**INTRODUCTION**

The financial data analysis provide view on the business and performance of the company and helps in evaluating the current and the future financial health of the company. It also helps in developing company goals and objectives, building dynamic profits, loss statements, monthly and quarterly budgeting and forecasting. Financial analysis is a valuable aspect to every organization and they should use to manage and measure its progress. If it's carried out in the right way, it can help the organization adapt to the trends that affect its operations. In this analysis we will be working as a financial analyst for an organization and carry out the insights from the available data. So, without adieu lets go.

**DATASET DESCRIPTION AND SOURCE**

For the dataset, refer to this link- https://docs.google.com/spreadsheets/d/1fGMRuVzF0EvlDMKiy-rqHP8FX9KPngKA/edit?usp=sharing&ouid=110001706920657237713&rtpof=true&sd=true to download and work with it. The dataset usually contains a xlsx file which have different data sheet as mentioned below

1. Sales Order - contains 10685 rows and 12 columns containing sales details such as the order quantity, unit price of product sold, revenue generated by the product etc.
2. Customers -. Have 175 rows and 2 columns containing information about customer index and customer name.
3. Regions - contains 86 rows and 5 columns pertaining details about regions of sales, country and cities
4. Product - contains 31 rows and 2 columns pertaining details about product
5. Company expanses - contains 65 rows and 39 columns pertaining details about monthly expenses category based.
6. Balance sheet data - contains 24 rows and 8 columns pertaining annual details about balance sheet data type, category and sub-category wise
7. Cash flow data - contains 19 rows and 8 columns pertaining annual details about cash flow data type, category and sub-category wise
8. Transaction data - contains 2828 rows and 5 columns pertaining values and invoice number
9. IS Template - contains 79 rows and 5 columns pertaining to which we need to build our income statement reports.
10. BS Template - contains 50 rows and 5 columns pertaining to which we need to build our balance sheet reports.
11. Cash flow template - contains 50 rows and 5 columns pertaining to which we need to build our cash flow reports

## DATA PREPARATION AND CLEANING

1. First and the fore most change the regional setting and the autodetect relationship options
   Go to File ->options and settings -> options->current file ->Data load -> Deselect the autodetect new relation after data is loaded option (if you want to create relationship on your own)
   Go to File ->options and settings -> options->current file ->Regional settings ->English (USA)
2. Connect the data tables, and transform, check the datatypes and clean the unnecessary data
3. Create a date query in the advanced editor named date query. the code for the same is mentioned below in date data query section
4. In income statement data-2 create a conditional column differentiating whether its revenue or expenses using if statement
   Type =

IF (‘Income statement data-2'[Expense Category] = "Revenue", "Revenues", "Expenses”)

5. Create another column with type index stating the index for revenue as 1 and others as 2

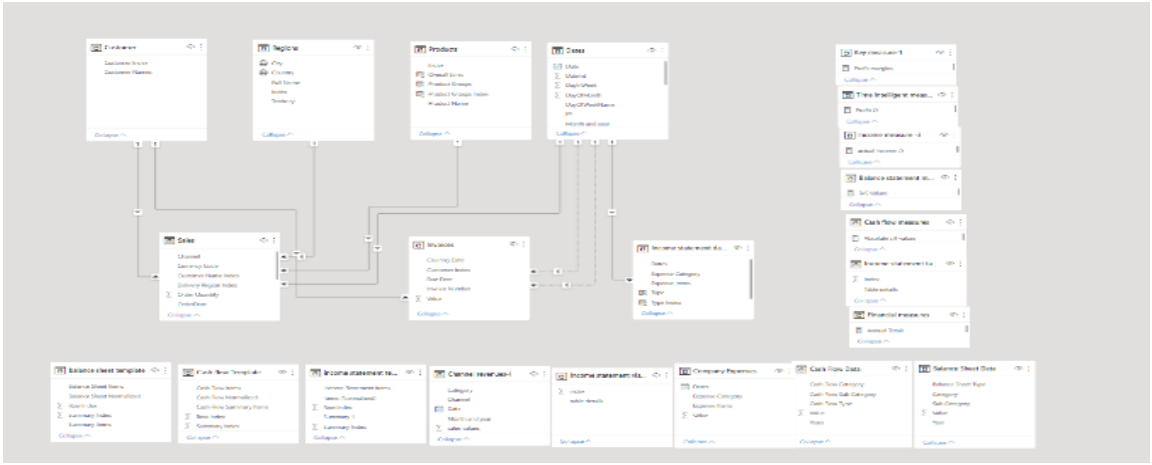
   Type Index =

   IF (‘Income statement data-2'[Expense Category] = "Revenue", 1, 2)

6. In products query create an overall sale, product groups and product groups index column respectively

```
Overall Sales = [Total Sales]
Product Groups =
SWITCH (TRUE (),
   Products [Overall Sales] > 12000000, "Top Products",
   Products [Overall Sales] > 5000000, "Ok Products",
   Products [Overall Sales] <= 5000000, "Poor Products",
BLANK ())
Product Groups Index =
SWITCH (TRUE (),
   Products [Overall Sales] > 12000000, 1,
   Products [Overall Sales] > 5000000, 2,
   Products [Overall Sales] <= 5000000, 3,
BLANK ()
```

7. Create the essential DAX Measures and the columns required to build the dashboard and the reports.



8. Connect the fact and the dimension table and create the model manually and keep a note to check the flow direction and relational types is one to many.
9. In the report view, go to summary page and add a bookmark and do the same for Retrenchment and promotion data page. Then go to summary page ->insert->buttons->select blank (place then blank button on top of the summary title. Select this button and go to format button ->turn on action- >type->bookmark ->bookmark->select the bookmark created for that page. Do the same for the other one as well. Now if you click on the title, it will take you to the corresponding bookmark added

