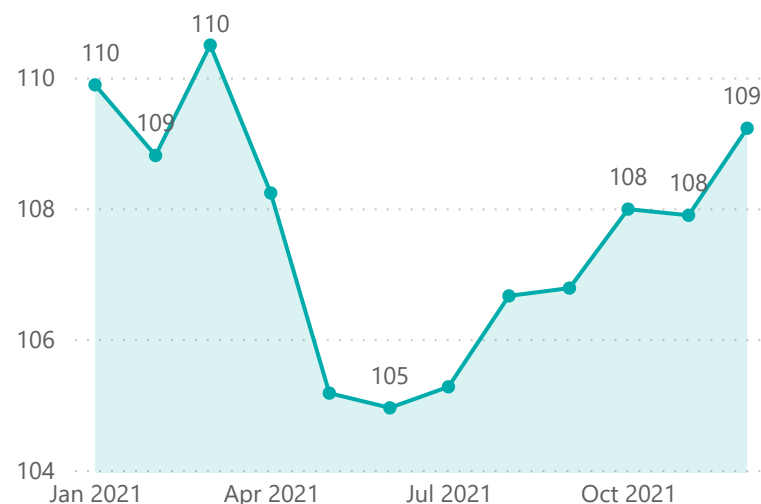- ☐ cust10
- ☐ cust100

Aging activity over time

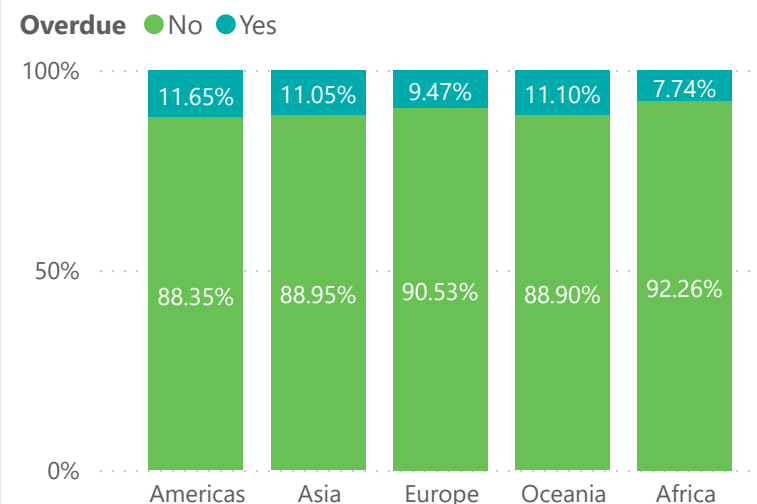Aging bucket ● 1-30 Days ● 31-60 Days ● 61-90 Days ● 91+ Days

- 608.75K€
- 518.59K€
- 361.34K€
- 208.23K€
- 147.92K€
- 99.12K€
- 66.45K€
- 39.52K€
- 26.93K€
- 2.04K€
- 0.58K€

(Jan 2021 — Mar 2021 — May 2021 — Jul 2021 — Sep 2021 — Nov 2021)

Cashflow - 2021

- 191.69K€
- 0.59K€
- 89.05K€
- 30.90K€
- 43.01K€
- -90.97K€
- -79.83K€
- -151.14K€
- -102.74K€
- -51.21K€
- -203.61K€

(January, February, March, April, May, June, July, August, September, October, November, December)

Day Sales Outstanding - 2021

- 110
- 109
- 110
- 105
- 108
- 108
- 109

(Jan 2021 — Apr 2021 — Jul 2021 — Oct 2021)

Overdue% share w.r.t sales across Region/Country

Overdue ● No ● Yes

Region	Yes	No
Americas	11.65%	88.35%
Asia	11.05%	88.95%
Europe	9.47%	90.53%
Oceania	11.10%	88.90%
Africa	7.74%	92.26%

Summary

Overdue Amount for 1-30 Days started trending down on Wednesday, September 1, 2021, falling by 83.72% (509,620.51 €) in 2 months.

Cashflow trended down, resulting in a 123.81% decrease between January 2018 and December 2018.

