



## **KPI Demo Reports & Indicators**


The model specifics includes two options: to solve problems with tracking and to monitor performance indicators - for the company as a whole and for each individual employee.

# The goals of the Demo Booth

- Presentation for the Advanced KPI list guide;
- Automatic calculation of indicators;
- Visualization of indicators;
- Explanatory notes for the slides;
- Individual KPI reports.

# Main user menu

Configures time periods and budget versions, in addition to switching between report blocks and slides.



Olapsoft

## Reports & Indicators

Obiang Mia ▾

Month.	Year	Budget version
September ▾	FY22	Budget

Employee's personal report

Brandlook

Comments

Settings ⚙

Key Performance Indicators		Sales	Working Capital and KPIs	Financial Ratios	Comments
Implementation of annual budget	Costs	Sales and gross profit	Business performance	Profitability ratios	Conclusions
Factor analysis of PE (actual vs budget)	Operating indicators	Sales by region	Working Capital	Liquidity ratios	Solutions
Factor analysis of PE (actual vs actual LY)	Group balance sheet Assets	Gross Profit and Profitability	Liquidity and financial stability	Return on resources	
Net profit structure	Liabilities Group balance sheet	Sales by channel			

# Brandlook

Reflects user-defined styles for later use in the project.

## Primary colors

Menu



Blue: 165C7D / R22 G92 B125



White: FFFFFFF / R255 G255 B255



Gray: 97999B / R151 G153 B155

## Secondary colors



Black: 101820 / R16 G24 B32



Green 1: 00BABA / R0 G186 B190



Green 2: 88BAAF / R136 G186 B175

## Fonts



### Consolidation form design example

	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	FY20
All sales departments	11 353 461	12 966 951	9 697 808	10 480 894	11 259 181	10 594 393	12 106 692	11 549 289	8 052 920	11 079 023	12 946 610	9 297 760	131 384 982
RF sales	8 683 493	10 433 096	8 734 358	9 289 369	9 417 828	9 817 661	11 321 406	10 458 671	5 734 139	9 538 079	11 762 460	7 716 644	112 907 204
M&E	1 779 056	786 268	1 471 545	1 775 322	895 182	2 461 312	2 509 739	2 152 611	739 455	1 200 584	1 895 866	1 814 052	19 480 992
Regions of the RF	6 904 437	9 646 828	7 262 813	7 514 047	8 522 646	7 356 349	8 811 667	8 306 060	4 994 684	8 337 495	9 866 594	5 902 592	93 426 212
FEFD	1 122 606	1 284 312	1 285 924	916 314	1 510 012	1 007 236	1 500 692	922 251	695 660	918 718	1 620 230	560 755	13 344 710
SFD	1 119 742	304 499	872 760	501 879	481 499	411 860	755 674	471 511	280 818	1 201 257	400 296	332 151	7 133 946
CFD	388 274	1 121 084	646 765	1 126 044	1 370 736	584 439	1 510 660	1 323 351	777 135	1 539 124	895 180	1 312 212	12 595 004
UFD	1 717 563	1 855 759	606 866	1 053 248	1 082 907	1 598 566	1 352 088	1 905 483	1 022 511	1 050 867	1 985 348	1 511 867	16 743 073
SBFD	1 150 937	2 325 305	1 709 644	2 462 377	2 782 700	2 206 470	2 063 070	2 175 184	979 134	1 718 436	2 586 185	622 280	22 781 722
NWFD	426 163	2 233 134	1 987 564	559 080	980 145	1 201 065	947 949	1 249 068	688 736	1 368 567	1 719 771	1 101 335	14 462 577
VFD	979 152	522 735	153 290	895 105	314 647	346 713	681 534	259 212	550 690	540 526	659 584	461 992	6 365 180
EEU	2 669 968	2 533 855	963 450	1 191 525	1 841 353	776 732	785 286	1 090 618	2 318 781	1 540 944	1 184 150	1 581 116	18 477 778

### Gradient

	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20
Positive gradient	0	10	20	30	40	50	60	70	80	90	100	110
Negative gradient	0	-10	-20	-30	-40	-50	-60	-70	-80	-90	-100	-110

# Comments

You can add a comment to each slide in the report menu in text format. Users viewing the report will also be able to set the specific period for which the comment will be left. The comments can include indicators that are automatically calculated.