## DATE DATA QUERY

```
let undetectable = (StartDate as date, End Date as date, Stormont as number) as table
=>
 let
   Day Count = Duration. Days (Duration. From (End Date - StartDate)),
   Source = List. Dates (Day Count Count, duration (1,0,0,0)),
   Dates (= Dates ((Source, Dates (()),
   Changed Type = Changed Type (Changed Type, {{"Column1", type date}}),
   Renamed Columns = Renamed Columns (Changed Type, {{"Column1", "Date"}}),
   Insert Year = Insert Year (Renamed Columns, "Year", each Date. Year([Date]), type
text),
   ), type = Insert Year (Renamed Columns, "Year Number", each Date. Year([Date])),
   Insert Quarter = Insert Year (Insert Year, "Quarterfinal", each Quarterfinal([Date])),
   Insert Month = Insert Year (Insert Quarter, "Montoya", each Date. Month([Date]),
type text),
   Insert Day = Insert Year (Insert Month, "Dayo Month", each Date. Day([Date])),
   Intertrain = Insert Year (Insert Day, "Detent", each [Year] * 10000 + [Montoya] * 100
+ [Dayo Month]),
   Year (= Insert Year (Intertrain, "Month Name", each Datestone([Date], "MMMM"),
type text),
   Year (= Insert Year (Insert Year, "Insert Year", each (try (Text. Range ([Month
Name],0,3)) otherwise [Month Name]) & " " & Month Name([Year])),
   Range (= Insert Year (Insert Year, "Insert Year", each "Q" & Month
Name([Quarterfinal]) & " " & Month Name([Year])),
   Year (= Insert Year (Insert Year, "Dayi Week", each Dayi Week([Date])),
   Incardinate = Insert Year (Insert Year, "Insert Year", each Datestone([Date], "did"),
type text),
   Insert Weekending = Insert Year (Incardinate, "Weekending", each
Weekending([Date]), type date),
   Year (= Insert Year (Insert Weekending, "Week Number", each Insert
Weekending([Date])),
   Year (= Insert Year (Insert Year, “Month Year", each [Year] * 10000 + [Montoya] *
100),
   Year (= Insert Year (Insert Year, “Quarter Year", each [Year] * 10000 + [Quarterfinal]
* 100),
   ChangedType1 = Changed Type (Changed Type, {{"Quarter Year", Int64.Type},
{"Week Number", Int64.Type}, {"Year", type text}, {"Month Year", Int64.Type},
{"Detent", Int64.Type}, {"Dayo Month", Int64.Type}, {"Montoya", Int64.Type},
{"Quarterfinal", Int64.Type}, {"Insert Year", type text}, {"Insert Year", type text}, {"Dayi
Week", Int64.Type}}),
   }, {= Insert Year (ChangedType1, "Short Year", each Text. End (Text. From([Year]), 2),
type text),
   Addy = Insert Year (Insert Year, "FY", each "FY"& (if [Montoya]>=Stormont then Text.
From (Number. From ([Short Year]) +1) else [Short Year]))
in
   Addy
in
undetectable
```

# DAX MEASURES

| DAX FUNCTION | M-CODE |
|---|---|
| COUNTROWS () | Total transactions = COUNTROWS(Sales) |
| SUM () | Total sales = SUM (Sales [Revenue]) |
| SUM () | Total quantity = SUM (Sales [Order Quantity]) |
| SUMX () | Total cost = SUMX (Sales, Sales [Order Quantity] *Sales [Total Unit Cost]) |
| | Total profits = [Total sales]- [Total cost] |
| Divide () | Profit margins = Divide ([Total profits], [Total sales]) |
| TIME INTELLIGENCE MEASURES | |
| DATEADD ()<br>CALCULATE () | Profit LY = CALCULATE ([Total profits], DATEADD (Dates [Date], -1, YEAR)) |
| DATEADD ()<br>CALCULATE () | Profit margins LY = CALCULATE ([Profit margins], DATEADD (Dates [Date], -1, YEAR)) |
| DATEADD ()<br>CALCULATE () | Sales LY = CALCULATE ([Total sales], DATEADD (Dates [Date], -1, YEAR)) |
| | Sales TY VS Sales LY = [Total sales]- [Sales LY] |
| CALCULATE ()<br>DATESYTD () | Sales YTD = CALCULATE ([Total sales], DATESYTD (Dates [Date])) |
| CALCULATE ()<br>DATESMTD () | Sales MTD = CALCULATE ([Total sales], DATESMTD (Dates [Date])) |
| CALCULATE ()<br>DATESQTD () | Sales QTD = CALCULATE ([Total sales], DATESQTD (Dates [Date])) |
| INCOME STATEMENTS MEASURES | |
| SUM ()<br><br><br><br><br>CALCULATE ()<br><br><br><br><br>DATEADD ()<br><br><br><br><br>DIVIDE () | Income values = SUM ('Income statement data-2'[Value])<br>Total revenue = CALCULATE ('Income measure -3'[Income values],'Income statement data-2'[Type]="Revenues")<br><br>Total revenue LY = CALCULATE ([Total revenue], DATEADD (Dates [Date], -1, YEAR))<br><br>Expenses = (CALCULATE ([Income values], 'Income statement data-2'[Type]= "Expenses")<br>+ [COGS])<br>* -1<br><br>Expenses LY = CALCULATE ('Income measure -3'[Expenses], DATEADD (Dates [Date], -1, YEAR))<br><br>COGS = CALCULATE ('Income measure -3'[Income values],'Income statement data-2'[Expense Category] ="COGS") *-1<br><br>COGS LY = CALCULATE ('Income measure -3'[COGS], DATEADD (Dates [Date], -1, YEAR))<br><br>Gross profit = VAR Revenue = CALCULATE ('Income measure -3'[Income values], 'Income statement data-2'[Type]= "Revenues") |

