



Get to know...

The Financial Reporting Matrix

By Profitbase

Host

- Anders Aano (Common English pronunciation : Andurs Oh-no)
- Product manager for Power BI visuals at Profitbase
- Norwegian software company - 30 years experience making
 - State of the Art **E**nterprise **P**erformance **M**anagement software:
 - Forecasting
 - Consolidation
 - Risk
 - Power BI visuals

Financial Reporting Matrix

- Tried to do financial reports in Power BI with native visuals
- Took it upon ourselves to create a visual to make it possible (easy)
- First available for public in 2019
- Premium features added in 2020
- Paying customers in 42 countries

Why this webinar?

5 Tips for Making Financial Statements More Appealing In Power BI

1) Looks matter:

- Familiar
- “This doesn’t look anything like my old excel report!”

2) People scan before they read - Where should people focus?

- Help readers where to look
- Focus drawn to anything that sticks out

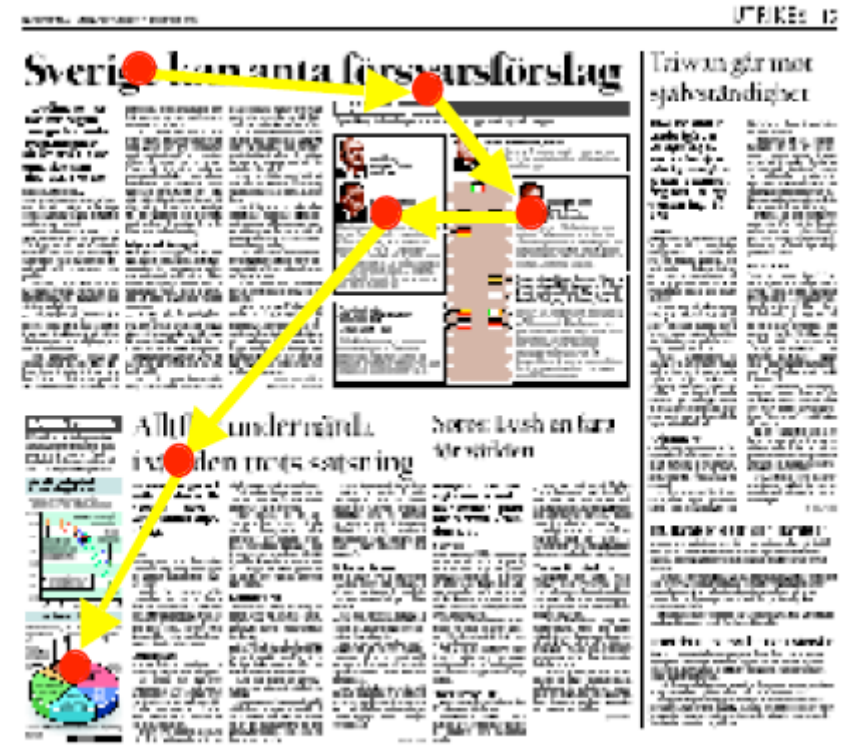
Smarter people than me have done research on this.

I didn’t read the whole thing only :

- Read the summary
- Headlines
- Looked at the pictures

Eye tracking

Kenneth Holmqvist and Constanze Wartenberg, Lund University Cognitive Studies, 127, 2005



Some of their findings; people scan for:

- Headers
- Fact boxes (bold text)
- Pictures and text in color
- Avoid big bulks of text
- So basically, what I did.

How to apply this to Financial reports?

- Headers (large text/bold)
- Air to avoid bulks of text
- Over/underlines
- Color

d)

xt

COCA-COLA FEMSA, S.A.B. DE C.V. AND SUBSIDIARIES

At December 31, 2020 and 2019

In millions of U.S. dollars (\$) and in millions of Mexican pesos (Ps.)