Cashflow started trending down on June 2018, falling by 328.64% (292,664.09 €) in 6 months.

Cashflow dropped from 89,054.35 € to -203,609.74 € during its steepest decline between June 2018 and December 2018.
DSO experienced the longest period of decline (-1) between Friday, January 1, 2021 and Wednesday, December 1, 2021.

Americas in Overdue made up 35.14% of Sales.

Simco

NAVIGATION

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Business Unit ⌄
- ☐ BU1
- ☐ BU2
- ☐ BU3

Region ⌄
- ☐ Africa
- ☐ Americas
- ☐ Asia
- ☐ Europe
- ☐ Oceania

Product ⌄
- ☐ product1
- ☐ product2
- ☐ product3
- ☐ product4

Customer ⌄
- 🔍 Search
- ☐ cust1
- ☐ cust10
- ☐ cust100

2018 | 2019 | 2020 | **2021**

All ⌄

Click to clear all filters

Key influencers   Top segments

👍 👎

What influences Overdue Amount to [Increase ⌄] ?

When...   ....the average of Overdue Amount increases by

payment_terms is 90 ────────────────────→ (461.8 €)

dunning_count is more than 12 ──────→ (305.5 €)

product is product3 ──────→ (123.0 €)

← Overdue Amount is more likely to increase when payment_terms is 90 than otherwise (on average).
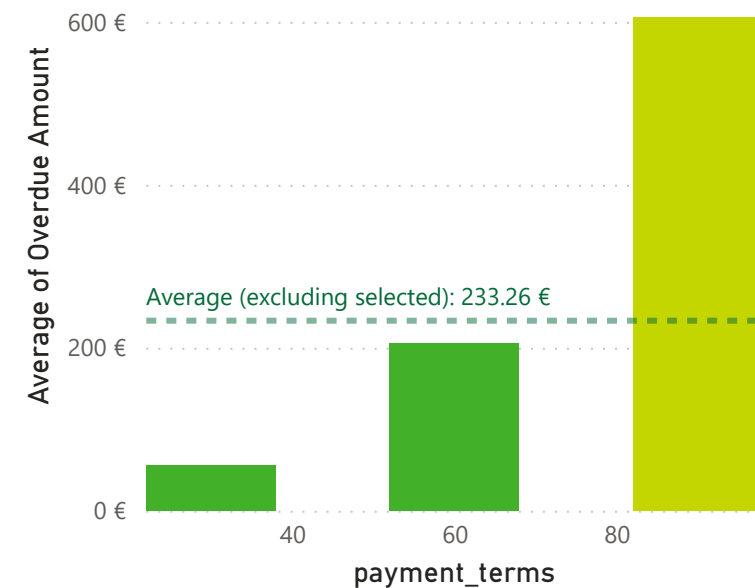
600 €

Average of Overdue Amount

400 €

Average (excluding selected): 233.26 €
- -

200 €

0 €

        40   60   80
                payment_terms

☐ Only show values that are influencers

Data Insights - Customer Experience

Data as of : 31st Dec 2021

Simco

Call not answered by Region/Country

Call answered? ● false ● true

Region	false	true
Asia	38.17%	61.83%
Americas	38.27%	61.73%
Europe	37.90%	62.10%
Oceania	39.74%	60.26%
Africa	34.50%	65.50%
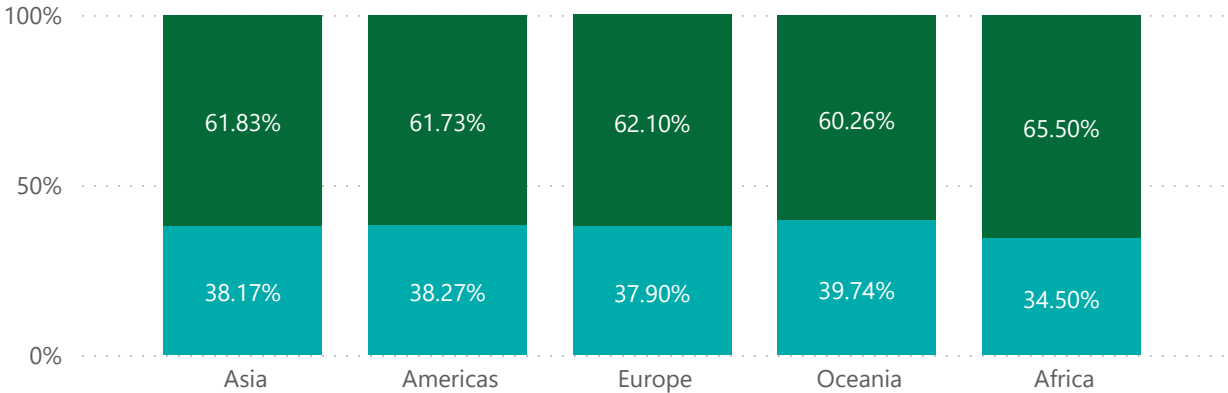
Customer calls not answered analysis