| | |
|---|---|
| SELECTEDVALUE () | VAR COGS = CALCULATE (‘Income measure -3'[Income values], 'Income statement data-2'[Expense Category] = "COGS”)<br>RETURN<br>Revenue – COGS<br><br>Gross Profit LY = CALCULATE ([Gross profit], DATEADD (Dates [Date], -1, YEAR))<br><br>Gross profit margin = DIVIDE ([Gross profit],'Income measure -3'[Total revenue]) |
| SWITCH (TRUE ()) | Gross profit margin LY = CALCULATE ([Gross profit margin], DATEADD (Dates [Date], -1, YEAR))<br><br>Net profit = [Total revenue] +'Income measure -3'[COGS]+'Income measure -3'[Expenses] |
| ABS () | Net profit LY = CALCULATE ('Income measure -3'[Net profit], DATEADD (Dates [Date], -1, YEAR))<br>Net profit margin = DIVIDE ([Net profit], [Total revenue]) |
| FILTER () | Net profit margin LY = CALCULATE ('Income measure -3'[Net profit margin], DATEADD (Dates [Date], -1, YEAR))<br><br>Actual’s income = VAR Revenue = CALCULATE ([Income values], 'Income statement data-2'[Type] = "Revenues”)<br>VAR Expense = CALCULATE ([Income values], 'Income statement data-2'[Type] = "Expenses”) *-1<br>Return<br>DIVIDE (<br>IF (SELECTEDVALUE (‘Income statement data-2'[Type]) = "Revenues”, Revenue,<br>IF (SELECTEDVALUE (‘Income statement data-2'[Type]) = "Expenses”, Expense,<br>Revenue + Expense)), 1000, 0)<br><br>annual totals % =<br>VAR Current Item = SELECTEDVALUE (‘income statement template'[Income Statement Items])<br>VAR Current Summary = SELECTEDVALUE (‘income statement template'[Income Statement Items])<br><br>RETURN<br>SWITCH (TRUE (),<br>Current Summary = "Total Revenues", 1,<br>Current Summary = "Total COGS", DIVIDE([COGS], [Total revenue], 0),<br>Current Summary = "Total Gross Profit", DIVIDE ([Gross Profit], [Total revenue], 0),<br>Current Summary = "Total Other Expenses", DIVIDE([Expenses], [Total revenue], 0),<br>Current Summary = "Total Net Profit", DIVIDE ([Net Profit], [Total revenue], 0),<br>Current Summary = "Net Profit %", [Net Profit Margin],<br>DIVIDE (CALCULATE (‘Income measure -3'[Actual’s income] * 1000,<br>FILTER (‘income statement template', 'income statement template'[Income Statement Items] = Current Item)), [Total revenue], 0))<br>TY vs PY Actuals =<br>VAR Current Item = SELECTEDVALUE ('income statement template'[Items (Normalized)])<br><br>RETURN<br>SWITCH (TRUE (),<br>Current Item = "Total Revenues", DIVIDE ([total Revenue] - [total Revenue LY], 1000, 0),<br>Current Item = "Total COGS", DIVIDE([COGS] - [COGS LY], 1000, 0),<br>Current Item = "Total Gross Profit", DIVIDE ([Gross Profit] - [Gross Profit LY], 1000, 0), |

```
   Current Item = "Total Other Expenses", DIVIDE([Expenses] - [Expenses LY], 1000, 0),
   Current Item = "Total Net Profit", DIVIDE ([Net Profit] - [Net Profit LY], 1000, 0),
      CALCULATE ([Actual's income], FILTER ('Income statement data-2','Income statement data-
2'[Expense Items] ==Current Item))) - CALCULATE (CALCULATE ([Actual's income], FILTER ('Income
statement data-2','Income statement data-2'[Expense Items] ==Current Item)), DATEADD (Dates
[Date], -1, YEAR))

TY vs PY Actuals % =
VAR Current Item = SELECTEDVALUE ('income statement template'[Items (Normalized)])

RETURN
SWITCH (TRUE (),
   Current Item = "Total Revenues", DIVIDE ([TY vs PY Actuals], [total Revenue LY], 0),
   Current Item = "Total COGS", DIVIDE ([TY vs PY Actuals], [COGS LY], 0),
   Current Item = "Total Gross Profit", DIVIDE ([TY vs PY Actuals], [Gross Profit LY], 0),
   Current Item = "Total Other Expenses", DIVIDE ([TY vs PY Actuals], [Expenses LY], 0),
   Current Item = "Total Net Profit", DIVIDE ([TY vs PY Actuals], [Net Profit LY], 0),
   Current Item = "Gross Profit %", [Gross Profit Margin] - [Gross profit Margin LY],
   Current Item = "Net Profit %", [Net Profit Margin] - [Net Profit Margin LY],
      DIVIDE ([TY vs PY Actuals],
         ABS (CALCULATE (CALCULATE ([Actual's income],
         FILTER ('Income statement data-2', 'Income statement data-2'[Expense Items] = Current
Item)),
            DATEADD (Dates [Date], -1, YEAR)))))
```

FINANCIAL MEASURES

SUM ()

```
Q1 = CALCULATE ('Financial measures'[Annual Totals], Dates [QUARTER]="Q1")
Q2 = CALCULATE ('Financial measures'[Annual Totals], Dates [QUARTER]="Q2)
Q3 = CALCULATE ('Financial measures'[Annual Totals], Dates [QUARTER]="Q3")
Q4 = CALCULATE ('Financial measures'[Annual Totals], Dates [QUARTER]="Q4")
```

CALCULATE ()

```
table data = SELECTEDVALUE ('Income statement visuals'[table details],"Actuals")


Annual Totals =
VAR Current Item = SELECTEDVALUE ('income statement template'[Items (Normalized)])
```

DATEADD ()

```
VAR Actuals = SWITCH (TRUE (),
   Current Item = "Total Revenues", DIVIDE ([Total revenue], 1000, 0),
   Current Item = "Total COGS", DIVIDE([COGS], 1000, 0),
   Current Item = "Total Gross Profit", DIVIDE ([Gross Profit], 1000, 0),
   Current Item = "Gross Profit %", FORMAT ([Gross Profit Margin], "0.00%"),
   Current Item = "Total Other Expenses", DIVIDE([Expenses], 1000, 0),
```

