

DING TAI FUNG: HOW A FIRM CAN UTILIZE ITS DATASET

-Long Bui-

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I. Project Summary

1. Tools & Features

Tools: PowerBI Desktop, Power Query, Power Pivot, DAX, Power BI Service

Functions and Features:

- + Query Editor: Generating Index, Conditional Columns, Grouping & Aggregating, Pivot & Unpivot, Append, Merge,
- + Data Modelling: Filter Flow Upstream & Downstream
- + Calculated Columns:
- + DAX Measures:
 - SUM, AVERAGE, MAX, MIN, DIVIDE.
 - COUNT, COUNTA, DISTINCTCOUNT, COUNTROWS
 - IF, IFERROR, AND, OR
 - LEN, CONCATENATE, LEFT, MID, RIGHT, UPPER, LOWER, PROPER, SUBSTITUTE, SEARCH
 - DAY, MONTH, YEAR, HOUR, MINUTE, SECOND, TODAY, NOW, WEEKDAY, WEEKNUM, EOMONTH, DATEDIFF, RELATED
 - CALCULATE, ALL, FILTER, SUMX, RANKX
- + Charts: Card, Line, KPI, Bar, Donut, Table & Matrix, Map, Gauge, Area
- + Features: Slicer, Drill Up/Down, Bookmark, Numeric & Field Params, Mobile Layout, Q&A, Dashboard Theme, Data Alert, Line Report Page, Sensitivity Label

2. **Tasks Summary**

Deploy financial portfolio for the company, such as sales revenues; growth rate; fund transfer pricing; earning before interest, taxes, depreciation, amortization; profit before interest and tax, net profit; sales revenue/gross profit/orders by time, sales to marketing cost, gross profit margin, net profit margin, balance sheet value

Deploy HR/Employment situation in the company. Such as overall employee, attrition, attrition rate, active employee, age, attrition per department, job satisfaction rating, education by field, attrition by age/gender.

Ecommerce Dashboard: year-to-date sales, products by ytd sales, profit margin, shipping range.

II. Business understandings

Ding Tai Fung is a Chinese restaurant originating in Taiwan specializing in Xiao Long Bao, or soup dumplings. Originally founded as a cooking oil retail business in 1958, Ding Tai Fung was reborn as a steamed dumpling and noodle restaurant in 1972. Since its founding, Ding Tai Fung has become world-renowned for its quality, standardization and service. The Hong Kong branch has been awarded a Michelin star five times. Ding Tai Fung currently has over 170 locations in 13 countries worldwide.

Ding Tai Fung aims to develop its business in the US, especially in California. However, the US F&B industry is a very innovative and fast-paced market. The company decides to adapt a data-driven decision to drive its current business situation forwards. The first step is to use the data to visualize its current business conditions.

III. Data Source

Main: detail.csv, menu.csv, order.csv

Finance: finance.csv

Human Resources: Hr_data.xlsx

Ecommerce: ecommerce.csv + us_long_lat.csv

IV. Dashboard Sketch And Metrics Designation

- a) **Ecommerce: build a dashboard to visualize business conditions on our ecommerce website.**

Original Dataset:

Transaction dataset:

customer_id	customer_name	customer_category	product_name	customer_name	customer_name	customer_name	customer_name	delivery_status	order_date	order_id	ship_date	shipping_time	days_for_order	days_for_delivery	order_item_sales	per_order_quantity	profit_per_order
C_ID_458	Mary	Fuller	Office Sup Xerox 191	Corporate	New Roch	New York	United Sta	East	Shipping o	##### O_ID_300	#####	Second Cl	2	2	35	500	5 223.2
C_ID_449	Alan	Edelman	Office Sup #6 3/4 Gur	Corporate	Houston	Texas	United Sta	Central	Shipping c	20-06-202 O_ID_300	23-06-202	Second Cl	2	3	85	500	5 199.2
C_ID_708	Mary	Gayman	Office Sup Belkin 8 O	Consumer	Louisville	Kentucky	United Sta	South	Late delive	25-06-202 O_ID_304	30-06-202	Standard C	4	5	75	44	5 195.5
C_ID_331	Raymond	Eason	Office Sup GBC VeloE	Corporate	Chicago	Illinois	United Sta	Central	Late delive	##### O_ID_306	#####	Second Cl	2	4	60	254	1 220
C_ID_583	Mary	Gonzalez	Furniture Eldon Pizz	Home Offi	Philadelph	Pennsylvai	United Sta	East	Late delive	2/5/2022 O_ID_306	8/1/2022	First Class	1	2	125	500	1 97.5
C_ID_345	Joe	Leatherbu	Office Sup Hoover Sh	Home Offi	Columbia	South Can	United Sta	South	Shipping o	24-06-202 O_ID_307	28-06-202	Standard C	4	4	80	500	2 -349.86
C_ID_568	Mary	Etezadi	Office Sup Rogers Ha	Home Offi	Hendersor	Kentucky	United Sta	South	Advance sl	##### O_ID_300	16-04-202	Standard C	4	3	45	299.98	5 71.4
C_ID_516	Andrea	O'Briant	Office Sup Dixon Prar	Corporate	Athens	Georgia	United Sta	South	Shipping o	26-01-202 O_ID_300	30-01-202	Standard C	4	4	45	299.98	5 -31.87
C_ID_605	Mary	Etezadi	Office Sup Ibico Hi-Te	Home Offi	Hendersor	Kentucky	United Sta	South	Shipping o	9/3/2022 O_ID_300	9/7/2022	Standard C	4	4	48	299.98	5 118.43
C_ID_552	Mary	Etezadi	Office Sup Alliance Si	Home Offi	Hendersor	Kentucky	United Sta	South	Late delive	19-03-202 O_ID_300	25-03-202	Standard C	4	6	48	299.98	5 78.87
C_ID_611	Mary	Etezadi	Office Sup Southwort	Home Offi	Hendersor	Kentucky	United Sta	South	Advance sl	##### O_ID_300	16-06-202	Standard C	4	2	48	299.98	5 123.47
C_ID_504	Richard	Pak	Technolog Logitech K	Consumer	Madison	Wisconsin	United Sta	Central	Late delive	19-06-202 O_ID_307	22-06-202	Second Cl	2	3	90	42	2 -88.97
C_ID_362	Sarah	Wiener	Furniture DAX Value	Consumer	Seattle	Washingto	United Sta	West	Late delive	##### O_ID_308	#####	Second Cl	2	6	27.5	196	5 217.35
C_ID_526	Eugene	Prvor	Technolog PowerGen	Home Offi	Yonkers	New York	United Sta	East	Late delive	30-04-202 O_ID_300	8/2/2022	Standard C	4	5	0	499.95	2 149.99

Location dataset:

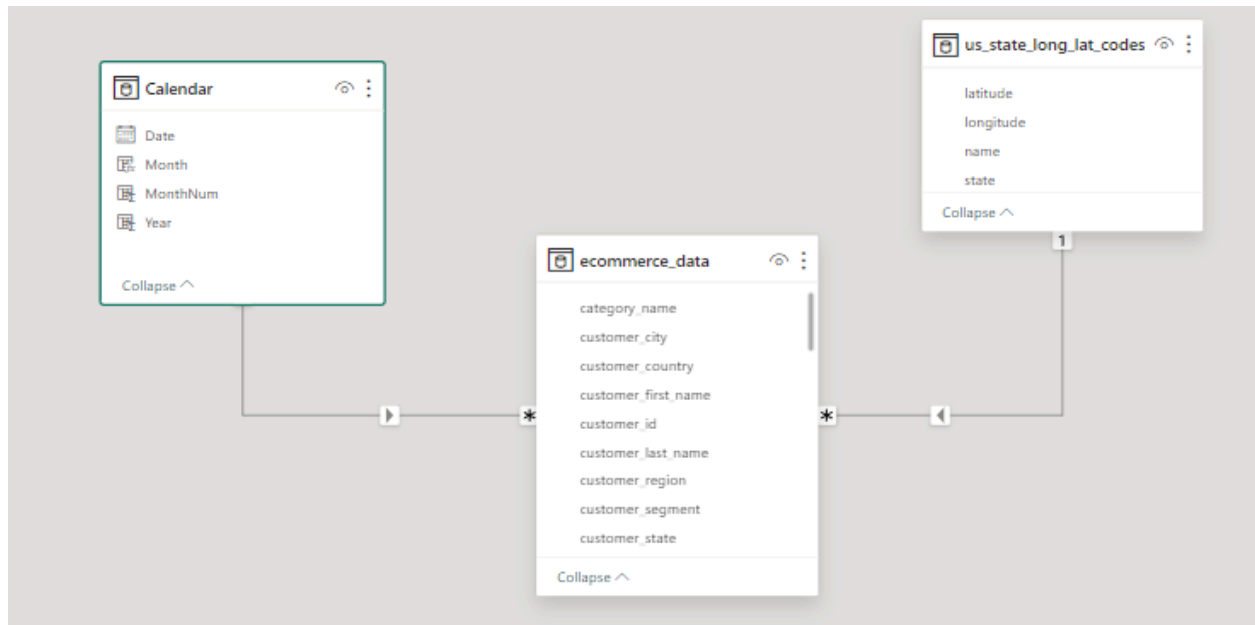
state ▾	latitude ▾	longitude ▾	name ▾
AK	63.588753	-154.493062	Alaska
AL	32.318231	-86.902298	Alabama
AR	35.20105	-91.831833	Arkansas
AZ	34.048928	-111.093731	Arizona
CA	36.778261	-119.417932	California
CO	39.550051	-105.782067	Colorado
CT	41.603221	-73.087749	Connecticut
DC	38.905985	-77.033418	District of Columbia
DE	38.910832	-75.52767	Delaware
FL	27.664827	-81.515754	Florida
GA	32.157435	-82.907123	Georgia
HI	19.898682	-155.665857	Hawaii
IA	41.878003	-93.097702	Iowa
ID	44.068202	-114.742041	Idaho
IL	40.633125	-89.398528	Illinois

Calendar table (

```
Calendar = CALENDAR(MIN(ecommerce_data[order_date]), MAX(ecommerce_data[order_date]))
```

Date ▾	Year ▾	Month ▾	MonthNum ▾
1/2/2021	2021	Jan	1
1/3/2021	2021	Jan	1
1/4/2021	2021	Jan	1
1/5/2021	2021	Jan	1
1/6/2021	2021	Jan	1
1/7/2021	2021	Jan	1
1/8/2021	2021	Jan	1
1/9/2021	2021	Jan	1
1/10/2021	2021	Jan	1
1/11/2021	2021	Jan	1
1/12/2021	2021	Jan	1
1/13/2021	2021	Jan	1
1/14/2021	2021	Jan	1
1/15/2021	2021	Jan	1
1/16/2021	2021	Jan	1

Data Modelling:



Requirements:

Metrics: year-to-date sales, profit, quantity, profit margin

Segmentation: Sales by Category, by State, by Location, by Region, by Shipping Types

Noticables: Top Products, Bottom Products, Top Region, Bottom Region

DAX formula:

Sales:

Time:

```
Month = FORMAT('Calendar'[Date], "mmm")
```

```
MonthNum = MONTH('Calendar'[Date])
```

```
Year = YEAR('Calendar'[Date])
```

Sales:

Year-to-date

```
YTD Sales = TOTALYTD(SUM(ecommerce_data[sales_per_order]), 'Calendar'[Date])
```

Previous Year-to-date

```
PYTD Sales = CALCULATE(SUM(ecommerce_data[sales_per_order]),  
DATESYTD(SAMEPERIODLASTYEAR('Calendar'[Date])))
```

Year-over-Year

```
YoY Sales = ([YTD Sales] - [PYTD Sales]) / [PYTD Sales]
```

Color format (green is positive, red is negative)

```
Sales Color = IF([YoY Sales]>0,"Green", "Red")
```

Icon format (up is positive, down is negative)

```
Sales Trend = var positive_icon = UNICHAR(9650)  
  
var negative_icon = UNICHAR(9660)  
  
var result = IF([YoY Sales]>0, positive_icon, negative_icon)  
  
return result
```


Profit:

Year-to-date

```
YTD Profit = TOTALYTD(SUM(ecommerce_data[profit_per_order]), 'Calendar'[Date])
```

Previous Year-to-date

```
PYTD Profit = CALCULATE(SUM(ecommerce_data[profit_per_order]),  
DATESYTD(SAMEPERIODLASTYEAR('Calendar'[Date])))
```

Year-over-Year

```
YoY Profit = ([YTD Profit] - [PYTD Profit])/[PYTD Profit]
```

Color format (green is positive, red is negative)

```
Profit Color = IF([YoY Profit]>0,"Green", "Red")
```

Icon format (up is positive, down is negative)

```
Profit Icon = var positive_icon = UNICHAR(9650)  
  
var negative_icon = UNICHAR(9660)  
  
var result = IF([YoY Profit]>0, positive_icon, negative_icon)  
  
return result
```

Quantity:

Year-to-date

```
YTD Quantity = TOTALYTD(SUM(ecommerce_data[order_quantity]), 'Calendar'[Date])
```

Previous Year-to-date

```
PYTD Quantity = CALCULATE(SUM(ecommerce_data[order_quantity]),  
DATESYTD(SAMEPERIODLASTYEAR('Calendar'[Date])))
```

Year-over-Year

```
YoY Quantity = ([YTD Quantity] - [PYTD Quantity])/[PYTD Quantity]
```

Color format (green is positive, red is negative)

```
Quantity Color = IF([YoY Quantity]>0,"Green", "Red")
```

Icon format (up is positive, down is negative)

```
Quantity Icon = var positive_icon = UNICHAR(9650)  
  
var negative_icon = UNICHAR(9660)  
  
var result = IF([YoY Quantity]>0, positive_icon, negative_icon)  
  
return result
```

Profit Margin:

```
Profit Margin = SUM(ecommerce_data[profit_per_order])/  
SUM(ecommerce_data[sales_per_order])
```

Year-to-date

```
YTD Profit Margin = TOTALYTD([Profit Margin], 'Calendar'[Date])
```

Previous Year-to-date

```
PYTD Profit Margin = CALCULATE([Profit Margin],  
DATESYTD(SAMEPERIODLASTYEAR('Calendar'[Date])))
```

Year-over-Year

```
YoY Profit Margin = ([YTD Profit Margin] - [PYTD Profit Margin])/[PYTD Profit Margin]
```

Color format (green is positive, red is negative)

```
Profit Margin Color = IF([YoY Profit Margin]>0,"Green", "Red")
```

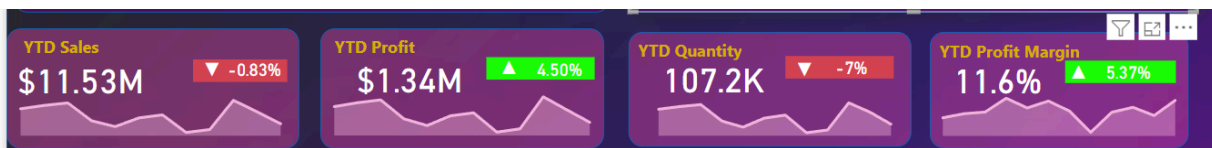
Icon format (up is positive, down is negative)

```
Profit Margin Icon = var positive_icon = UNICHAR(9650)  
  
var negative_icon = UNICHAR(9660)  
  
var result = IF([YoY Profit Margin]>0, positive_icon, negative_icon)  
  
return result
```

