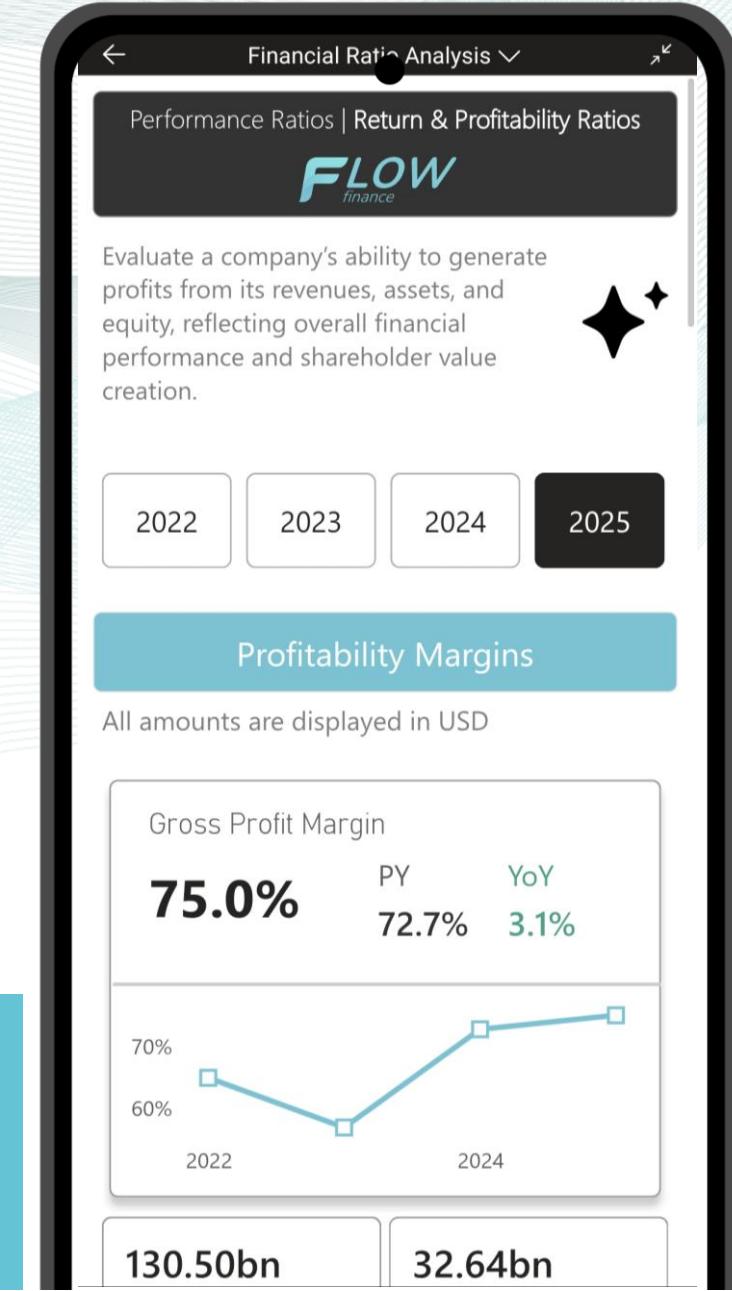
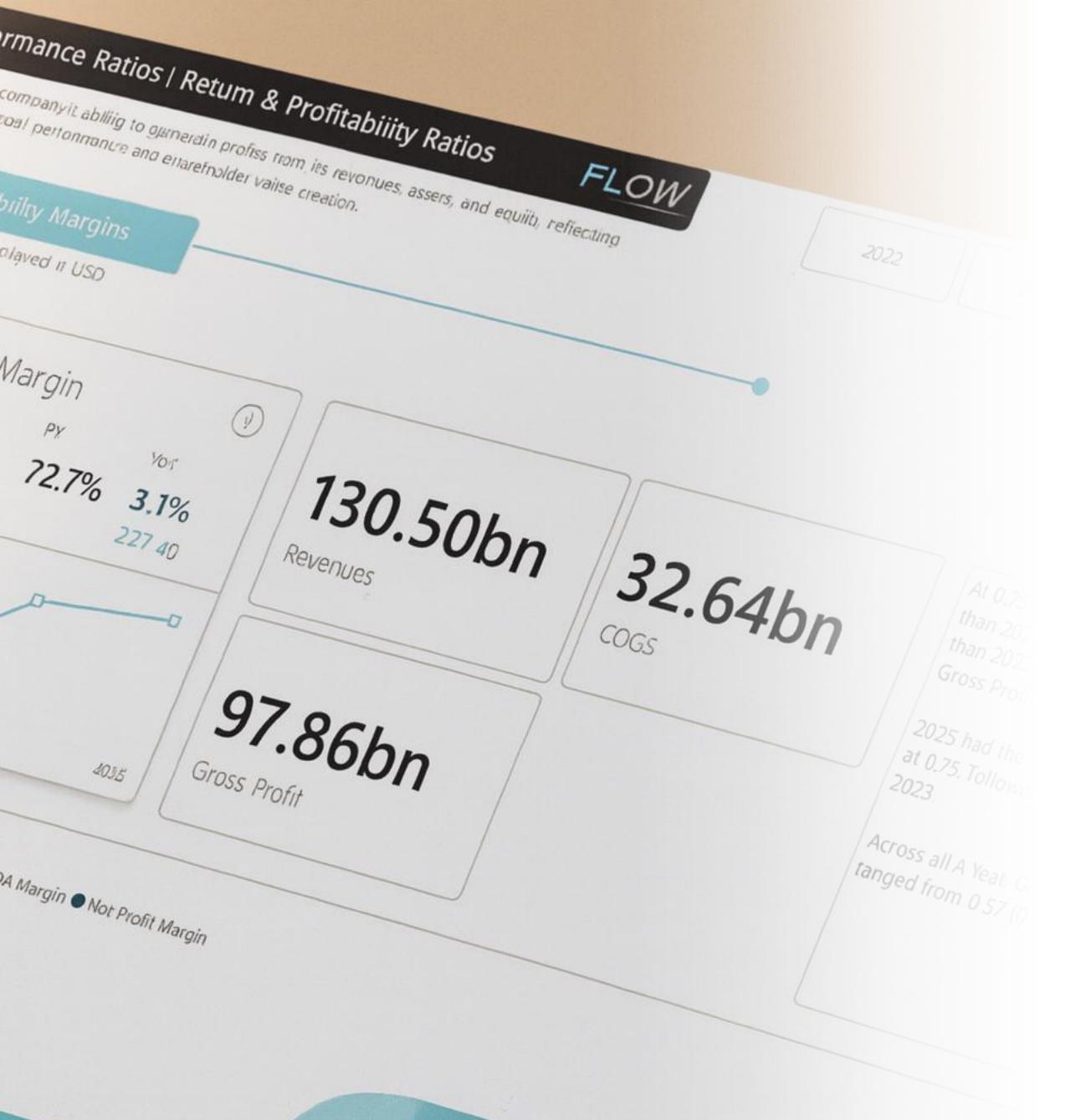




WE DON'T JUST ANALYZE DATA. WE EMPOWER DECISIONS.