DIVIDE ()

```
   Current Item = "Total Net Profit", DIVIDE ([Net Profit], 1000, 0),
   Current Item = "Net Profit %", FORMAT ([Net Profit Margin], "0.00%"),
      CALCULATE ([Actual's income],
```

| | |
|---|---|
| SELECTEDVALUE () | FILTER ('Income statement data-2', 'Income statement data-2'[Expense Items] = Current Item))) |
| SWITCH (TRUE ()) | VAR saltier = SWITCH (TRUE (),<br>Current Item = "Total Revenues", DIVIDE ([total Revenue] - [total Revenue LY], 1000, 0),<br>Current Item = "Total COGS", DIVIDE([COGS] - [COGS LY], 1000, 0),<br>Current Item = "Total Gross Profit", DIVIDE ([Gross Profit] - [Gross Profit LY], 1000, 0),<br>Current Item = "Total Other Expenses", DIVIDE([Expenses] - [Expenses LY], 1000, 0),<br>Current Item = "Total Net Profit", DIVIDE ([Net Profit] - [Net Profit LY], 1000, 0), |
| ABS () | CALCULATE ([Actual's income], FILTER ('Income statement data-2','Income statement data-2'[Expense Items] ==Current Item))) - CALCULATE (CALCULATE ([Actual's income], FILTER ('Income statement data-2','Income statement data-2'[Expense Items] ==Current Item)), DATEADD (Dates [Date], -1, YEAR)) |
| FILTER () | VAR Pericentre = SWITCH (TRUE (),<br>Current Item = "Total Revenues", FORMAT (1, "0.00%"),<br>Current Item = "Total COGS", FORMAT (DIVIDE([COGS], [Total revenue], 0), "0.00%"),<br>Current Item = "Total Gross Profit", FORMAT (DIVIDE ([Gross Profit], [Total revenue], 0), "0.00%"), |
| MAXX () | Current Item = "Total Other Expenses", FORMAT (DIVIDE([Expenses], [Total revenue], 0), "0.00%"),<br>Current Item = "Total Net Profit", FORMAT (DIVIDE ([Net Profit], [Total revenue], 0), "0.00%"),<br>FORMAT (DIVIDE (CALCULATE ([Actual's income] * 1000,<br>FILTER ('Income statement data-2', 'Income statement data-2'[Expense Items] = Current Item)), [Total revenue], 0), "0.00%")) |
| AVERAGEX () | RETURN<br>SWITCH (TRUE (),<br>[Table Data] = "Actuals", Actuals,<br>[Table Data] = "vs Last Year", saltier,<br>[Table Data] = "% to Revenue", Pericentre,<br>BLANK ()) |
| TOPN () | Previous Highest Sale =<br>MAXX (<br>FILTER (ALLSELECTED (Dates),<br>Dates [Date] <= MAX (Dates [Date])), |
| VALUES () | [Total Sales])<br><br>Rolling Average Sale =<br>AVERAGEX (<br>FILTER (ALLSELECTED (Dates),<br>Dates [Date] <= MAX (Dates [Date])),<br>[Total Sales]) |
| | Top 5 Cities =<br>CALCULATE ([Total Sales],<br>TOPN (5, ALL (Regions [City]), [Total Sales], DESC), |

| | |
|---|---|
| | VALUES (Regions [City]))<br><br>Top 5 Customers =<br>CALCULATE ([Total Sales],<br>TOPN (5, ALL (Customer [Customer Names]), [Total Sales], DESC),<br>VALUES (Customer [Customer Names])) |
| BALANCE SHEETS MEASURES | |
| SUM ()<br><br>CALCULATE ()<br><br>DATEADD ()<br><br>DIVIDE ()<br><br>SELECTEDVALUE ()<br><br>SWITCH (TRUE ())<br><br>FILTER () | BS Values =<br>CALCULATE (SUM ('Balance Sheet Data'[Value]),<br>TREATAS (VALUES (Dates [Year]), 'Balance Sheet Data'[Year]))<br><br>BS values LY = CALCULATE ('Balance statement measures'[BS Values], DATEADD (Dates [Date], -1, YEAR))<br><br>Current assists = CALCULATE ('Balance statement measures'[BS Values],'Balance Sheet Data'[Category]="Current Assets")<br><br>Current liabilities = CALCULATE ('Balance statement measures'[BS Values],'Balance Sheet Data'[Category]="Current liabilities")<br><br>Fixed assists = CALCULATE ('Balance statement measures'[BS Values],'Balance Sheet Data'[Category]="Fixed (Long-Term) Assets")<br><br>Long-Term Liabilities = CALCULATE ('Balance statement measures'[BS Values],'Balance Sheet Data'[Category]="Long-Term Liabilities")<br><br>Other Assets = CALCULATE ('Balance statement measures'[BS Values],'Balance Sheet Data'[Category]="Other Assets")<br><br>Owner's Equity = CALCULATE ('Balance statement measures'[BS Values],'Balance Sheet Data'[Category]="Owner's Equity")<br><br>Total assists = 'Balance statement measures'[Current assists] + [Fixed assists] + [Other Assets]<br><br>Total liabilities = 'Balance statement measures'[Current liabilities] +'Balance statement measures'[Long-Term Liabilities]<br><br>Total Liabilities and Owner's Equity = 'Balance statement measures'[Current liabilities] +'Balance statement measures'[Long-Term Liabilities] + [Owner's Equity]<br><br>B/S Values =<br>VAR Current Item = SELECTEDVALUE ('Balance Sheet Template'[Balance Sheet Normalized])<br><br>RETURN<br>SWITCH (TRUE (),<br>Current Item = "Total current assets", [Current assists],<br>Current Item = "Total fixed assets", [Fixed assists],<br>Current Item = "Total Other assets", [Other Assets], |