customer	Calls NOT answered	Overdue Amount
cust346	47.04%	38.67K€
cust89	39.66%	34.74K€
cust614	36.18%	32.52K€
cust517	36.00%	32.51K€
cust475	38.91%	29.72K€
cust783	44.78%	28.66K€
cust309	40.44%	25.03K€
cust191	34.96%	23.38K€

Call not answered by Business unit and Year-month

Call answered? ● false ● true

Year/BU	false	true
2021 BU1	38.12%	61.88%
2021 BU2	38.40%	61.60%
2021 BU3	38.10%	61.90%

(Payment due date - call date) Vs count of calls

Date difference (Days)	Count of call	Count of call over time
30	50237	
31	21869	
32	16671	
33	8837	
34	5425	
35	3359	
36	1982	
37	1086	
38	679	
39	500	

What data tells us?

Recommendation

Sales

• Sales trend over the last four years has shown a consistent pattern of **increased sales in (June-July)** and **decreased sales in (Nov - Dec)**. Product 4 and 7 shows significant impact for affecting drop in sales during November and December On average, **sales are more likely to fall in the Africa & Spain** country than in other countries

• Although the Americas and Asia account for 79% of total consumers, average sales of 107 euros are low when compared to the Oceania region, which accounts for only 2.3 percent of total customers but generates the highest average sales of 119.68 euros.

• During last 4 years, Oceania had the highest average sales of 119.68 euros with 23 clients, while Africa had the lowest average sales of 67.27 Euros with 10 customers. Africa was the only region where average sales increased by 18 percent in the last four years, while the Americas remained stable, and Asia, Oceania, and Europe saw average sales decline by 3-5 percent.

• Europe and Oceania region contributes (20%) of overall sale with 197 customers which is (19.7%) of total customers. **Romania and Turkey has highest Average sales (210 euros)** from 10 customers.

Account Receivable

• Total overdue amount was 2.87 Million euros, 14.33% of falling into 91+ bucket. June and July 2021 are large contributors, accounting for 67.9% of 91+ bucket with 371 unique customers.

• When payment term is 90 and dunning count is greater than 12, it influences overdue amount to increase on average by 460 euros.

Customer

• Customers 614, 89 and 346 have the highest dunning count (13) and maximum overdue%.

• Customer 787 and 995 from Europe have lowest average sales but overdue% contribution is high. Customer 180 contributes the most to overdue amount 42% overdue amount. Customer 517 is the most profitable

• Regional leads from Africa and Spain to revisit the **sales strategies**, **communicating with the customers to understand any area of concern**, any **product issues** which is impacting the sales and closely monitoring the overall sales performance

• **Targeting the product 4 and 7** past performance and **implement new sales campaign** for these two products during Nov and Dec.

• **Introducing more sales campaign** in Oceania region and developing customer analysis chart w.r.t product sales to understand any unique **customer behaviour from Americas and Asia to increase the average sales**

• A Initiating c**alls to overdue customer 3 days before payment due date** this will significantly reduced the overdue %. Negotiating with customers to reduce the payment terms from 90 days to 60 days and setting a goal to not increase the dunning count above 12

• Setting up meeting with customer 180 **to understand reasons for late payment**, similarly following up with customers 614, 89 and 346 for on time payment. Monitoring weekly performance of these customers

.