## Entering comments and indicators

Menu

⋮ Sep 22 ▼

Comment	Execution of the budget for net profit 80...
Factor analysis Net profit	The lack of actual net profit over the planned one is 220 thousand rubles:...
Factor analysis Net profit LY	Lack of gross margin growth over cost growth. Decrease in gross profit growth due to lower sales (-10.54...
Structure of Net Profit	Of 100% of the accumulated gross profit - 32.91% is directed to expenses (incl. Other); 18% for tax payments.
COSTS	Execution of the commercial budget of expenses +1 milli...
Total Sales incl. VAT	Decline in sales growth compared to 2021 (-6.5%)
Total Gross Profit and Profitability	Gross margin above 2021 levels....
Total Net profit	
GROUP BALANCE SHEET - ASSETS	Average value of Assets at the level of 2021 ....
GROUP BALANCE SHEET - LIABILITIES	Reducing short-term debt:...
Budget execution	The implementation of the Sales Budget for 9M22 was 98%. Profitability is higher than planned.
Comparison of actuals with previous year	F9M21 exceeds the same period in 2020 by 11.78%, gross profit by 10.67...
Regional distribution of sales	Sales structure by regions relative to 2021 without significant changes....
Sales distribution by channel	The sales structure of 9M22 shows no significant deviations from the same period last year. The profitability of the GH is...
Share of sales and profitability	Growth in the share of the public sector....
OF SALES AND MARGIN BY SUPPLIER	Significant reductions...
Business performance	Trade turnover:...
Working Capital	The amount of required working capital for financing the main activity is growing relative to previous periods, but...
Profitability ratios	Profitability indicators are not lower than the budget ones for 9M....
Liquidity indicators	Liquidity ratios are in line with budgetary norms...
Conclusions - draft decisions	CONCLUSIONS...
Decisions - draft solutions	SOLUTIONS...

# Implementation of the annual budget

This slide shows the implemented budget percentages for four indicators in the form of pie charts.