	NOTE	DECEMBER 2020 (1)		DECEMBER 2020		DECEMBER 2019 (2)	
ASSETS							
CURRENT ASSETS:							
Cash and cash equivalents	6	\$	2,187	Ps.	43,497	Ps.	20,491
Trade receivables, net	7		579		11,523		15,476
Inventories	8		489		9,727		10,538
Recoverable taxes	25		275		5,471		7,567
Other current financial assets	9		24		478		1,076
Other current assets	9		88		1,744		1,648
Total current assets			3,642		72,440		56,796
Non-current assets:							
Investments in other entities	10		383		7,623		9,751
Right-of-use assets	11		64		1,278		1,382
Property, plant and equipment, net	12		2,989		59,460		61,187
Intangible assets, net	13		5,227		103,971		112,050
Deferred tax assets	25		560		11,143		10,432
Other non-current financial assets	14		136		2,699		204
Other non-current assets	14		224		4,452		6,037
Total non-current assets			9,583		190,626		201,043
TOTAL ASSETS		\$	13,225	Ps.	263,066	Ps.	257,839

In this demo:

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Year
☐ 2019
☐ 2020
☐ 2021

	2019	2020	2021
Intangible Fixed Assets	442,051	234,757	134,757
Property, Plant and Equipments	198,218	531,576	831,291
Financial Fixed Assets	117,500	1,660,866	3,678,868
Total Fixed Assets	757,769	2,427,199	4,644,916
Inventory	182,233	291,320	387,601
Accounts Receivables	5,958,654	7,980,695	10,402,456
Other Assets, Current	132,093	174,311	128,994
Investments	-	-	-
Cash and Equivalents	780,267	4,852,169	642,350
Total Current Assets	7,053,247	13,298,495	11,561,401
TOTAL ASSETS			
Paid-in Capital			
Earned Capital			
Profit (Loss) not allocated			
Total Equity			
Deferred taxes			
Non-Interest-Bearing Liabilities, Non-Current			
Interest-Bearing Liabilities, Non-Current			
Total Non-Current Liabilities			
Line of Credit, Current			
Other Interest-Bearing Liabilities, Current			
Total Interest-Bearing Liabilities, Current			
Accounts Payables, Current			
Taxes, Employees etc, Current			
Other Non-Interest-Bearing Liabilities, Current			
Total Non-Interest-Bearing Liabilities, Current			
Total Current Liabilities			
Total Liabilities			
TOTAL EQUITY AND LIABILITIES			
Balance check			

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Year
☐ 2019
☐ 2020
☐ 2021

	2019	2020	2021
Assets			
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TOTAL ASSETS	7,811,016	15,725,694	16,206,317
Equity and Liabilities			
Paid-in Capital	-2,864,000	-6,330,091	-8,225,015
Earned Capital	-3,182,036	145,314	-235,473
Profit (Loss) not allocated	-	-	-
Total Equity	-6,046,036	-6,184,777	-8,460,488
Deferred taxes	-777,166	-787,788	-612,022
Non-Interest-Bearing Liabilities, Non-Current	-	-2,445,103	-1,435,769
Interest-Bearing Liabilities, Non-Current	-	-	-
Total Non-Current Liabilities	-777,166	-3,232,891	-2,047,791
Line of Credit, Current	-	-	-
Other Interest-Bearing Liabilities, Current	-	-	-
Total Interest-Bearing Liabilities, Current	-	-	-
Accounts Payables, Current	2,619,755	655,614	-1,756,235
Taxes, Employees etc, Current	-2,524,265	-2,414,997	-1,637,152
Other Non-Interest-Bearing Liabilities, Current	-1,083,304	-4,548,643	-2,304,651
Total Non-Interest-Bearing Liabilities, Current	-987,814	-6,308,026	-5,698,038
Total Current Liabilities	-987,814	-6,308,026	-5,698,038
Total Liabilities	-1,764,980	-9,540,917	-7,745,829
TOTAL EQUITY AND LIABILITIES	-7,811,016	-15,725,694	-16,206,317
Balance check	-	-	-

- Insert rows as headers
- Break up sections with blank rows
- Apply row styles with color and font size
- Use Margins and padding
- Add outlines and separator lines

Closing remarks

- Forgot to show you something in the webinar, but I have a video explaining how I built the report structure and calculations without adding steps in the visual.:
 - [Video on JSON](#)
- Suggested webinar topics:
 - Icons and conditional formatting
 - Custom columns
 - How to build the financial report – step by step
- Get in touch with us, get support or find documentation on GitHub:
<https://github.com/Profitbase/PowerBI-visuals-FinancialReportingMatrix>
- <https://www.linkedin.com/company/profitbase-as/>
- <https://www.linkedin.com/in/andersaano/>
- **Thanks for watching!**