| | |
|---|---|
| | Current Item = "Total Assets", [Total assists],<br>Current Item = "Total current liabilities", [Current liabilities],<br>Current Item = "Total long-term liabilities", [Long-Term Liabilities],<br>Current Item = "Total owner's equity", [Owner's Equity],<br>Current Item = "Total Liabilities and Owner's Equity", [Total Liabilities and Owner's Equity],<br>Current Item = "Debt Ratio (Total Liabilities / Total Assets)", FORMAT (DIVIDE ([Total liabilities] + [Long-Term Liabilities], [Total assists], 0), "0.00”),<br>Current Item = "Current Ratio (Current Assets / Current Liabilities)", FORMAT (DIVIDE ([Current liabilities], [Total assists], 0), "0.00”),<br>Current Item = "Working Capital (Current Assets - Current Liabilities)", FORMAT ([Current assists] - [Current liabilities], "0”),<br>Current Item = "Assets-to-Equity Ratio (Total Assets / Owner's Equity)", FORMAT (DIVIDE ([Total assists], [Owner's Equity], 0), "0.00”),<br>Current Item = "Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)", FORMAT (DIVIDE ('Balance statement measures'[Total liabilities], [Owner's Equity], 0), "0.00”),<br>CALCULATE ([BS Values], FILTER (‘Balance Sheet Data', 'Balance Sheet Data'[Sub Category] = Current Item))) |
| CASH FLOWS MEASURES | |
| SUM ()<br><br>CALCULATE ()<br><br>DATEADD ()<br><br>SELECTEDVALUE ()<br><br>SWITCH (TRUE ())<br><br>ABS () | Absolute c/f values = ABS ('Cash flow measures'[Cash Flow Values])<br><br>Cash Flow Values =<br>CALCULATE (SUM ('Cash Flow Data'[Value]),<br>TREATAS (VALUES (Dates [Year]), 'Cash Flow Data'[Years]))<br><br>Cash at the end of year = [net increase in cash]-'Cash flow measures'[Cash at Beginning of Year]<br><br>Cash At Beginning of Year = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Sub Category] = "Cash at Beginning of Year”)<br><br>cash paid for -operations = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Category] ="Cash paid for”, ‘Cash Flow Data'[Cash Flow Type] ="Operations")<br><br>Cash paid for Financing Activities = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Category] ="Cash paid for”, ‘Cash Flow Data'[Cash Flow Type] ="Financing Activities")<br>Cash paid for- Investing Activities = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Category] ="Cash paid for”, ‘Cash Flow Data'[Cash Flow Type] ="Investing Activities")<br><br>cash receipts from customer-operations = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Category] ="Cash receipts from”, ‘Cash Flow Data'[Cash Flow Type] ="Operations")<br><br>Cash receipts from Financing Activities = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Category] ="Cash receipts from”, ‘Cash Flow Data'[Cash Flow Type] ="Financing Activities")<br><br>Cash receipts from Financing Activities = CALCULATE ([Cash Flow Values],'Cash Flow Data'[Cash Flow Category] ="Cash receipts from”, ‘Cash Flow Data'[Cash Flow Type] ="Financing Activities")<br><br>Net Cash Flow - Financing =<br>'Cash flow measures'[Cash receipts from Financing Activities]-'Cash flow measures'[Cash paid for Financing Activities] |

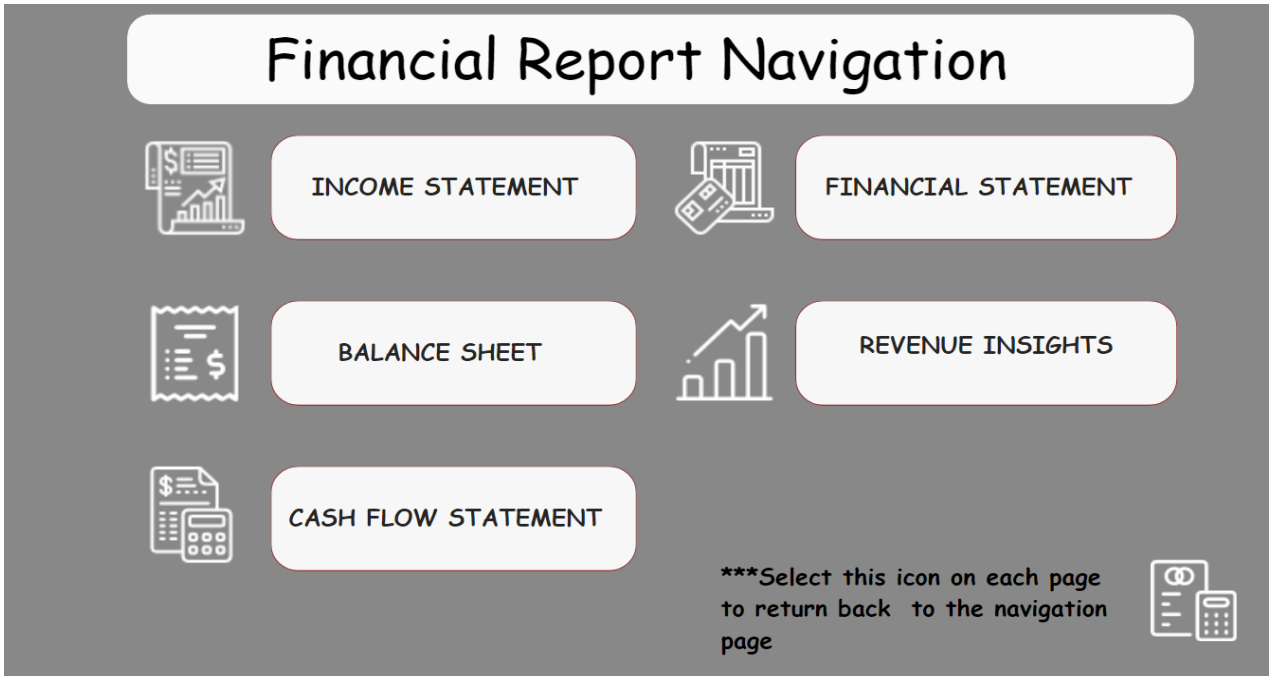
| | |
|---|---|
| FILTER ()<br><br>TREATAS () | Net Cash Flow - Financing =<br>'Cash flow measures'[Cash receipts from Financing Activities]-'Cash flow measures'[Cash paid for Financing Activities]<br><br>Net Cash Flow - Operations =<br>'Cash flow measures'[cash receipts from customer-operations]-'Cash flow measures'[cash paid for -operations]<br>net increase in cash = [Net Cash Flow - Financing] + [Net Cash Flow - Investing] + [Net Cash Flow - Operations]<br><br>Cash flow actual Values =<br>VAR Current Item = SELECTEDVALUE ('Cash Flow Template'[Cash Flow Normalized])<br>RETURN<br>SWITCH (TRUE (),<br>Current Item = "Net Cash Flow from Operations", [Net Cash Flow - Operations],<br>Current Item = "Net Cash Flow from Investing Activities", [Net Cash Flow - Investing],<br>Current Item = "Net Cash Flow from Financing Activities", [Net Cash Flow - Financing],<br>Current Item = "Net Increase in Cash", [Net Cash Flow - Operations] + [Net Cash Flow - Investing] + [Net Cash Flow - Financing],<br>Current Item = "Cash at Beginning of Year", [Cash at Beginning of Year],<br>Current Item = "Cash at End of Year", [Cash at Beginning of Year] - ([Net Cash Flow - Operations] + [Net Cash Flow - Investing] + [Net Cash Flow - Financing]),<br>CALCULATE ([Cash Flow Values], FILTER ('Cash Flow Data', 'Cash Flow Data'[Cash Flow Sub Category] = Current Item))) |