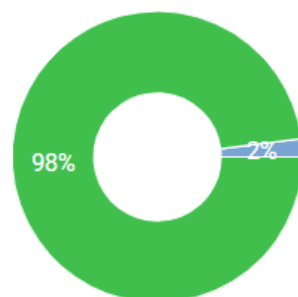
Implementation of the annual budget by

Period

09M 2022

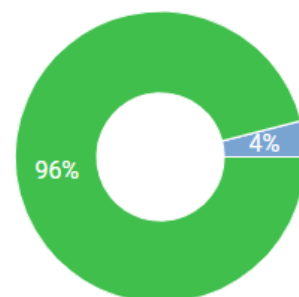
million EUR

Sales including VAT



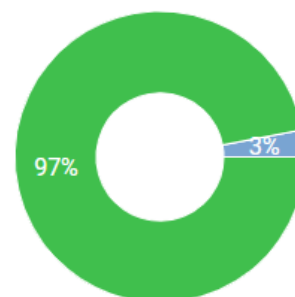
Budget	vs	Actual
99.5	vs	97.25

Gross profit



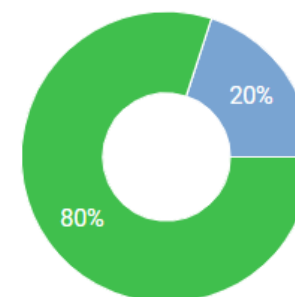
Budget	vs	Actual
35.9	vs	34.58

Operating expenses



Budget	vs	Actual
9.2	vs	8.94

Net income



Budget	vs	Actual
14.9	vs	12.00

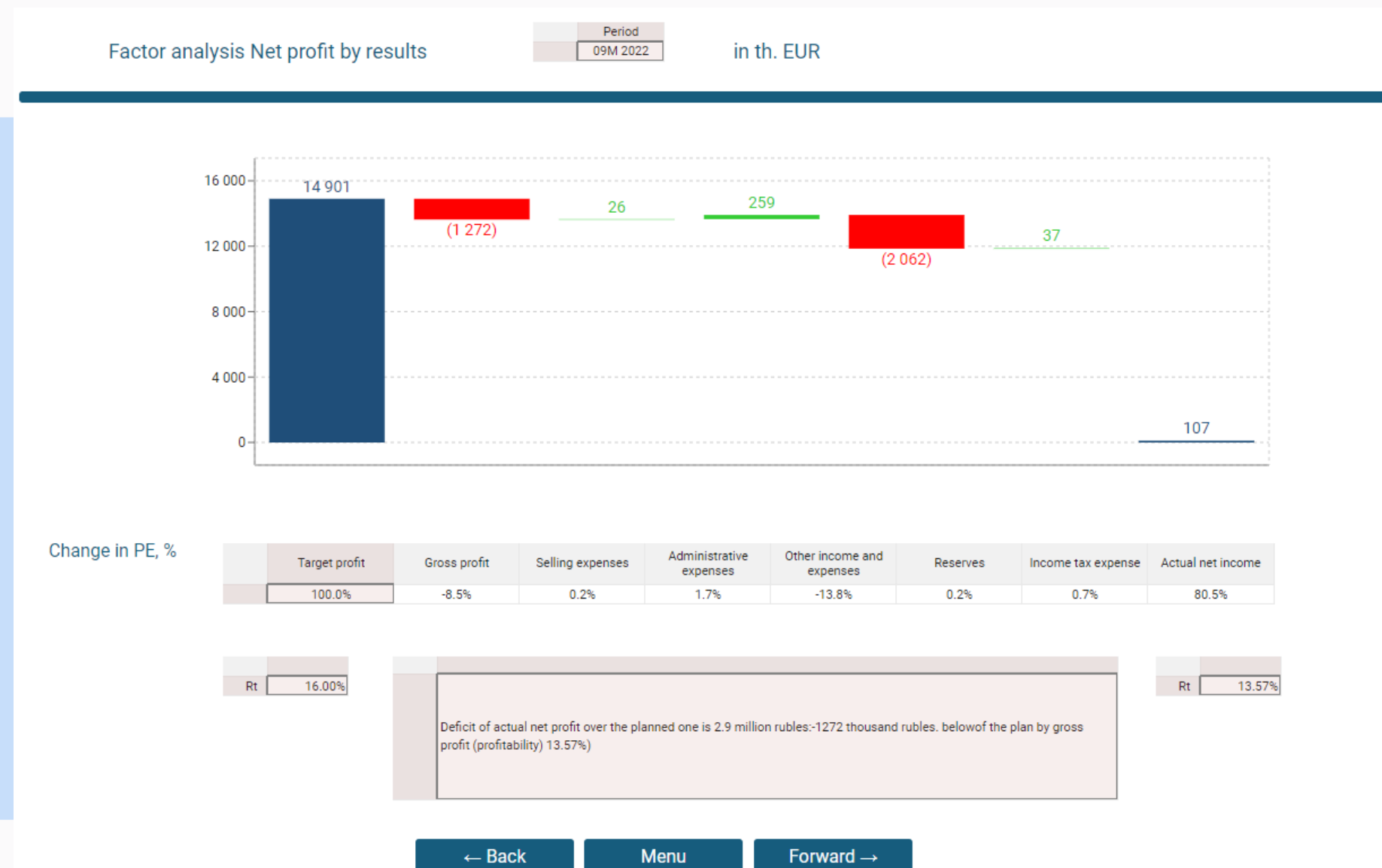
Execution of the budget for net profit: 80%  
Sales Execution: 98%