Charts Designs:

KPI Card reports for sales, profit, profit margin, quantity

- + Year-to-date attributes
- + Comparison with last year
- + Real-time lines
- + Gain or loss

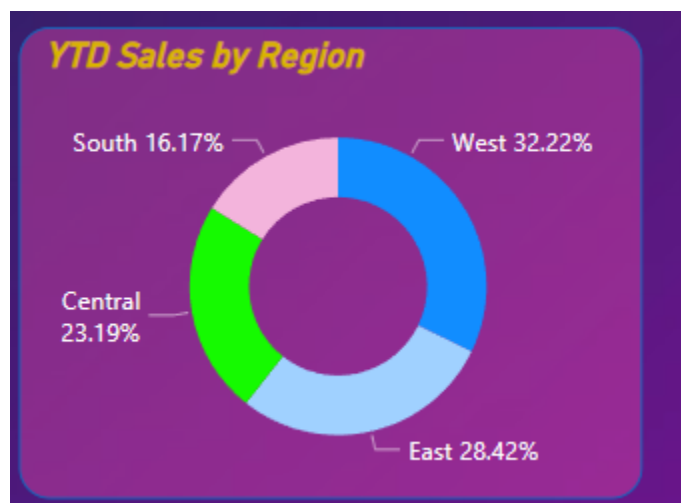
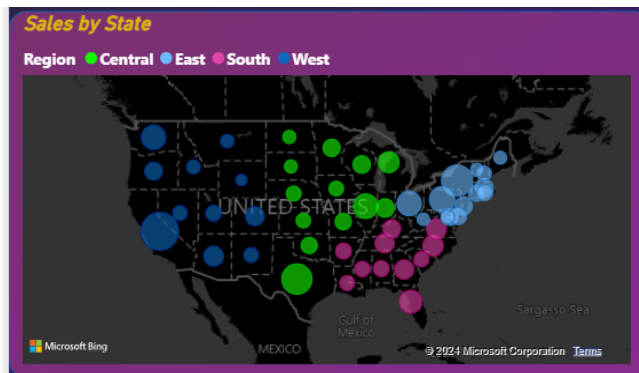


Segmentation:

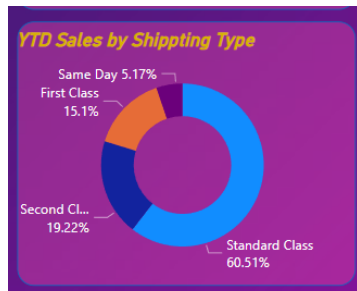
By Category:

Sales by Category				
category_name	YTD Sales	PYTD Sales	YoY Sales	Sales Trend
Furniture	\$2.52M	2.50M	0.73%	▲
Office Supplies	\$6.92M	7.00M	-1.22%	▼
Technology	\$2.10M	2.13M	-1.37%	▼

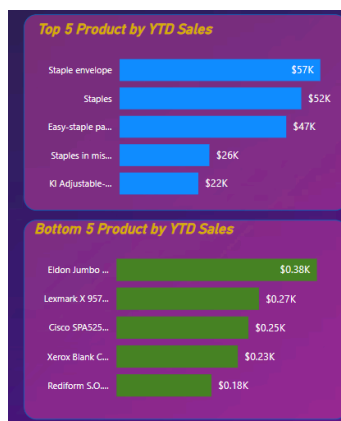
By State:



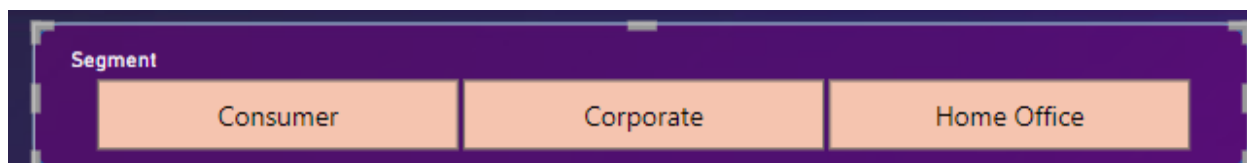
Sales by Shipping Type:



Top & Bottom Products:



Deviation by Method of Sales (Filter Report):



Human Resources:

Goal: deploy a HR Dashboard which summarizes employee condition in the company

Original Dataset:

Y	M	E	C	O	E	E	C	H	M	N	O	P	E	R	S	T	U	V	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO					
Yes	Travel	F 35-44	Ex-Emp	RID	Other	STAFF	4	Male	Laborat	Single	Yes	V	3	-2	0	37	0	1573	2	Associa	1	4	92	2	1	3	2090	2396	6	9	3	2	80	0	7	3	0	0		
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	5	Female	Research	Married	Yes	V	3	-2	0	33	1	1392	3	Master's	1	4	56	3	1	3	2909	2389	1	11	3	3	80	0	8	3	8	7	3	0
No	Travel	F 25-34	Current	RID	Medical	STAFF	7	Male	Laborat	Married	No	V	3	-2	0	27	1	591	2	High Sch	1	1	48	3	1	2	2469	9032	9	12	3	4	80	1	6	3	2	2	2	0
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	8	Male	Laborat	Single	No	V	2	-2	0	32	1	9095	2	Associa	1	4	79	3	1	4	3068	1864	0	10	3	3	80	0	8	2	7	7	3	6
No	Travel	F Over 55	Current	RID	Medical	STAFF	10	Female	Laborat	Married	Yes	V	3	-2	0	59	1	1324	3	Bachelo	1	3	89	4	1	1	2670	8964	4	20	4	1	80	3	12	2	1	0	0	0
No	Travel	F 35-44	Current	RID	Life Sci	STAFF	11	Male	Laborat	Divorce	No	V	2	-2	0	30	1	1598	24	High Sch	1	4	67	3	1	3	2892	13325	1	22	4	2	80	1	1	3	1	0	0	0
No	Travel	F 35-44	Current	RID	Life Sci	STAFF	12	Male	Manufac	Single	No	V	2	-2	0	38	1	296	23	Bachelo	1	4	44	2	3	3	9526	8787	0	21	4	2	80	0	10	3	9	7	1	8
No	Travel	F 35-44	Current	RID	Medical	STAFF	13	Male	Healthc	Married	No	V	3	-2	0	36	1	1209	27	Bachelo	1	3	94	3	2	3	1237	9577	6	10	3	2	80	2	17	2	7	7	7	0
No	Travel	F 35-44	Current	RID	Medical	STAFF	14	Male	Laborat	Married	No	V	5	-2	0	35	1	869	16	Bachelo	1	1	84	4	1	2	2426	8479	0	10	3	3	80	1	6	3	5	4	0	3
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	15	Female	Laborat	Single	Yes	V	3	-2	0	29	1	893	16	Associa	1	4	49	2	2	3	4983	15682	0	12	3	4	80	0	10	3	9	9	0	8
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	16	Male	Research	Divorce	No	V	1	-2	0	31	1	670	25	High Sch	1	1	39	3	1	3	2811	1610	1	17	3	4	80	1	5	2	5	2	4	3
No	Travel	F 25-34	Current	RID	Medical	STAFF	18	Male	Laborat	Divorce	No	V	2	-2	0	24	1	1346	19	Associa	1	2	93	3	1	4	2661	8789	0	11	3	3	80	1	3	3	2	2	1	2
No	Travel	F 35-44	Ex-Emp	RID	Life Sci	STAFF	19	Male	Laborat	Single	Yes	V	4	-2	0	26	6	803	24	Bachelo	1	3	56	2	1	3	2039	12947	9	14	3	2	80	0	6	3	4	2	0	3
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	20	Female	Manufac	Divorce	No	V	1	-2	0	29	1	1389	21	Master's	1	2	51	4	3	1	9980	10195	1	11	3	3	80	1	10	3	10	9	8	0
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	21	Male	Research	Divorce	Yes	V	5	-2	0	32	1	334	9	Associa	1	1	89	4	1	2	3298	16993	0	12	3	4	80	2	7	2	6	2	0	6
No	Non-Tu Under 25	Current	RID	Medical	STAFF	22	Male	Laborat	Divorce	Yes	V	2	-2	0	22	1	1123	16	Associa	1	4	96	4	1	4	2995	7324	1	13	3	2	80	2	1	2	1	0	0	0	
No	Travel	F 45-54	Current	RID	Life Sci	STAFF	23	Female	Manager	Married	No	V	3	-2	0	53	1	1219	2	Master's	1	1	78	2	4	4	15427	22021	2	16	3	3	80	0	31	3	25	8	3	7
No	Travel	F 35-44	Current	RID	Life Sci	STAFF	24	Male	Research	Single	Yes	V	3	-2	0	36	1	271	22	Bachelo	1	4	45	3	1	4	2944	4306	9	11	3	3	80	0	6	3	3	2	1	2
No	Non-Tu Under 25	Current	RID	Other	STAFF	26	Female	Manufac	Divorce	No	V	5	-2	0	24	1	673	11	Associa	1	1	96	4	2	3	4011	8232	0	10	3	4	80	1	5	2	4	2	1	3	
Yes	Travel	F 35-44	Ex-Emp	Sales	Life Sci	STAFF	27	Male	Sales Pr	Single	No	V	4	-2	0	36	0	1298	9	Master's	1	3	82	2	1	1	1407	8886	7	23	4	2	80	0	10	3	5	3	0	3
No	Travel	F 25-34	Current	RID	Life Sci	STAFF	28	Female	Research	Single	No	V	4	-2	0	34	1	419	7	Master's	1	1	53	3	3	2	11694	2332	0	11	3	3	80	0	13	3	12	6	2	11
No	Travel	F Under 25	Current	RID	Life Sci	STAFF	30	Male	Research	Single	No	V	6	-2	0	21	1	391	16	Associa	1	3	96	3	1	4	1232	18281	1	14	3	4	80	0	0	3	0	0	0	0
No	Travel	F 25-34	Ex-Emp	RID	Medical	STAFF	31	Male	Research	Single	No	V	2	-2	0	34	0	699	6	High Sch	1	2	12	3	1	1	2960	17182	2	11	3	3	80	0	8	3	4	2	1	3
No	Travel	F 45-54	Current	RID	Other	STAFF	32	Female	Manager	Divorce	No	V	3	-2	0	53	1	1282	5	Bachelo	1	3	58	3	5	3	8084	10795	4	11	3	4	80	1	28	2	14	10	4	8

Requirements:

- + Overall employee, number of attrition, active employer, average age, job satisfaction
- + Segmenting by department, education field, degree, gender, age

DAX formula:

Attrition number:

Attrition num = `CALCULATE (COUNT (HRdata[emp no]), HRdata[Attrition] == "Yes")`

Attrition rate:

Attrition Rate = `[Attrition num] / COUNT (HRdata[emp no])`

Active Employer:

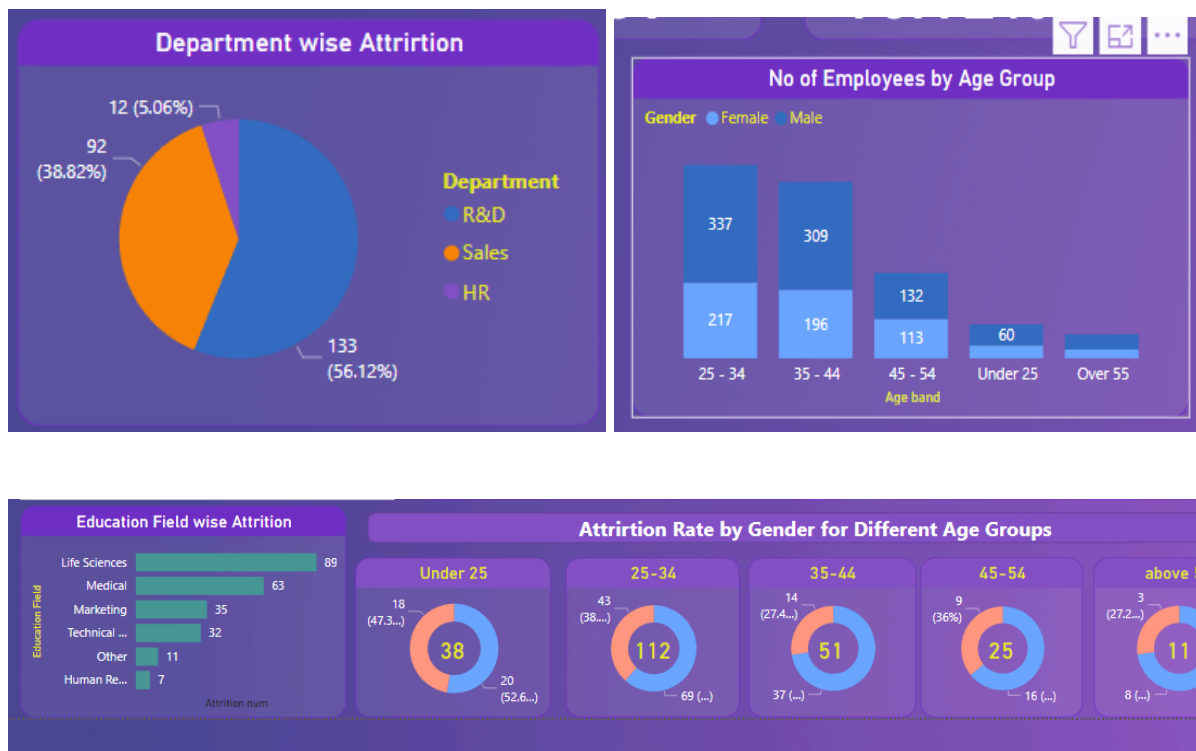
Active Employees = `SUM (HRdata[Employee Count]) - [Attrition num]`

Chart Design:

KPI Cards: Overall Employee, Attrition Rate, Active Employee, Average Age



Segmentation:



Job Satisfaction:

Job satisfaction by Rating					
Job Role	1	2	3	4	Total
Healthcare Representative	26	19	43	43	131
Human Resources	10	16	13	13	52
Laboratory Technician	56	48	75	80	259
Manager	21	21	27	33	102
Manufacturing Director	26	32	49	38	145
Research Director	15	16	27	22	80
Research Scientist	54	53	90	95	292
Sales Executive	69	54	91	112	326
Sales Representative	12	21	27	23	83

Finance Department:

Original Dataset:

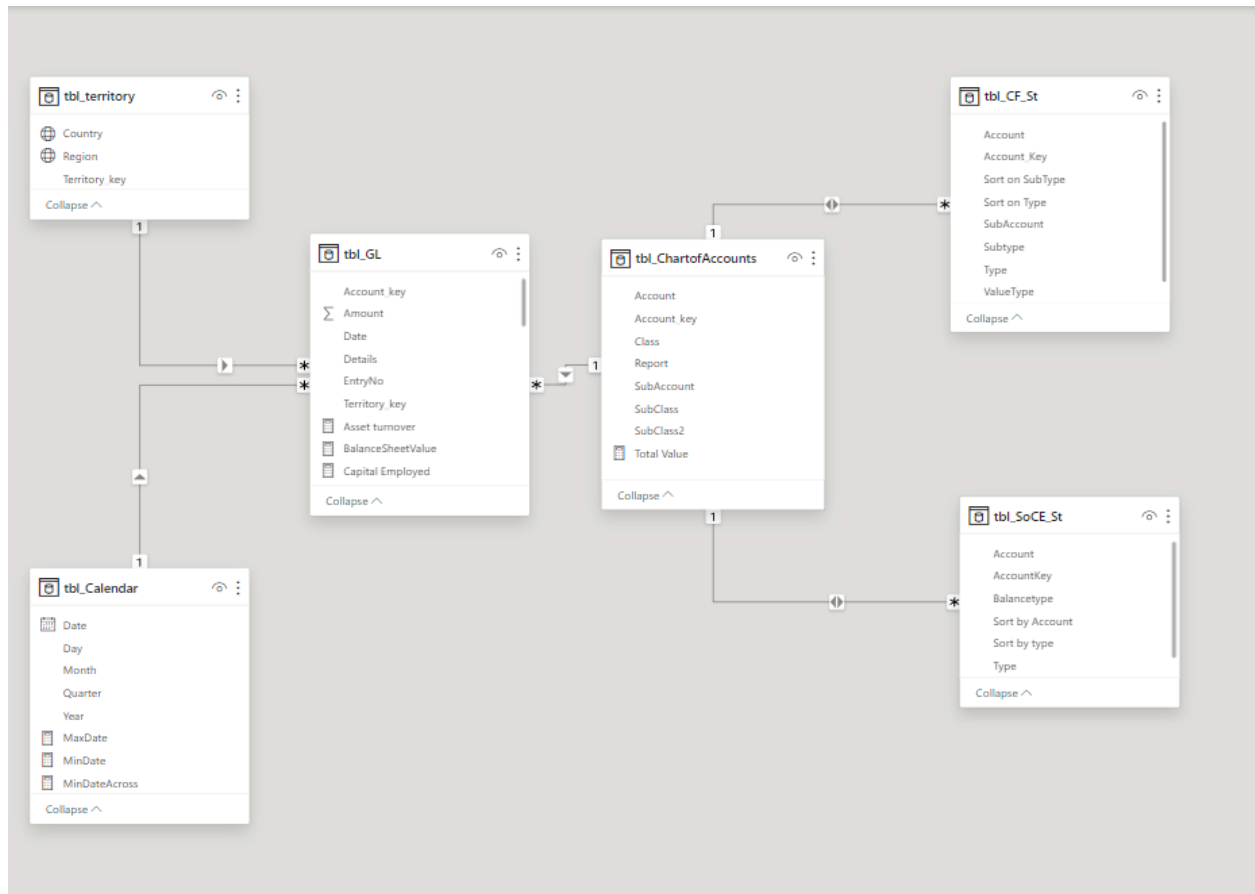
EntryNo	Date	Territory_key	Account_key	Amount
1.1	01/01/18	1	230	(884)
1.2	01/01/18	1	60	(884)
2.1	01/01/18	1	230	(1,120)
2.2	01/01/18	1	60	(1,120)
3.1	01/01/18	1	280	(2,394)
3.2	01/01/18	1	120	2,394
4.1	01/01/18	1	210	2,948
4.2	01/01/18	1	30	2,948
5.1	01/01/18	1	210	3,734
5.2	01/01/18	1	10	3,734

Account_key	Report	Class	SubClass	SubClass2	Account	SubAccount
180	Balance Sheet	Liabilities and Owners Equity	Owners Equity	Share Capital	Share Capital	Share Capital
190	Balance Sheet	Liabilities and Owners Equity	Owners Equity	Share Premium	Share Premium	Share Premium
200	Balance Sheet	Liabilities and Owners Equity	Owners Equity	Retained Earnings	Retained Earnings	Retained Earnings
201	Balance Sheet	Liabilities and Owners Equity	Owners Equity	Retained Earnings	Dividends paid	Dividends paid
210	Profit and Loss	Trading account	Sales	Sales	Sales	Sales
220	Profit and Loss	Trading account	Sales	Sales	Sales Return	Sales Return
230	Profit and Loss	Trading account	Cost of Sales	Cost of Sales	Cost of Sales	Cost of Sales
240	Profit and Loss	Operating account	Operating Expenses	Sales & Distribution	Staff Costs	Salaries
250	Profit and Loss	Operating account	Operating Expenses	Sales & Distribution	Bad Debt Expense	Bad Debt Expense

Territory_key	Country	Region
1	USA	North America
2	Canada	North America
3	UK	Europe
4	Germany	Europe
5	France	Europe
6	Australia	Oceania
7	New Zealand	Oceania

A	B	C	D	E
Date	Year	Quarter	Month	Day
01/01/18	2018	Qtr 1	Jan	Mon
01/02/18	2018	Qtr 1	Jan	Tue
01/03/18	2018	Qtr 1	Jan	Wed
01/04/18	2018	Qtr 1	Jan	Thu
01/05/18	2018	Qtr 1	Jan	Fri
01/06/18	2018	Qtr 1	Jan	Sat
01/07/18	2018	Qtr 1	Jan	Sun
01/08/18	2018	Qtr 1	Jan	Mon

Data Modelling:



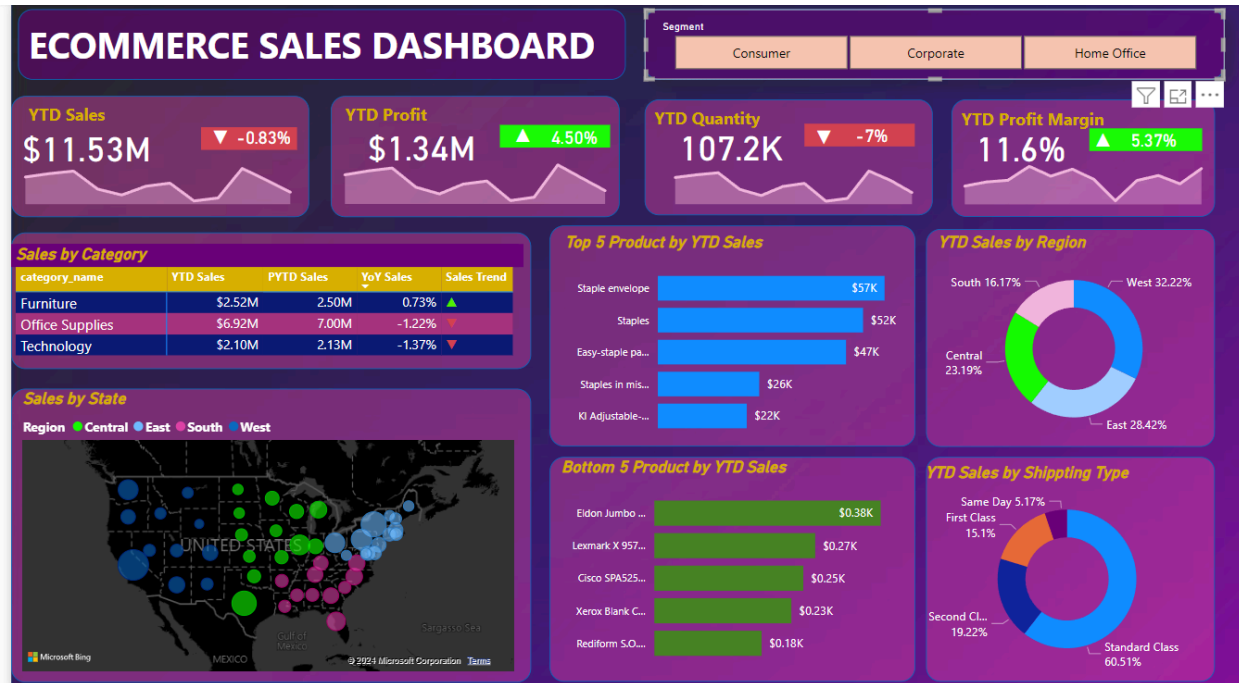
Requirements:

DAX formula:

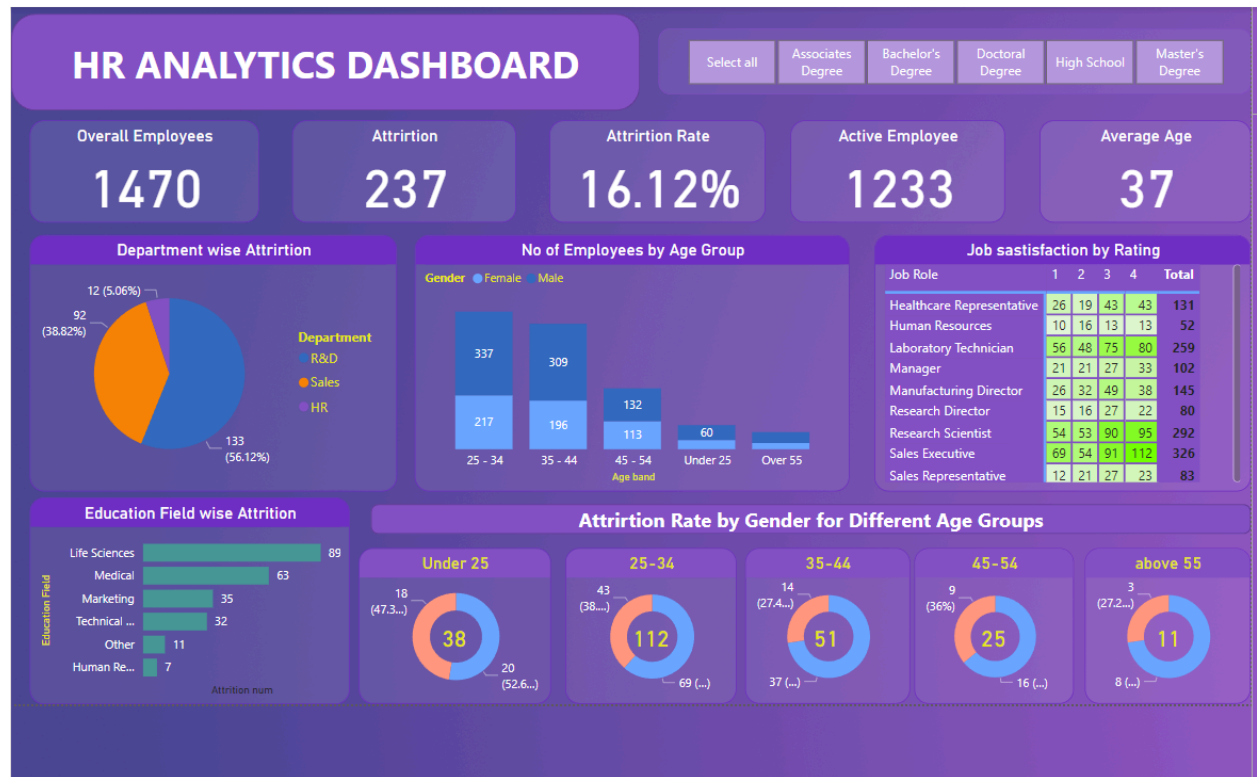
Chart Design:

V. OVERALL DASHBOARD

Ecommerce:

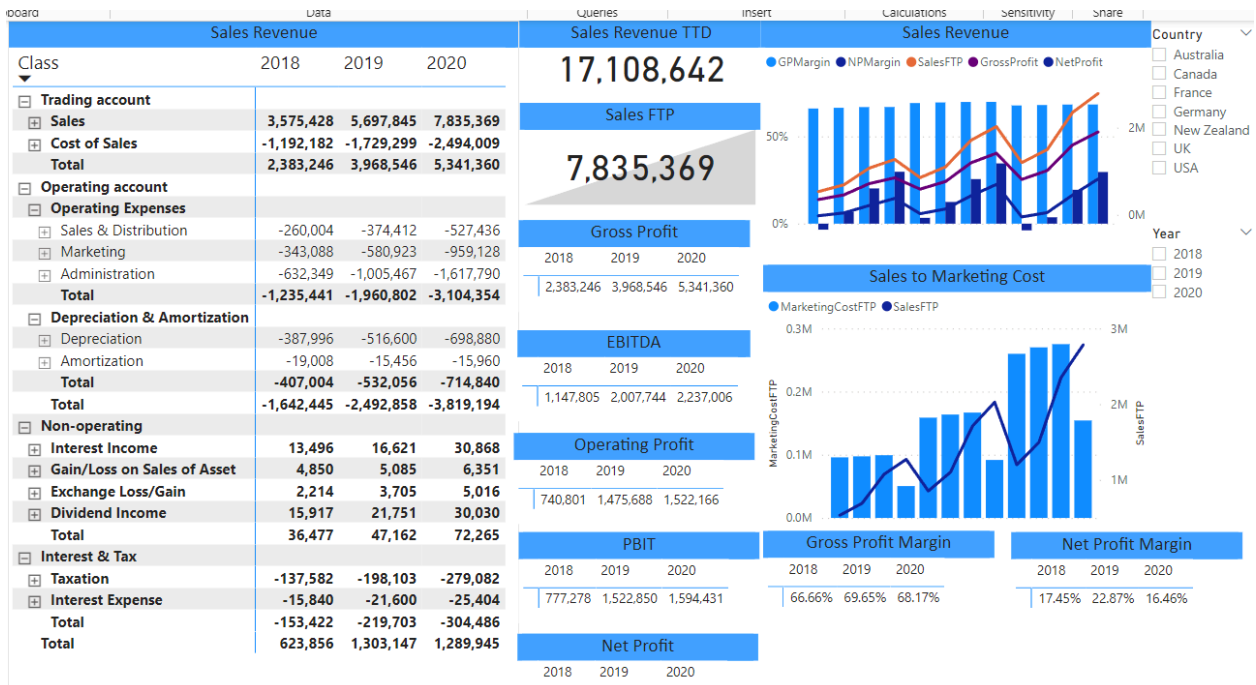
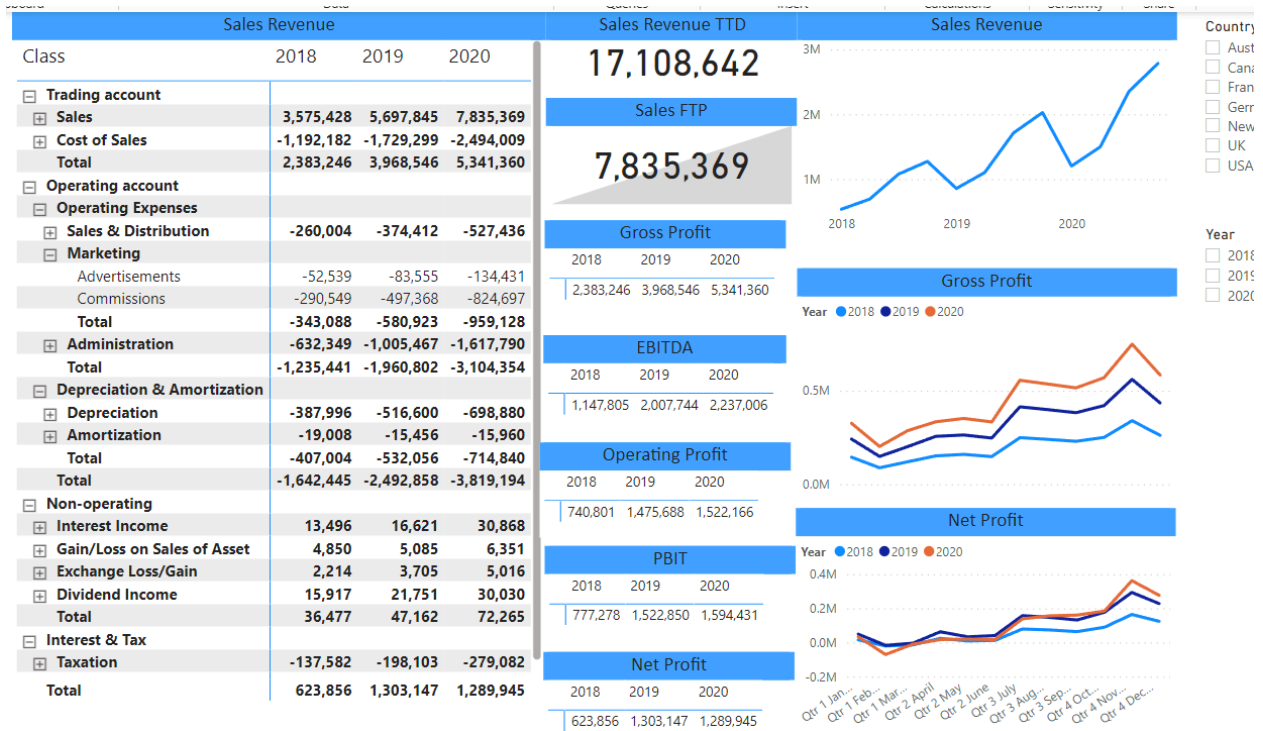