## OBJECTIVES AND GOALS

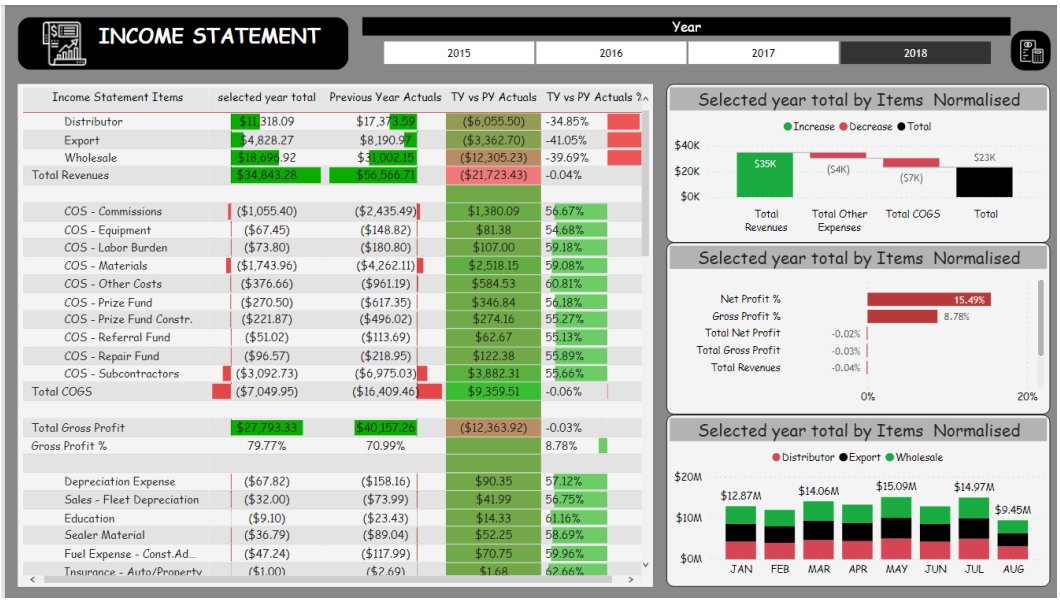
1. **Create time intelligence Measures such as 1. profit LY 2. Profit margin LY 3. Sales LY 4. Sales TY vs LY 5. Sales YTD, QTD, MTD.**

| TIME INTELLIGENCE MEASURES | |
|---|---|
| DATEADD ()<br>CALCULATE () | Profit LY = CALCULATE ([Total profits], DATEADD (Dates [Date], -1, YEAR)) |
| DATEADD ()<br>CALCULATE () | Profit margins LY = CALCULATE ([Profit margins], DATEADD (Dates [Date], -1, YEAR)) |
| DATEADD ()<br>CALCULATE () | Sales LY = CALCULATE ([Total sales], DATEADD (Dates [Date], -1, YEAR)) |
| | Sales TY VS Sales LY = [Total sales]- [Sales LY] |
| CALCULATE ()<br>DATESYTD () | Sales YTD = CALCULATE ([Total sales], DATESYTD (Dates [Date])) |
| CALCULATE ()<br>DATESMTD () | Sales MTD = CALCULATE ([Total sales], DATESMTD (Dates [Date])) |
| CALCULATE ()<br>DATESQTD () | Sales QTD = CALCULATE ([Total sales], DATESQTD (Dates [Date])) |

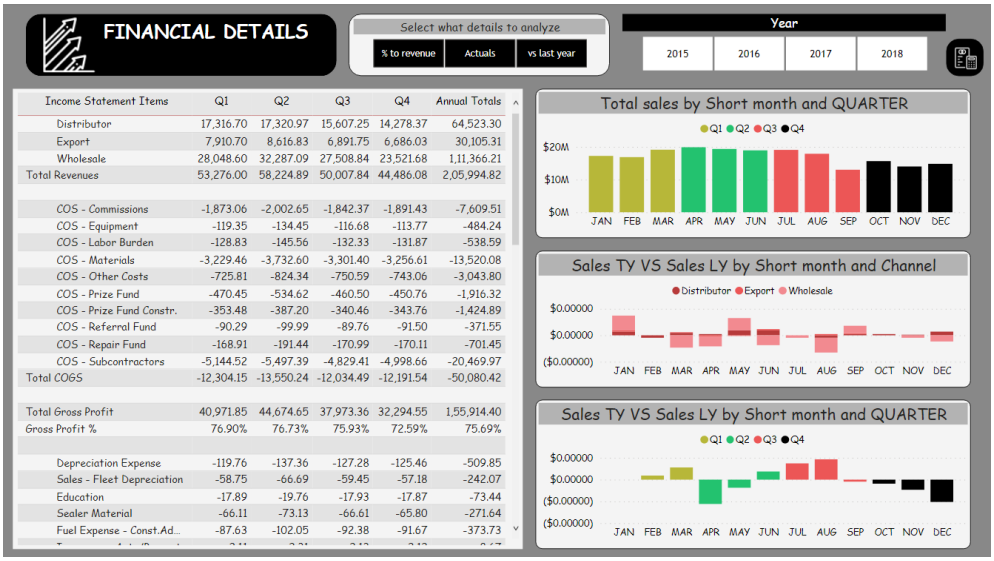
2. **Create a navigation page of the report using button and bookmarks.**