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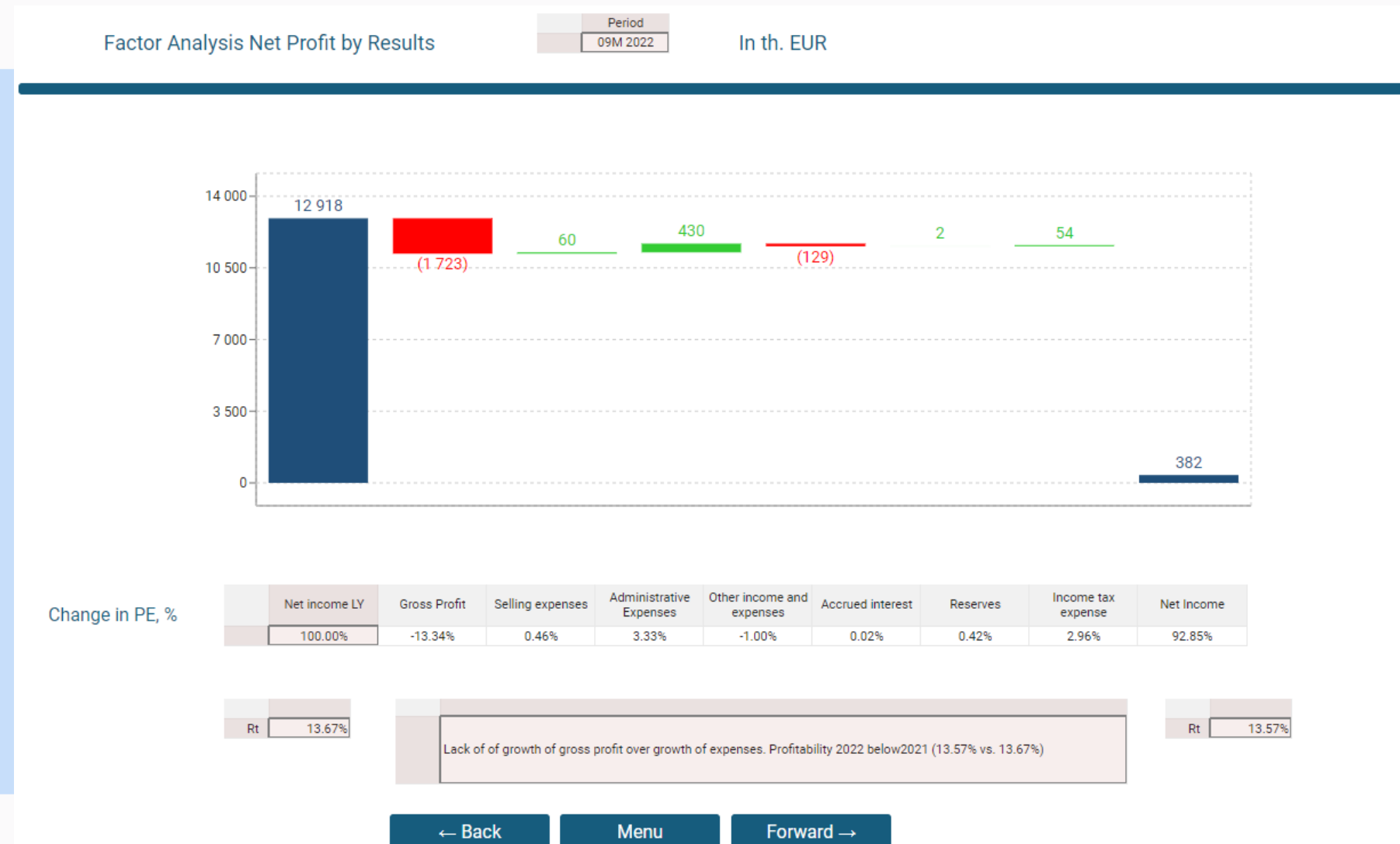
# Factor analysis. Net profit by results

The next slide shows a factor analysis of net profit formation in the form of waterfall charts, with percentages below.



## Factor analysis. Net profit for the previous year

The current slide looks similar to the previous slide. However, the versions being compared differ. Here is the ratio of the fact of the current year to the fact of the previous year.





