

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Sales Reporting	Luxury Cosmetics Company	Analysed the existing sales reports & accounting systems , reconciled discrepancies and set up processes to integrate data across various reporting & accounting systems to provide executive management view of detailed sales reports by region, legal entity, category, etc.	

INVOICE BASED SALES REPORTS TO REVIEW PERFORMANCE OF BRANDS ON A MONTHLY AND WEEKLY BASIS

ABOUT THE CLIENT

Client is US based **luxury cosmetics company** primarily in the online space.



SITUATION

- Client's corporate venture division **invests in new and emerging brands** across the world and entrusts the Finance team to **track performance** and **integrate them in to the company's sales and financial reporting systems** every month
- Merilytics partnered with the Finance team to set up processes to integrate data across various reporting & accounting systems.



VALUE ADDITION

- Developed **understanding** of various existing **sales reports and accounting systems**. Worked with key stakeholders to create accurate mapping of transactions to customer, region and legal entity
- Identified and **reconciled discrepancies** related to delayed shipments, returns, credit notes, annual discounts etc. to **ensure data consistency**
- Provided executive management **detailed sales reports** by region, legal entity, category, time period (week/month/quarter/YTD), with **comparisons to budget, estimates and previous year**



IMPACT

- Accurate and detailed sales reporting **enabled Management to understand true performance** of its brands and the **drivers of sales trends**
- Process to integrate accounting data from various disparate systems **became efficient**, and it **enabled timely and accurate reporting of financial performance** of various legal entities/geographies and the overall company

Consolidated customer invoice data																		
							Country of invoiced											
Entity	Entity name	LC	Invoiced Customer	Channel	customer		Jan	Feb	Mar	Apr	May	Jun						
USA	ABC INC	USD	Customer66	Distributors	France		100	7	70	65	8	8						
USA	ABC INC	USD	Customer97	Distributors	France		10.36	81	43	57	31	30						
USA	ABC INC	USD	Customer22	Distributors	France		22	33	74	87	40	20						
USA	ABC INC	USD	<div>Index</div>															
USA	ABC INC	USD	<div>Select Region >> Middle East</div>															
USA	ABC INC	USD																
UK	ABC LTD	GBP	Summary of sales by channel															
UK	ABC LTD	GBP					Middle East						Middle East (Existing cus					
UK	ABC LTD	GBP					Current month		YOY growth % of current month		YOY growth % of current quarter		FYTD		YOY growth % of FYTD		Current month growth % of current month	
UK	ABC LTD	GBP	All channels	Net sales (\$)	\$	2,800	133%	\$	3,200	167%	\$	4,800	300%	\$	2,800	133%	\$	3,000
UK	ABC LTD	GBP	Free Standing Stores (FSS)	Net sales (\$)	\$	200	33%	\$	250	67%	\$	450	200%	\$	200	33%	\$	225
UK	ABC LTD	GBP	Department Stores (DS)	Net sales (\$)	\$	100	-33%	\$	150	0%	\$	350	133%	\$	100	-33%	\$	125
UK	ABC LTD	GBP	Specialty Multi	Net sales (\$)	\$	300	100%	\$	350	133%	\$	550	267%	\$	300	100%	\$	325
UK	ABC LTD	GBP	Travel Retail	Net sales (\$)	\$	400	167%	\$	450	200%	\$	650	333%	\$	400	167%	\$	425
UK	ABC LTD	GBP	E-Comm. Pure Play	Net sales (\$)	\$	200	33%	\$	250	67%	\$	450	200%	\$	200	33%	\$	225
UK	ABC LTD	GBP	Online sales	Net sales (\$)	\$	600	300%	\$	650	333%	\$	850	467%	\$	600	300%	\$	625
FRANCE	ABC SAS	EUR	Distributors	Net sales (\$)	\$	800	433%	\$	850	467%	\$	1,050	600%	\$	800	433%	\$	825
FRANCE	ABC SAS	EUR	Other	Net sales (\$)	\$	200	33%	\$	250	67%	\$	450	200%	\$	200	33%	\$	225

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