- What is FLOW finance?
- Why FLOW?
- Core Financial Ratios
- Interactivity & Advanced Analysis
- AI-Powered Insights
- Mobile & Accessibility
- Security & Data Privacy
- Export & Sharing
- Data Sources & Integration
- Technology Stack
- Pricing Options and Packages
- Case Study
- FAQ
- Beyond FLOW
- Get in Touch



WHERE FINANCIAL  
RATIOS BECOME  
STRATEGIC INSIGHT.

WE DON'T JUST ANALYZE DATA. **WE EMPOWER DECISIONS.**

# WHAT IS FLOW FINANCE?

FLOW finance

is a Power BI powered financial dashboard that helps you make confident decisions, driven by financial ratios and AI.



# WHY FLOW?



**Save time** | Automate ratio calculations and reporting.



**Boost performance** | Monitor profitability, liquidity, and efficiency ratios to improve results.



**Cut costs** | Identify inefficiencies and cost drivers through performance ratios.



**AI-powered insights** | Use AI to detect patterns, highlight anomalies, and explain changes in financial performance.

# CORE FINANCIAL RATIOS



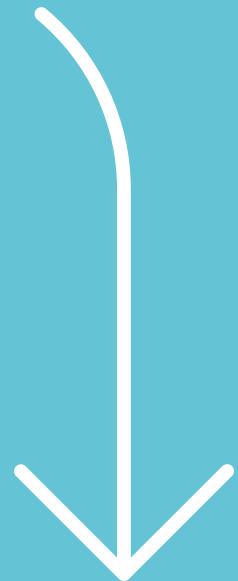
Performance Ratios

- Return and Profitability Ratios
- Asset Utilization Ratios



Financial Leverage Ratios

- Liquidity Ratios
- Solvency Ratios
- Coverage Ratios



## Profitability Margins

All amounts are displayed in USD

# RETURN AND PROFITABILITY RATIOS

## PROFITABILITY MARGIN

- Gross Profit Margin
- Operating Profit Margin (EBIT Margin)
- EBITDA Margin
- Net Profit Margin



130.50bn

Revenues

32.64bn

COGS

97.86bn

Gross Profit

At 0.75, 2025 had the highest Gross Profit Margin and was 31.72% higher than 2023, which had the lowest Gross Profit Margin at 0.57.

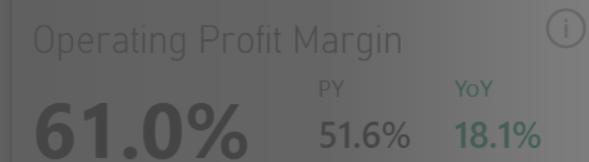
2025 had the highest Gross Profit Margin at 0.75, followed by 2024, 2022, and 2023.

Across all 4 Year, Gross Profit Margin ranged from 0.57 to 0.75.



## RETURN EFFICIENCY

- Return on Assets (ROA)
- Return on Capital Employed (Core ROCE)
- Return on Equity (ROE)



At 61.0%, 2025 had the highest Operating Profit Margin and was 307.81% higher than 2023, which had the lowest Operating Profit Margin at 15.0%.

# ASSET UTILIZATION RATIOS

## ASSET TURNOVER EFFICIENCY

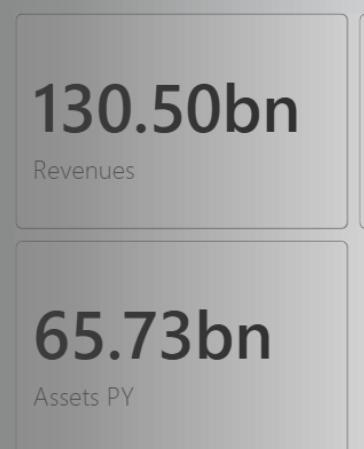
- Total Asset Turnover
- Fixed Asset (PPE) Turnover

## WORKING CAPITAL EFFICIENCY

- Inventory Turnover
- Days Inventory Outstanding (DIO)
- Receivables Turnover
- Days Sales Outstanding (DSO)
- Payables Turnover
- Days Payables Outstanding (DPO)

## CASH CONVERSION EFFICIENCY

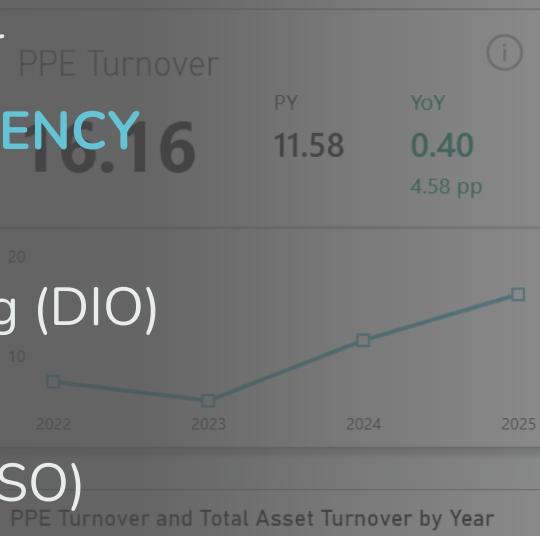
- Cash Conversion Cycle (CCC)



At 1.47, 2025 had the highest Total Asset Turnover and was 133.90% higher than 2023, which had the lowest Total Asset Turnover at 0.63.

2025 had the highest Total Asset Turnover at 1.47, followed by 2024 at 1.14 and 2023 at 0.63.

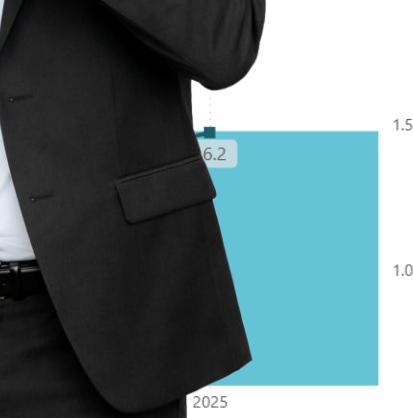
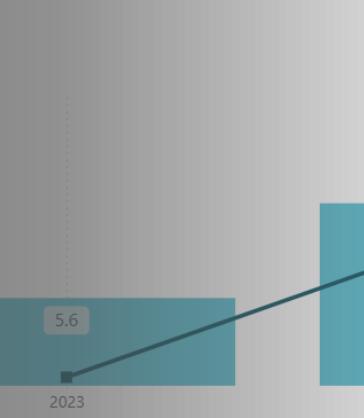
2023 had 0.63 Total Asset Turnover, 2024 had 1.14, and 2025 had 1.47.



At 16.16, 2025 had the highest PPE Turnover and was 190.24% higher than 2023, which had the lowest PPE Turnover at 5.57.