Human Resources:

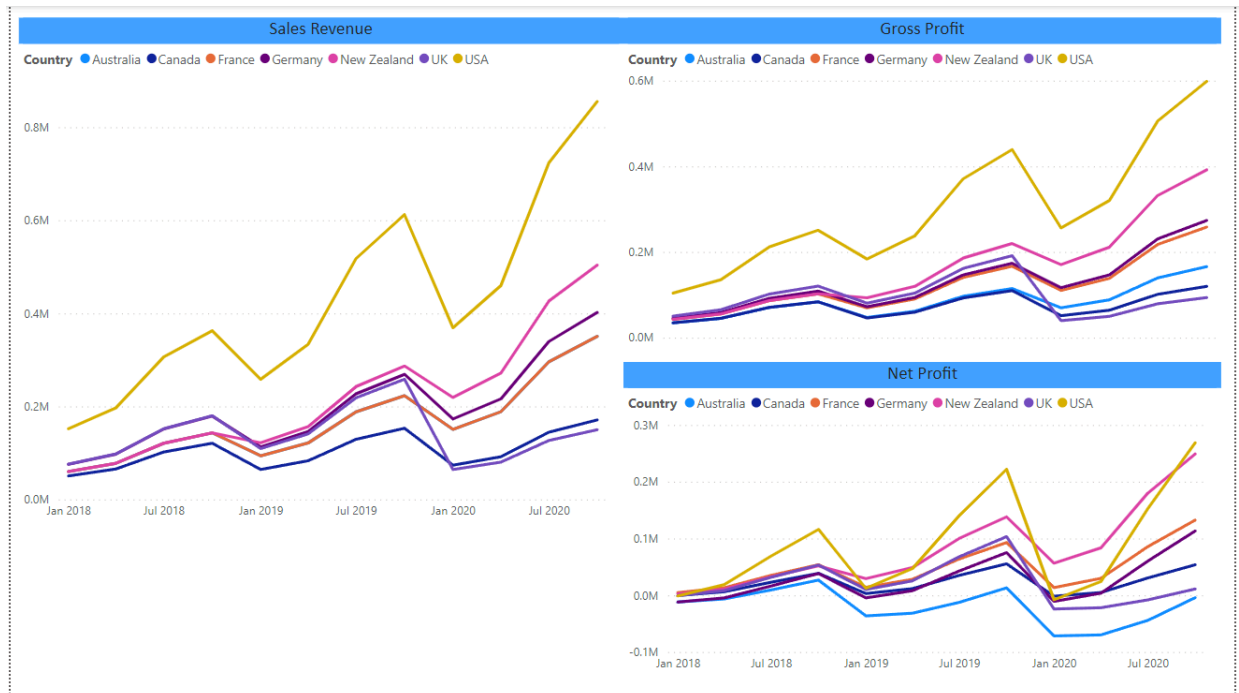


Finance:

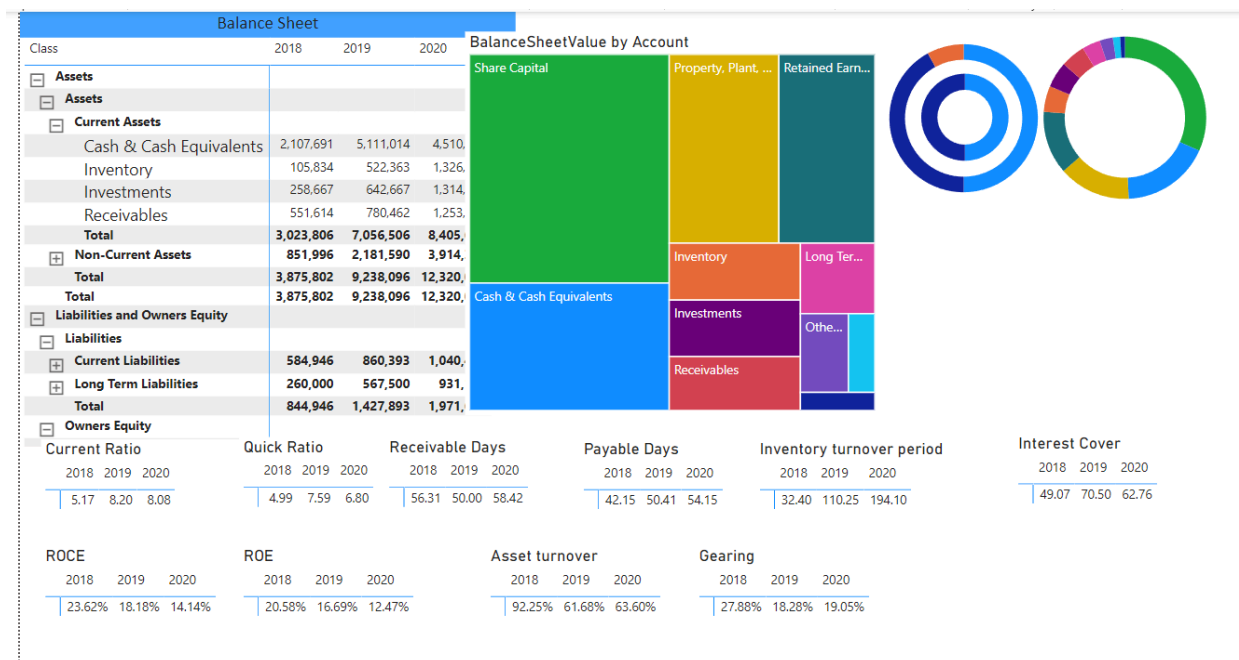
+ P&L:



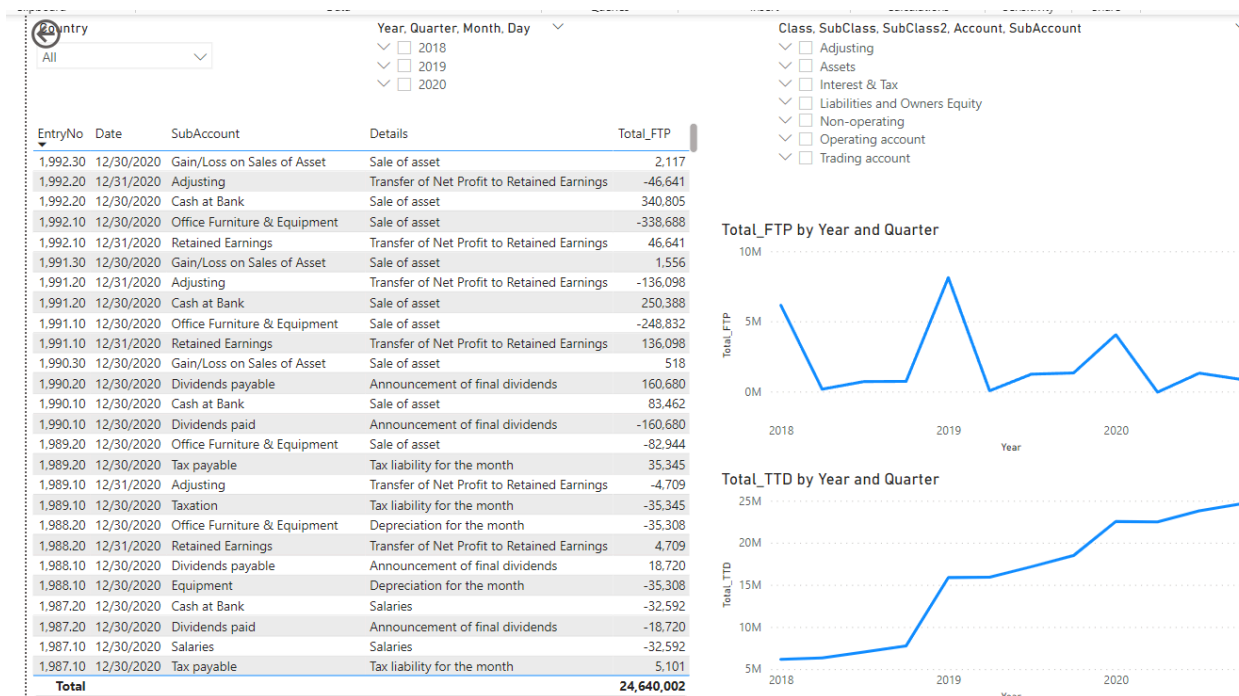
+ Cross Country:



+ Balance Sheet:



+ Ledgers:



Cash Flow Statement:

Type	2018	2019	2020
⊕ Cash and Cash equivalents at the start of the year		2,107,691	5,111,014
⊖ Cash flows from Operating Activities	762,428	1,387,366	821,928
⊕ Profit before tax	761,438	1,501,250	1,569,027
⊕ Interest Expense	15,840	21,600	25,404
⊖ Non-Cash items	407,004	532,056	714,840
Amortization	19,008	15,456	15,960
Depreciation	387,996	516,600	698,880
⊖ Non-Operating	-34,263	-43,457	-67,249
Dividend Income	-15,917	-21,751	-30,030
Gain/Loss on Sales of Asset	-4,850	-5,085	-6,351
Interest Income	-13,496	-16,621	-30,868
⊖ Working Capital Changes	-373,071	-465,511	-1,197,007
Inventory	-105,834	-416,529	-803,879
Payables	284,377	179,866	80,404
Receivables	-551,614	-228,848	-473,532
⊕ Interest Paid	-14,520	-21,000	-24,979
⊕ Tax paid	0	-137,572	-198,108
⊖ Cash flows from Investing Activities	-1,483,404	-2,202,193	-3,052,367
⊕ Purchase of Non-Current Assets	-2,035,000	-2,675,250	-3,463,680
⊕ Sale of Non-Current Assets	780,850	818,685	1,022,415
⊕ Investments	-258,667	-384,000	-672,000
⊕ Interest received	13,496	16,621	30,868
⊕ Dividends received	15,917	21,751	30,030
⊖ Cashflows from Financing Activities	2,828,667	3,818,150	1,630,157
⊕ Proceeds from the issuance of Share Capital	2,666,667	3,796,000	1,643,200
⊕ Proceeds from long term borrowings	260,000	307,500	363,697
⊕ Repayment of Long term loan			
⊕ Dividends paid	-98,000	-285,350	-376,740
⊕ Cash and Cash equivalents at the end of the year	2,107,691	5,111,014	4,510,732
Total	4,588,123	10,710,627	9,669,055

Statement of Change in Equity:

Year	Share Capital	Share Premium	Retained Earnings	Dividends paid
2018				
Balance at the beginning				
Changes in accounting policy				
Dividends				-259,667
Total income for the year			623,856	
Issue of share capital	2,666,667			
Balance at the end	2,666,667		623,856	-259,667
2019				
Balance at the beginning	2,666,667		623,856	-259,667
Changes in accounting policy				
Dividends				-319,800
Total income for the year			1,303,147	
Issue of share capital	3,796,000			
Balance at the end	6,462,667		1,927,003	-579,467
2020				
Balance at the beginning	6,462,667		1,927,003	-579,467
Changes in accounting policy				
Dividends				-394,992
Total income for the year			1,289,945	
Issue of share capital	1,643,200			
Balance at the end	8,105,867		3,216,948	-974,459

Value by Payments:

Account	SubAccount	Total Value
Advertisements	Advertisements	-134,431
Amortization of Intangible Assets	Amortization of Intangible Assets	-15,960
Cash & Cash Equivalents	Cash at Bank	3,809,876
Cash & Cash Equivalents	Cash in hand	700,856
Commissions	Commissions	-824,697
Cost of Sales	Cost of Sales	-2,494,009
Dividend Income	Dividend Income	30,030
Dividends paid	Dividends paid	-974,459
Entertainment	Entertainment	-345,168
Equipment	Equipment	-698,880
Exchange Loss/Gain	Exchange Loss/Gain	5,016
Gain/Loss on Sales of Asset	Gain/Loss on Sales of Asset	6,351
Intangible Assets	Patents and trademarks	237,146
Interest Expense	Interest Expense	-25,404
Interest Income	Interest Income	30,868
Inventory	Inventory	1,326,242
Investments	Securities	1,314,667
Long Term Obligations	Long Term Obligations	931,197
Office Supplies	Office Supplies	-163,552
Other Expenses	Other Expenses	-314,548
Other Payables	Accrued Expenses	174,663
Other Payables	Dividends payable	214,369
Other Payables	Interest Payable	2,345
Other Payables	Tax payable	279,087
Professional Services	Professional Services	-226,663
Property, Plant, & Equipment	Office Furniture & Equipment	3,677,220
Receivables	Trade Receivables	1,253,994
Retained Earnings	Retained Earnings	3,216,948
Sales	Sales	8,005,347
Sales Return	Sales Return	-169,978
Share Capital	Share Capital	8,105,867
Total		1,289,945