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

profitbase

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

profitbase

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
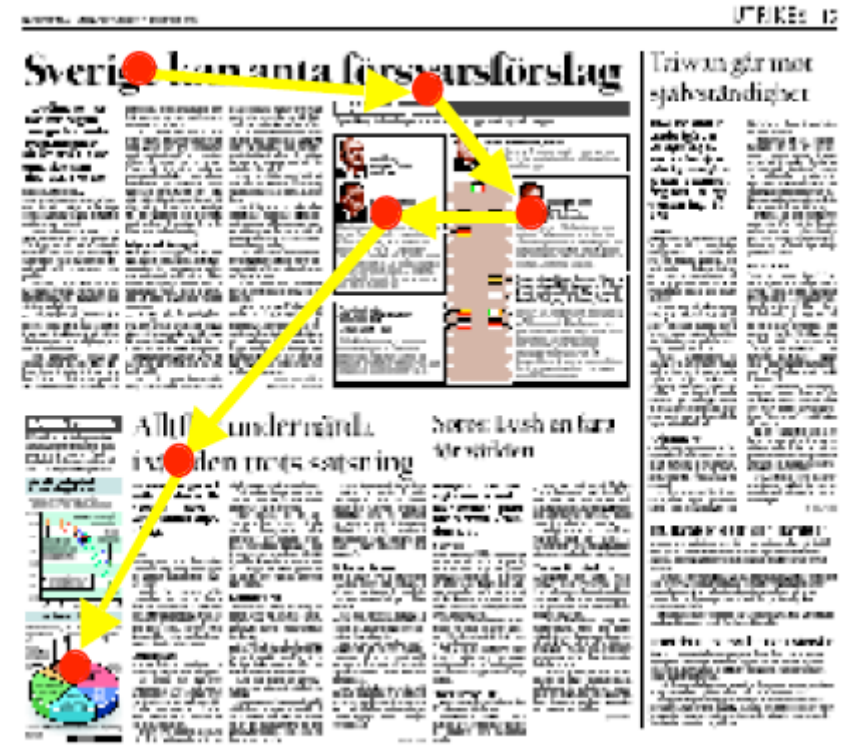- Focus drawn to anything that sticks out

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

profitbase

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.

profitbase

How to apply this to Financial reports?

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

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

profitbase

In this demo:

- 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 stepps 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!**

profitbase