2025 had the highest PPE Turnover at 16.16, followed by 2024, 2022, and 2023.

2023 had the lowest PPE Turnover at 5.57.



## Quick Ratio, Current Ratio and Cash Ratio by Year

# LIQUIDITY RATIOS

## SHORT-TERM SOLVENCY RATIOS

- Current Ratio
- Quick Ratio (Acid Test)
- Cash Ratio

Working-Capital Position

## WORKING-CAPITAL POSITION

- Working Capital

**62.1bn**

PY

33.7bn

YoY

84.1%

283650000...

50bn

0bn

2022

2023

2024

2025

**80.13b**

Current Assets

**12.0**

Current Liabilities

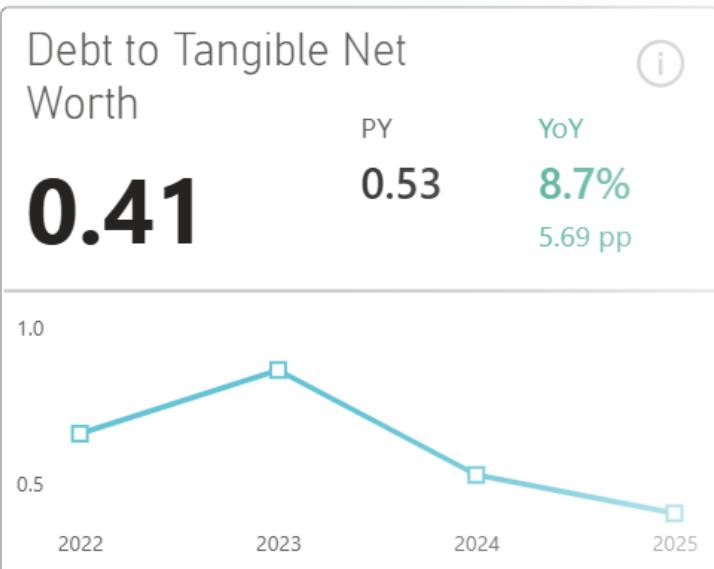
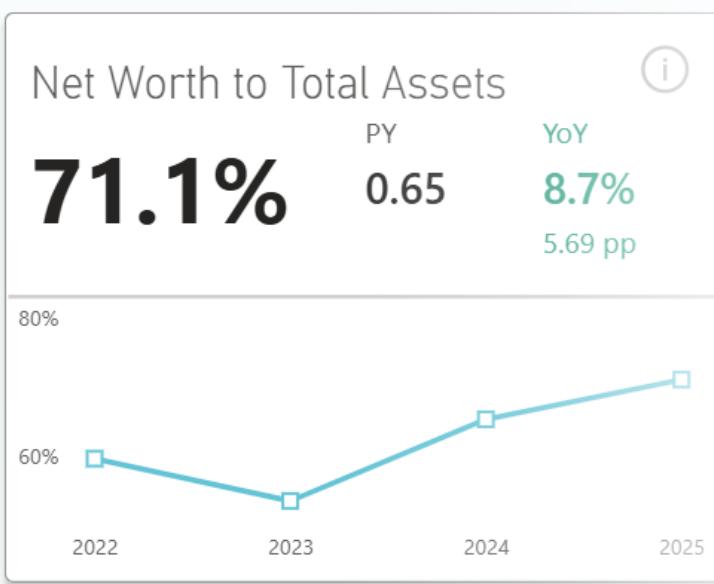


At 62,079,000,000.0, 2025 had the highest Working Capital and was 276.01% higher than 2023, which had the lowest Working Capital at 16,510,000,000.0.

2025 had the highest Working Capital at 62,079,000,000.0, followed by 2024, 2022 and 2023.

2023 had the lowest Working Capital at 16,510,000,000.0, followed by 2025, 2024 and 2022.

## Net Worth & Asset Coverage



# SOLVENCY RATIOS

## LEVERAGE & CAPITAL STRUCTURE

- Debt Ratio
- Debt-to-Equity Ratio
- Debt-to-Assets Ratio
- Equity Multiplier

## NET WORTH & ASSET COVERAGE

- Net Worth to Total Assets
- Debt to Tangible Net Worth
- Debt to EBITDA

# COVERAGE RATIOS

329.8K 128.30K 157.0%  
20147351

# INTEREST & DEBT SERVICE COVERAGE

- Interest Coverage Ratio
  - Debt Service Coverage Ratio (DSCR)



At 322,222.7, 2025 had the highest Interest Coverage Ratio and was 1,992.77% higher than 2023, which had the lowest Interest Coverage Ratio at 15,396.9.

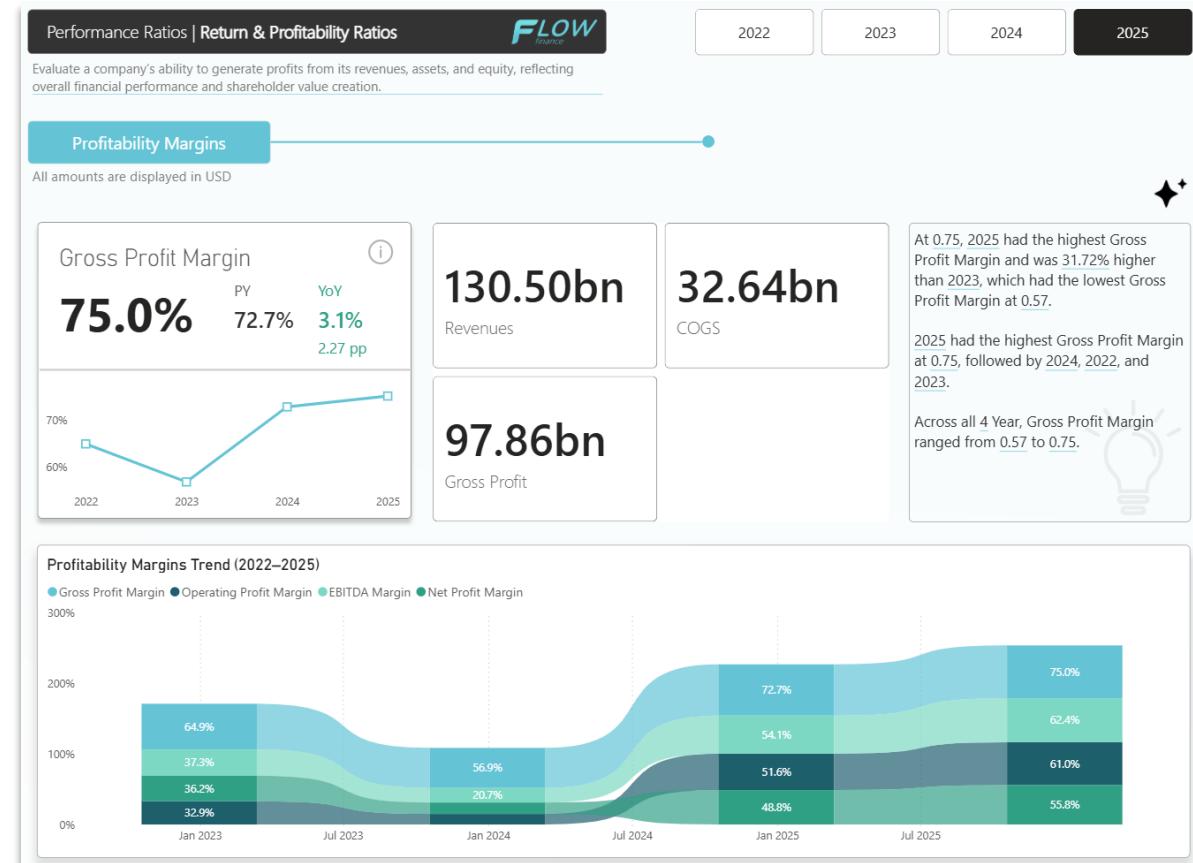
2025 had the highest Interest Coverage Ratio at 322,222.7, followed by 2024, 2022, and 2023.

