**Sesame International**

**Company Overview**

**Sesame International** was incorporated in 1986 and is engaged in the processing and export of hulled sesame seeds. The firm has a processing unit in Muzaffarnagar with an installed capacity of processing 5500 Metric Tonne per annum of hulled sesame seeds. The company has obtained an ISO 9001:2000 and HACCP[[1]](#footnote-1) certification. The company was originally promoted by the Jain family in 1986 and operated the facility for a few years before it stopped its facility. The company restarted its operations in 2002 with the Singh family and the Gupta family also joined as shareholders and the facilities remained operational since then. The company has been regularly awarded by Uttar Pradesh Government for the highest agricultural export from the state.

**Raw material Acquisition and Selling Market**

The company purchases natural sesame seeds through agents from the mandis in Gujarat, Madhya Pradesh (M.P.), Uttar Pradesh (U.P.), and Rajasthan. Over 90% of the total purchase of natural sesame seeds by the company is against the orders from the customers while the remaining purchases are to maintain stock and take advantage of any price appreciation in the future.

Sesame International is a 100% export-oriented unit. The export markets for the company are geographically diversified which reduces the dependence on a particular region. The main export markets are Germany, France, U.S.A, UK & China.

**Reporting Requirements:**

The company is still running its operations through the traditional enterprise method and now wants to combine its methods with the power of BI Analysis and Cloud technology. Looking at the current market trends and market leaders, the management wants to try out Power BI as a tool. The management of the company has the following reporting and KPI requirements.

1. Tabular View of Profit and Loss accounts and Balance Sheet – Facility of adding sub-categories to the main categories in the table/matrix visuals
2. Graphical representation of Yearly Trend of Line Items of P&L Account and year on year growth/degrowth
3. A funnel of the Income statement showing step-by-step development of key line items from Gross Sales to Net Profit.
4. Visualizing Financial Ratios for the current year with the previous year’s values through KPI Cards. The ratios and their calculations are provided in the table below:

|  |  |  |
| --- | --- | --- |
| **S. No.** | **Ratio** | **Formula** |
| 1 | Operating Profit Margin | OPBDITA / Operating Income |
| 2 | Net Profit Margin | PAT / Operating Income |
| 3 | Return on Capital Employed (ROCE) | Earnings before Interest and Tax (EBIT) / Capital Employed\* \*Capital Employed = (Total Assets – Current Liabilities) |
| 4 | Debt-Equity Ratio | Total Debt / Total Equity\*  \*Total Equity = (Tangible Net worth + Minority Interest) |
| 5 | Interest Coverage Ratio | OPBDITA / Interest and Finance Charges |
| 6 | Debt to Profit Ratio | Total Debt / OPBDITA |
| 7 | Net Working Capital Intensity | Net Working Capital\* / Operating Income  \*NWC = Total Current Assets – Cash and Bank Balances – (Trade creditors + Advances from Customers + Income Taxes Payable + Other Operating Current Liabilities and Provision) |
| 8 | Debtor Days | Accounts Receivable Operations \* 365 / Gross Sales + Traded Goods Sales |
| 9 | Inventory Days | Total Inventory \* 365 / Total Cost of Manufacturing |
| 10 | Days Payable | Trade Creditors / (Raw Material Consumption + Traded Goods Purchased + Consumable Stores + Power and Fuel + Employee Costs + Other Manufacturing Expenses) |

1. Visualization for Country-wise Sales by Year and % of Total Sales.
2. Visualization to show sales to top 5 customers by Year with % of Total Sales
3. Visualization to show Product wise Sales by Year with % of Total Sales
4. Visualization to show Total Installed Capacity, Capacity utilized, and % capacity utilized by Year (% capacity utilized = Capacity Utilised / Total Capacity).
5. Any other visualization which the developer/analyst deems fit. The management welcomes new ideas and analysis methods.

**Our Objective is to show all the functionalities of Power BI and make the customer aware of the Power of Power BI.**

1. Hazard Analysis and Critical Control Point (HACCP) is a process control system designed to identify and prevent microbial and other hazards in food production. [↑](#footnote-ref-1)