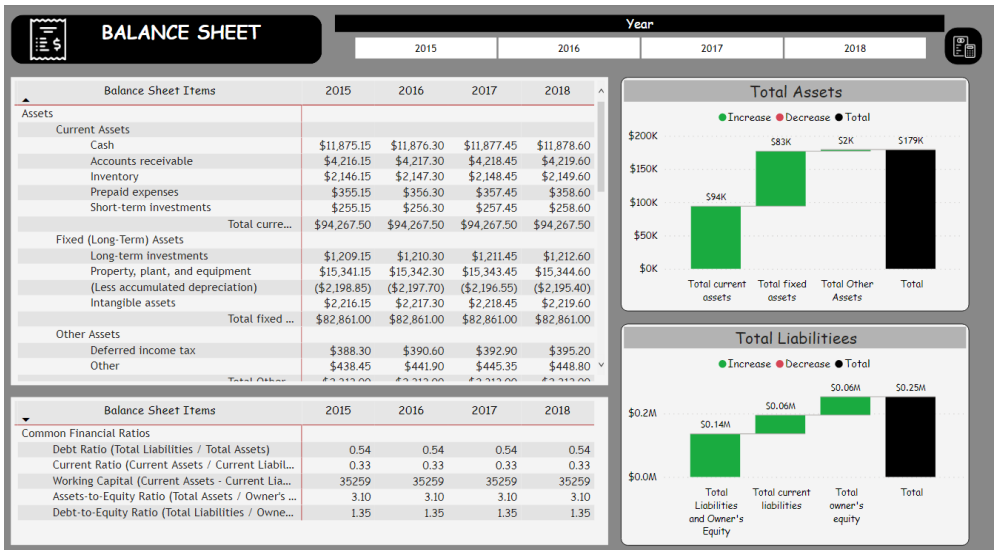

3. **Develop Income statement, finance, balance sheet, revenue insights and cash flow details.**



4.

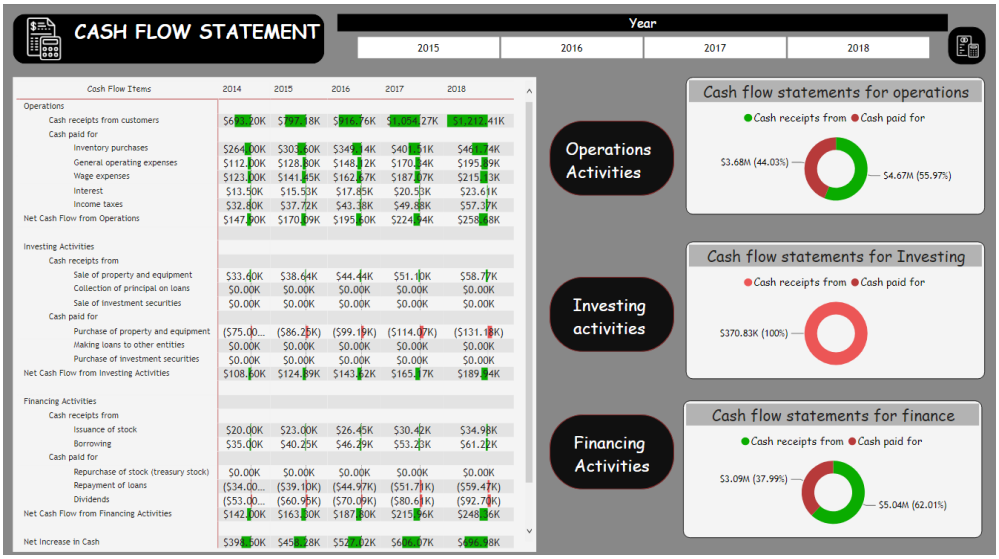



| Income Statement Items | Q1 | Q2 | Q3 | Q4 | Annual Totals |
|---|---|---|---|---|---|
| Distributor | 17,316.70 | 17,320.97 | 15,607.25 | 14,278.37 | 64,523.30 |
| Export | 7,910.70 | 8,616.83 | 6,891.75 | 6,686.03 | 30,105.31 |
| Wholesale | 28,048.60 | 32,287.09 | 27,508.84 | 23,521.68 | 1,11,366.21 |
| Total Revenues | 53,276.00 | 58,224.89 | 50,007.84 | 44,486.08 | 2,05,994.82 |
| COS - Commissions | -1,873.06 | -2,002.65 | -1,842.37 | -1,891.43 | -7,609.51 |
| COS - Equipment | -119.35 | -134.45 | -116.68 | -113.77 | -484.24 |
| COS - Labor Burden | -128.83 | -145.56 | -132.33 | -131.87 | -538.59 |
| COS - Materials | -3,229.46 | -3,732.60 | -3,301.40 | -3,256.61 | -13,520.08 |
| COS - Other Costs | -725.81 | -824.34 | -750.59 | -743.06 | -3,043.80 |
| COS - Prize Fund | -470.45 | -534.62 | -460.50 | -450.76 | -1,916.32 |
| COS - Prize Fund Constr. | -353.48 | -387.20 | -340.46 | -343.76 | -1,424.89 |
| COS - Referral Fund | -90.29 | -99.99 | -89.76 | -91.50 | -371.55 |
| COS - Repair Fund | -168.91 | -191.44 | -170.99 | -170.11 | -701.45 |
| COS - Subcontractors | -5,144.52 | -5,497.39 | -4,829.41 | -4,998.66 | -20,469.97 |
| Total COGS | -12,304.15 | -13,550.24 | -12,034.49 | -12,191.54 | -50,080.42 |
| Total Gross Profit | 40,971.85 | 44,674.65 | 37,973.36 | 32,294.55 | 1,55,914.40 |
| Gross Profit % | 76.90% | 76.73% | 75.93% | 72.59% | 75.69% |
| Depreciation Expense | -119.76 | -137.36 | -127.28 | -125.46 | -509.85 |
| Sales - Fleet Depreciation | -58.75 | -66.69 | -59.45 | -57.18 | -242.07 |
| Education | -17.89 | -19.76 | -17.93 | -17.87 | -73.44 |
| Sealer Material | -66.11 | -73.13 | -66.61 | -65.80 | -271.64 |
| Fuel Expense - Const.Ad... | -87.63 | -102.05 | -92.38 | -91.67 | -373.73 |