Across all 4 Year, Interest Coverage Ratio ranged from 15,396.9 to 322,222.7.

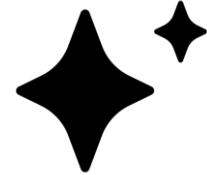


# INTERACTIVITY & ADVANCED ANALYSIS

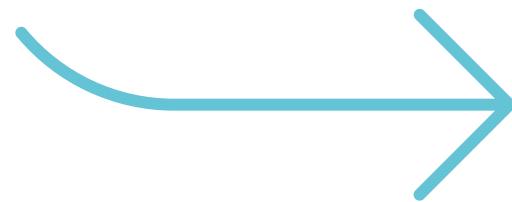
- Year-based filtering for period analysis
- YoY and Percentage Point (PP) measures to assess change
- Ribbon charts to highlight ranking and position shifts
- Line charts for trend analysis over time
- Conditional formatting indicators
- AI-powered narrative insights
- Built-in AI-powered insights
- Custom prompt–driven insights



Return & Profitability Ratios Report (Sample View)



# AI-POWERED INSIGHTS



## 5 Built-in AI Insights

Net Profit Margin, ROA, and ROE show a sharp decline from 2022 to 2023, followed by a dramatic rebound in 2024 and 2025. Net Profit Margin increased from 15.8% to 16.2% in 2023, indicating reduced profitability due to higher operating costs and lower gross margins. The rebound in 2024 and 2025 was driven by significant revenue growth and improved cost efficiency.

ROA dropped from 21.9% in 2022 to 10.6% in 2023, suggesting weaker asset productivity. The rebound in 2024 and 2025 was driven by improved asset utilization and higher earnings relative to total assets. ROE followed a similar pattern, falling from 91.9% in 2022 to 45.2% in 2023, and then recovering to 52.1% in 2024 and 54.3% in 2025, indicating exceptional shareholder returns.

This trend matters because the 2023 dip signals operational challenges or market pressures, while the 2024–2025 surge may not be sustainable without careful cost control and market diversification. Drivers include changes in sales mix, significant scaling in revenue, and improved operating margins. Recommendations: 1) Investigate causes of 2023 margin compression to avoid recurrence. 2) Reinforce cost discipline to sustain high margins. 3) Diversify revenue streams to mitigate volatility. Risks include over-reliance on a single growth driver and potential competitive pushback.

### AI Insights

#### Return & Profitability Assessment



#### Return & Profitability Assessment

Asset Utilization Efficiency

Liquidity Position Review

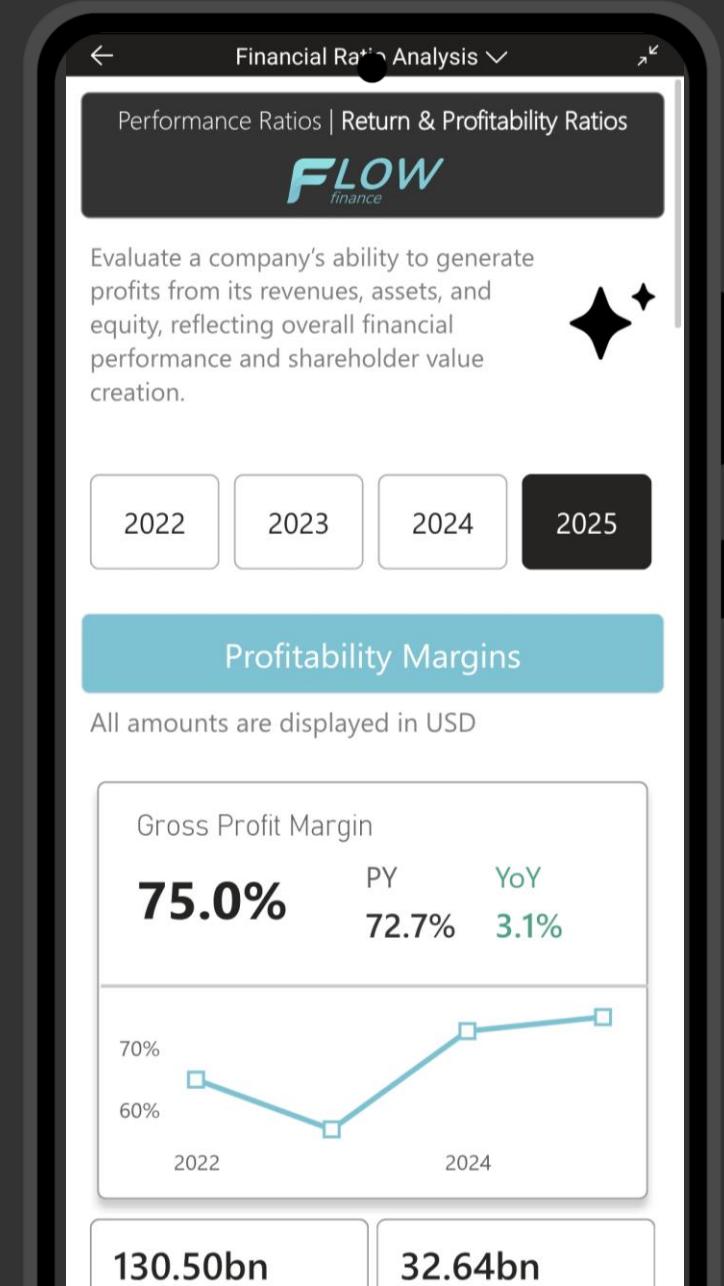
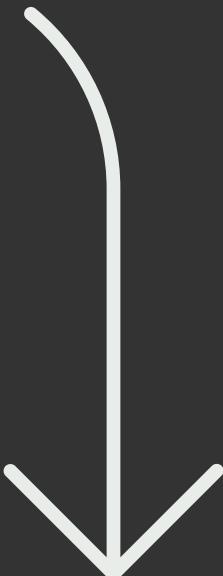
Solvency & Long-Term Stability

Coverage Strength Analysis

Overall Ratio Trends Overview

3 Custom  
Prompt-Based  
Insights

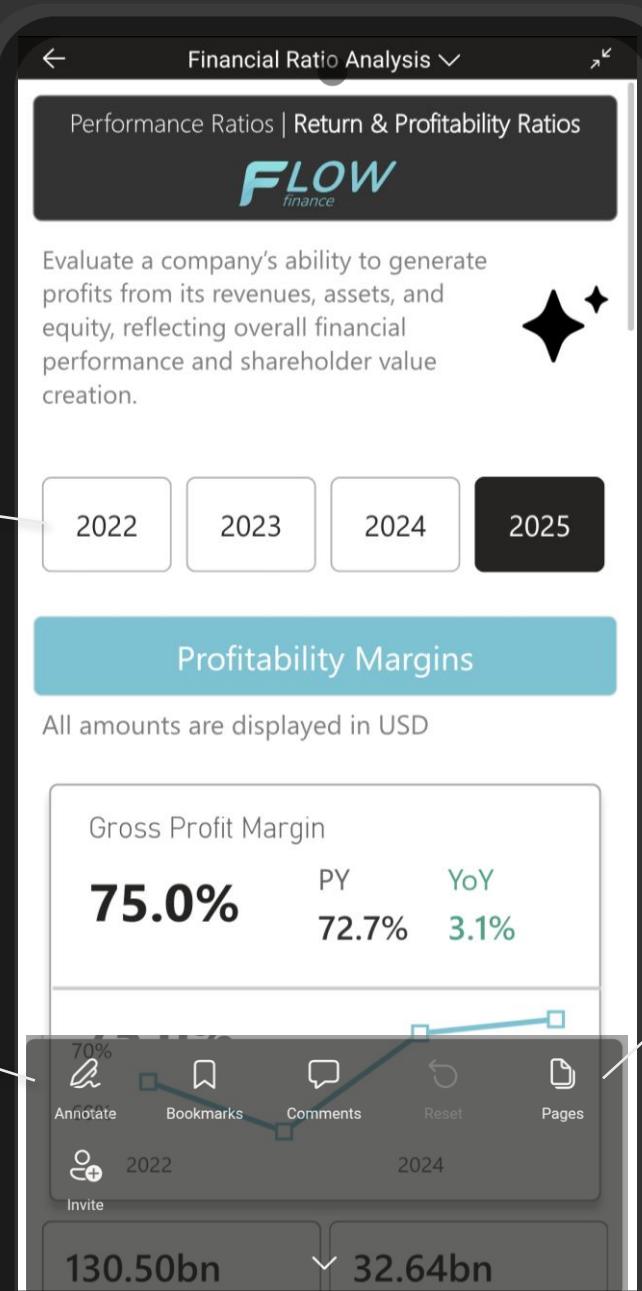
# MOBILE & ACCESSIBILITY



# FULL-FEATURED MOBILE APP

Mobile-Optimized Experience

Annotation & Sharing



- Dashboard & Report Interaction
- Alerts & Notifications
- AI Insights
- Bookmarks
- Comments
- Invite Others

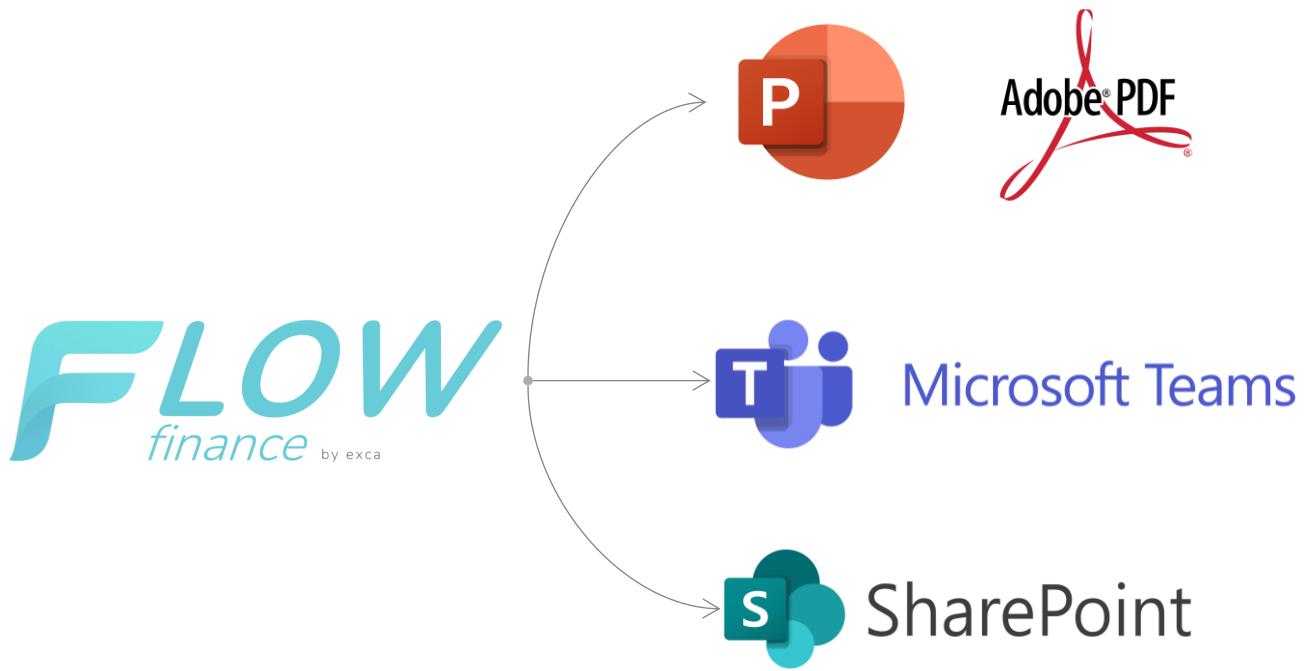
Navigation & Organization



# SECURITY & DATA PRIVACY

- Data stays in your tenant – always.
- Security and data privacy are central to our solution.
- All customer data remains within the customer's own infrastructure, under full ownership and control.
- The Power BI App is installed and executed exclusively within the customer's Microsoft tenant boundary.
- Our team has no access to customer data.