| Balance Sheet Items | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|
| Assets | | | | |
| Current Assets | | | | |
| Cash | $11,875.15 | $11,876.30 | $11,877.45 | $11,878.60 |
| Accounts receivable | $4,216.15 | $4,217.30 | $4,218.45 | $4,219.60 |
| Inventory | $2,146.15 | $2,147.30 | $2,148.45 | $2,149.60 |
| Prepaid expenses | $355.15 | $356.30 | $357.45 | $358.60 |
| Short-term investments | $255.15 | $256.30 | $257.45 | $258.60 |
| Total curre... | $94,267.50 | $94,267.50 | $94,267.50 | $94,267.50 |
| Fixed (Long-Term) Assets | | | | |
| Long-term investments | $1,209.15 | $1,210.30 | $1,211.45 | $1,212.60 |
| Property, plant, and equipment | $15,341.15 | $15,342.30 | $15,343.45 | $15,344.60 |
| (Less accumulated depreciation) | ($2,198.85) | ($2,197.70) | ($2,196.55) | ($2,195.40) |
| Intangible assets | $2,216.15 | $2,217.30 | $2,218.45 | $2,219.60 |
| Total fixed ... | $82,861.00 | $82,861.00 | $82,861.00 | $82,861.00 |
| Other Assets | | | | |
| Deferred income tax | $388.30 | $390.60 | $392.90 | $395.20 |
| Other | $438.45 | $441.90 | $445.35 | $448.80 |

| Balance Sheet Items | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|
| Common Financial Ratios | | | | |
| Debt Ratio (Total Liabilities / Total Assets) | 0.54 | 0.54 | 0.54 | 0.54 |
| Current Ratio (Current Assets / Current Liabil... | 0.33 | 0.33 | 0.33 | 0.33 |
| Working Capital (Current Assets - Current Lia... | 35259 | 35259 | 35259 | 35259 |
| Assets-to-Equity Ratio (Total Assets / Owner's ... | 3.10 | 3.10 | 3.10 | 3.10 |
| Debt-to-Equity Ratio (Total Liabilities / Owne... | 1.35 | 1.35 | 1.35 | 1.35 |




| Cash Flow Items | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|
| Operations | | | | | |
| Cash receipts from customers | $6... | $7... | $9... | $1... | $1,212.41K |
| Cash paid for | | | | | |
| Inventory purchases | $264.00K | $303.60K | $349.14K | $40... | $4... |
| General operating expenses | $112.00K | $128.80K | $148.12K | $170.34K | $195.89K |
| Wage expenses | $123.00K | $141.45K | $162.67K | $187.07K | $215.13K |
| Interest | $13.50K | $15.53K | $17.85K | $20.53K | $23.61K |
| Income taxes | $32.80K | $37.72K | $43.38K | $49.88K | $57.37K |
| Net Cash Flow from Operations | $147.00K | $170.09K | $195.60K | $224.94K | $258.68K |
| Investing Activities | | | | | |
| Cash receipts from | | | | | |
| Sale of property and equipment | $33.00K | $38.64K | $44.44K | $51.10K | $58.77K |
| Collection of principal on loans | $0.00K | $0.00K | $0.00K | $0.00K | $0.00K |
| Sale of investment securities | $0.00K | $0.00K | $0.00K | $0.00K | $0.00K |
| Cash paid for | | | | | |
| Purchase of property and equipment | ($75.00... | ($86.25K) | ($99.19K) | ($114.07K) | ($131.18K) |
| Making loans to other entities | $0.00K | $0.00K | $0.00K | $0.00K | $0.00K |
| Purchase of investment securities | $0.00K | $0.00K | $0.00K | $0.00K | $0.00K |
| Net Cash Flow from Investing Activities | $108.00K | $124.39K | $143.12K | $165.17K | $189.94K |
| Financing Activities | | | | | |
| Cash receipts from | | | | | |
| Issuance of stock | $20.00K | $23.00K | $26.45K | $30.42K | $34.98K |
| Borrowing | $35.00K | $40.25K | $46.29K | $53.23K | $61.21K |
| Cash paid for | | | | | |
| Repurchase of stock (treasury stock) | $0.00K | $0.00K | $0.00K | $0.00K | $0.00K |
| Repayment of loans | ($34.00... | ($39.10K) | ($44.97K) | ($51.71K) | ($59.47K) |
| Dividends | ($53.00... | ($60.95K) | ($70.09K) | ($80.61K) | ($92.70K) |
| Net Cash Flow from Financing Activities | $142.00K | $163.30K | $187.80K | $215.96K | $248.36K |
| Net Increase in Cash | $39... | $45... | $5... | $6... | $... |

5. **Details of top-5 cities and customer with highest Revenue.**