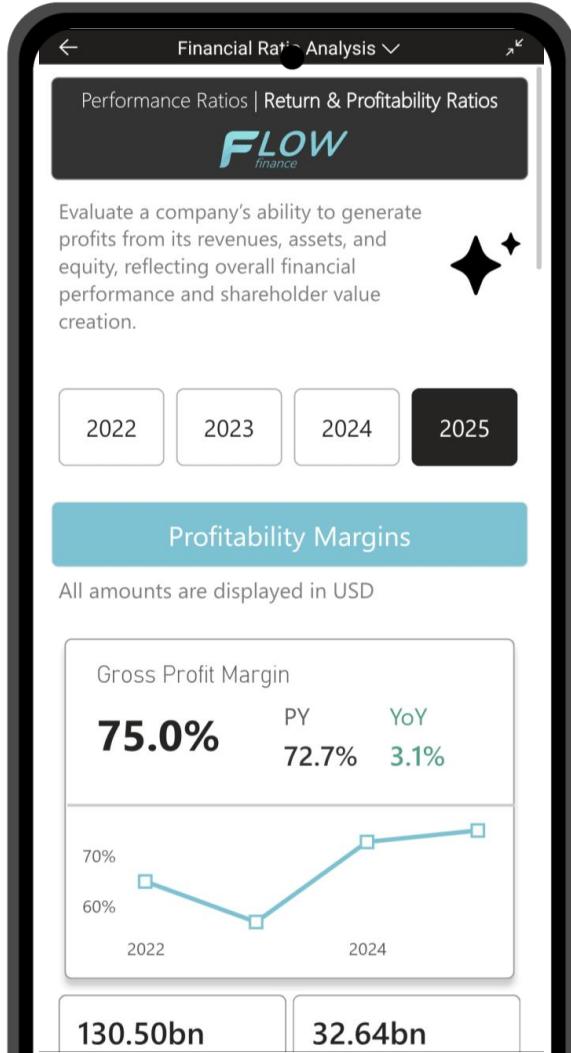
# EXPORT & SHARING



The report supports flexible export and sharing options through Power BI Service, allowing users to export insights to **PowerPoint** and **PDF** formats.

Embed reports directly in Microsoft **Teams**, and share securely via **SharePoint**, ensuring insights are easily accessible and collaboration-ready across the organization.

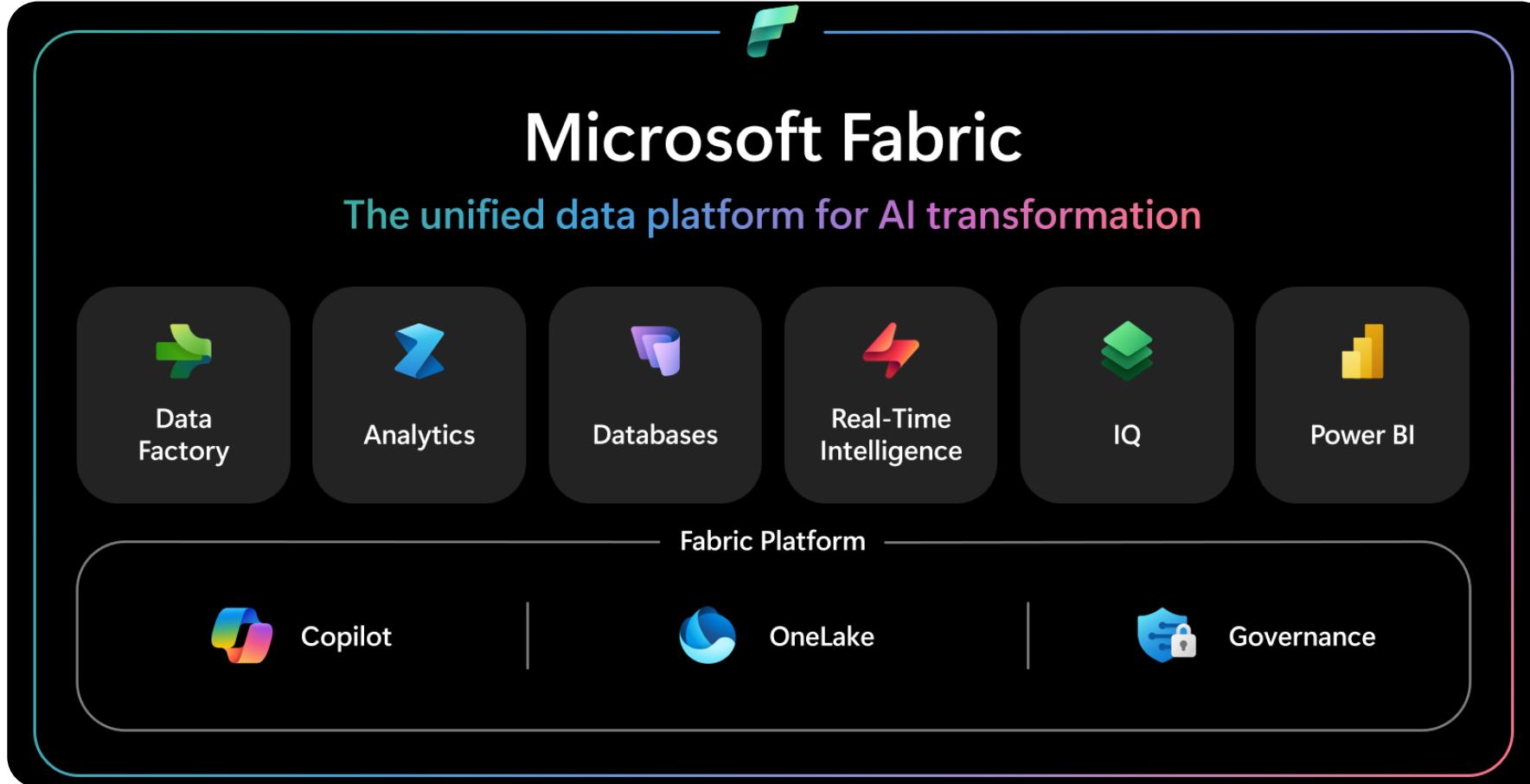
# DATA SOURCES & INTEGRATION



FLOW Finance supports Excel files hosted on **SharePoint, OneDrive, and Google Drive**, in addition to custom data sources.

This enables fast integration with existing data and ensures a smooth onboarding experience.

# TECHNOLOGY STACK



Our solution is built on **Microsoft Fabric**, enabling unified analytics, scalable performance, and AI-ready insights on a single data platform.

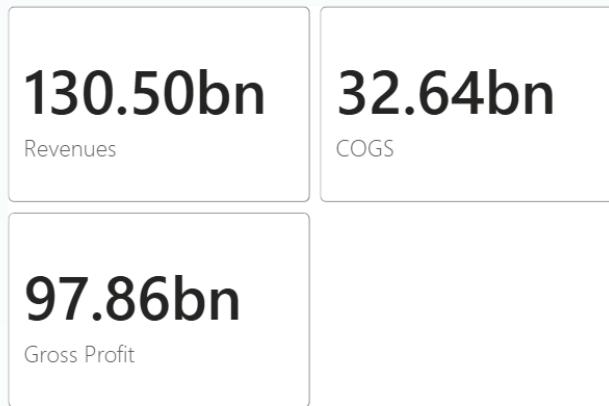
# PRICING OPTIONS & PACKAGES

| Plan name  | Features  | Price                  | Best for   |
|------------|---|------------------------|--|
| Basic      | All features, standard email support  | \$379/year             | Individuals or teams comfortable working independently     |
| Pro        | All features, priority support, plus two interactive online sessions focused on results interpretation and AI custom prompt suggestions | \$879/year             | Teams that want expert guidance and deeper insight from AI |
| Enterprise | Solution customization, tailored workflows, bespoke AI prompts, and dedicated engagement  | Solution-Based Pricing | Organizations with advanced or customized requirements     |

Evaluate a company's ability to generate profits from its revenues, assets, and equity, reflecting overall financial performance and shareholder value creation.

### Profitability Margins

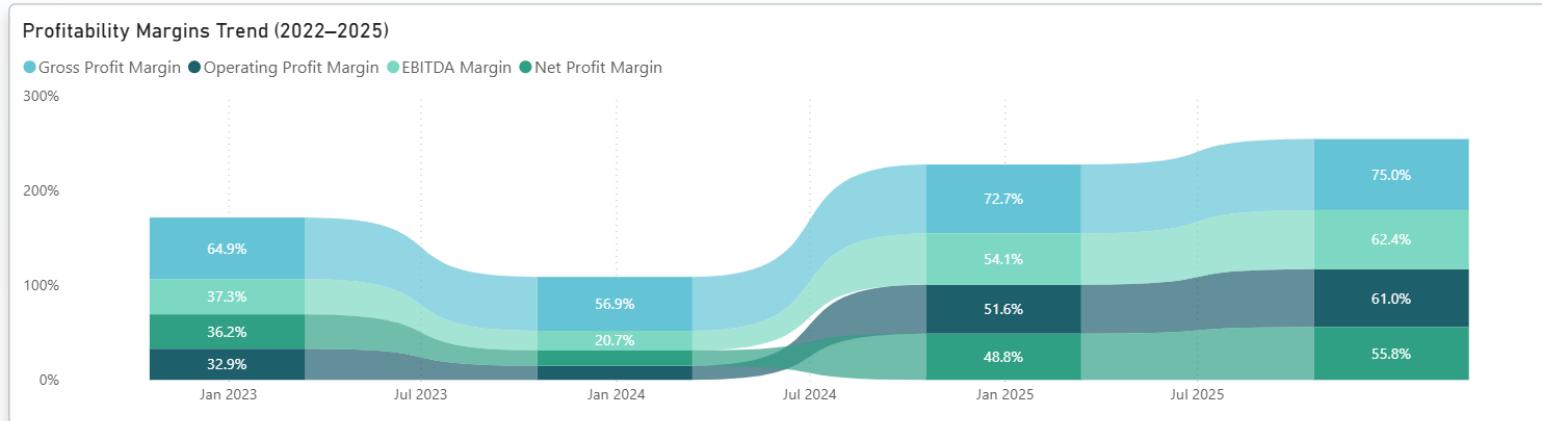
All amounts are displayed in USD



At 0.75, 2025 had the highest Gross Profit Margin and was 31.72% higher than 2023, which had the lowest Gross Profit Margin at 0.57.

2025 had the highest Gross Profit Margin at 0.75, followed by 2024, 2022, and 2023.

Across all 4 Year, Gross Profit Margin ranged from 0.57 to 0.75.



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# CASE STUDY

This case study showcases how financial ratios can be used to analyze company performance using publicly available data from **NVIDIA Corporation**.

Through interactive dashboards and clear visual storytelling, it demonstrates how complex financial information can be transformed into actionable insights, enabling users to quickly assess profitability, efficiency, and performance trends over time.

The case study highlights our ability to turn real-world data into intuitive, decision-ready analytics.



View Live Demo  
 (Web)



Download PDF



# FAQ

## How is data privacy handled?

All data stays within your Microsoft tenant and follows Microsoft Fabric and Power BI security standards. Data stays in your tenant – always.

## Which Power BI license is required?

A Power BI Pro license is required.

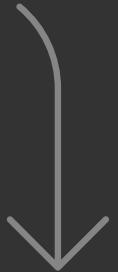
## Can it be shared within the organization?

Yes, it can be securely shared within the organization using Power BI permissions.



# WHY CHOOSE US?

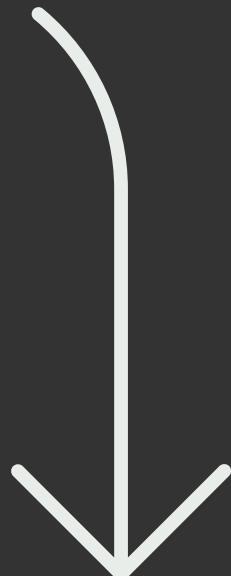
We Deliver.



Clarity you can decide with.  
Impact you can measure.

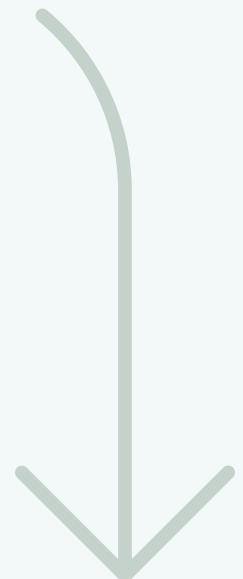
# BEYOND FLOW

MORE FROM EXCA INSIGHTS

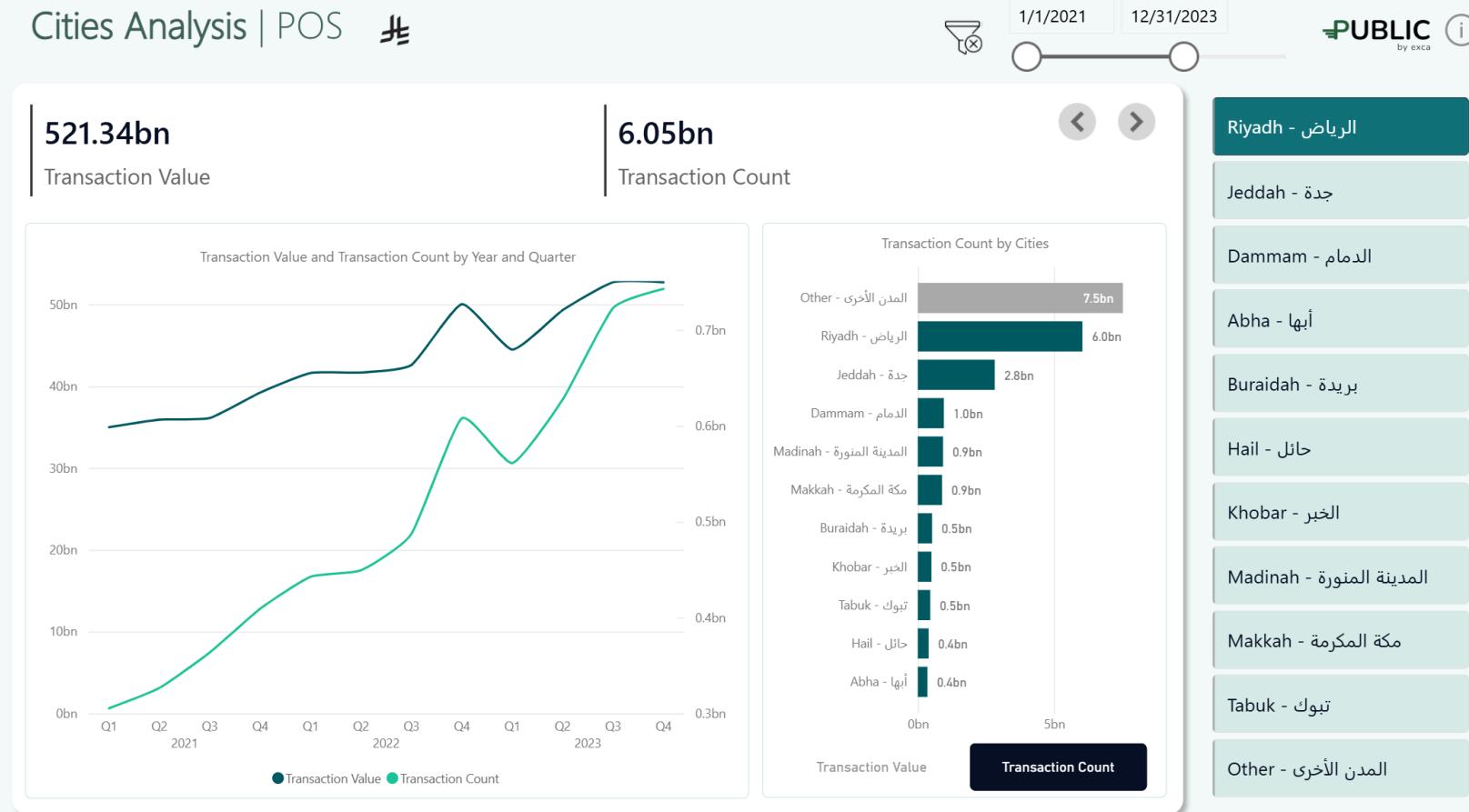


## A Public Data Platform Focused on the MENA Region.

- Bringing together trusted sources into a single, accessible view.
- Built to support understanding, analysis, and better decisions.
- Including payments and infrastructure such as **POS payments, SADAD and SARIE**.



## Cities Analysis | POS

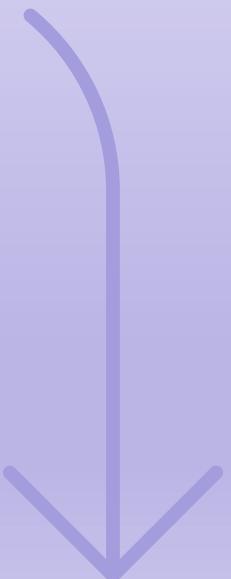


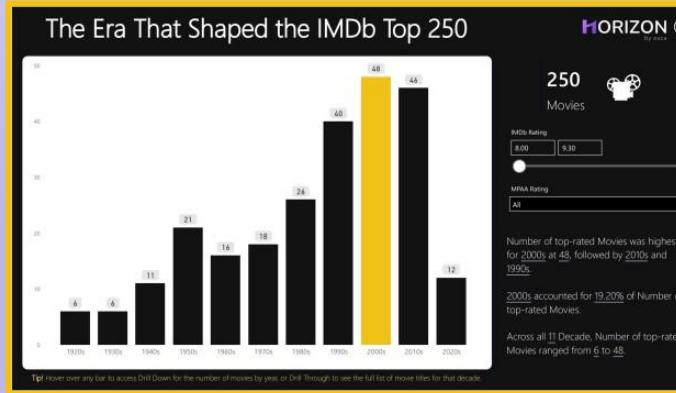
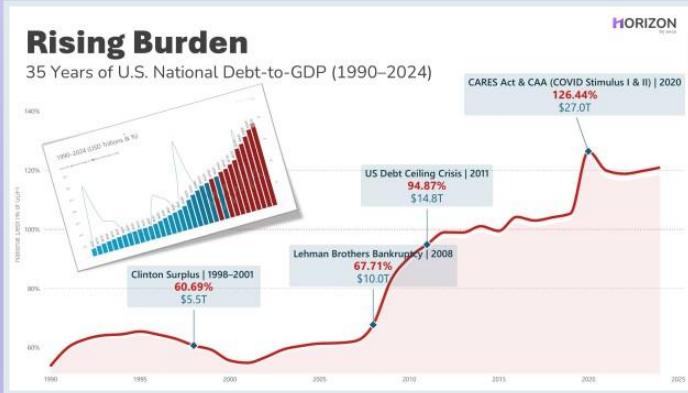
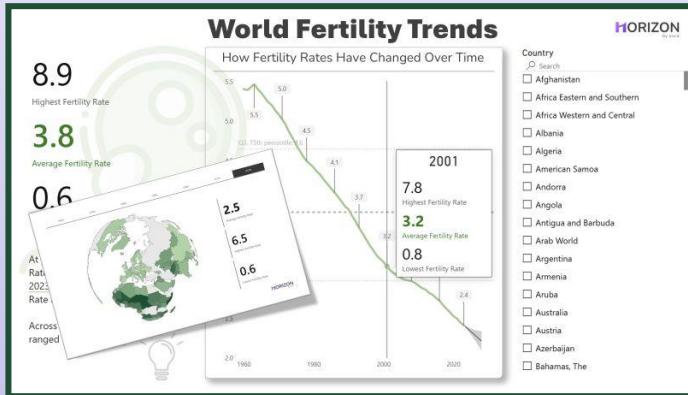
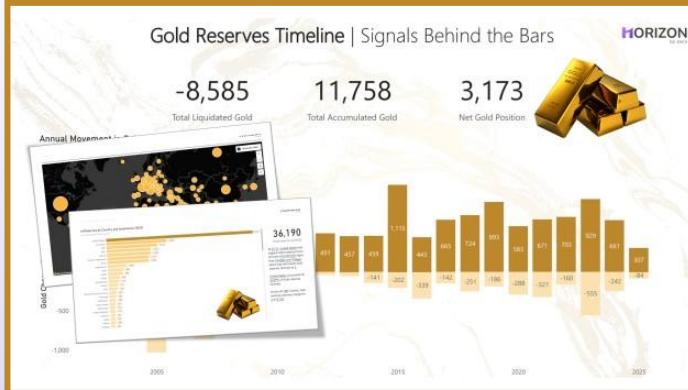
SAMA POS open data provides valuable insights into transaction behavior across cities and economic sectors, helping uncover spending patterns, growth trends, and shifts in consumer activity over time.

By analyzing transaction value and volume, decision-makers can better understand how different sectors perform across regions and periods.

## A Public Data Platform Focused on the MENA Region.

- Independent Interactive dashboards exploring public datasets.
- Each dashboard designed around its own theme and style.
- Each one crafted to tell a different story.

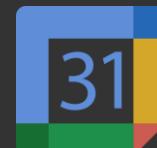




# Get in Touch



Contact us



Book a meeting

**FLOW**  
finance by exca | exca  
Insights . Experience

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