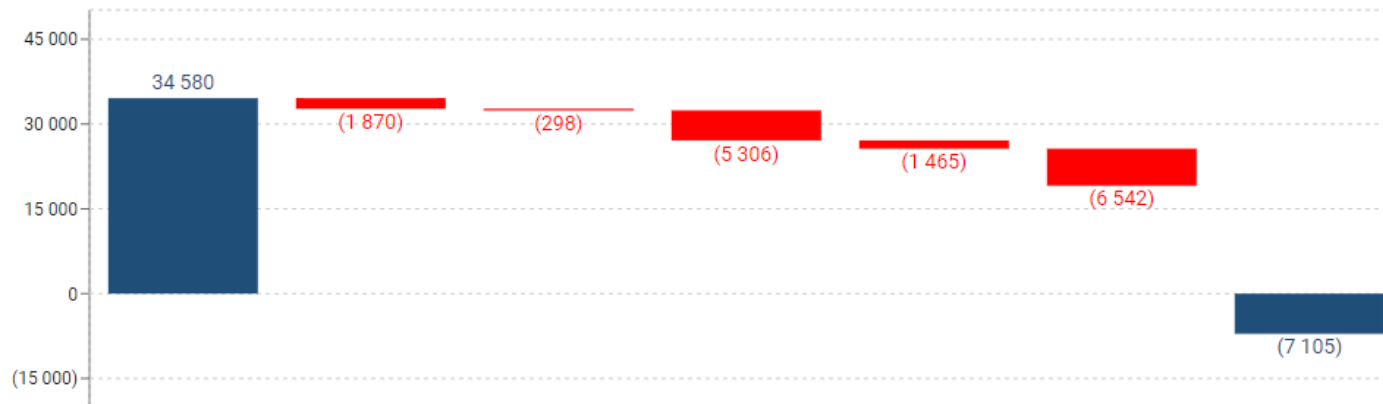
# Net profit. Structure by results

The third slide shows the percentage of the individual blocks by net profit to gross profit. Here we see various types of expenses, income tax, and other items.

Structure of net profit by results

Period  
09M 2022

in th. EUR



% from  
EP

Gross profit	Production expenses	Marketing expenses	Personnel expenses	Business maintenance	Other income and expenses	Income tax expense	Net income
100.00%	-5.41%	-0.86%	-15.34%	-4.24%	-18.92%	-20.55%	34.69%

Selling expenses	Administrative expenses
-6.27%	-19.58%

Out of 100% of accumulated gross profit - 26% is allocated to expenses (incl. Other); 21% to tax payments.

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# Total costs

This slide contains key cost indicators based on the MDB report. Each slide will automatically adjust data depending on the period and user selected.



# Total operating performance

This slide shows the dynamics of sales with VAT for the current year and two prior years, including the delta of change percentage in the indicator.

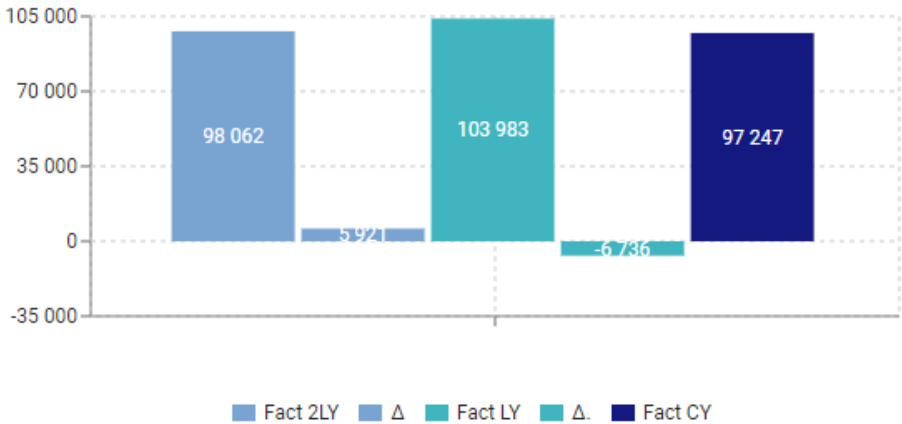
Overall operating performance by

Period
09M 2022

in th. EUR

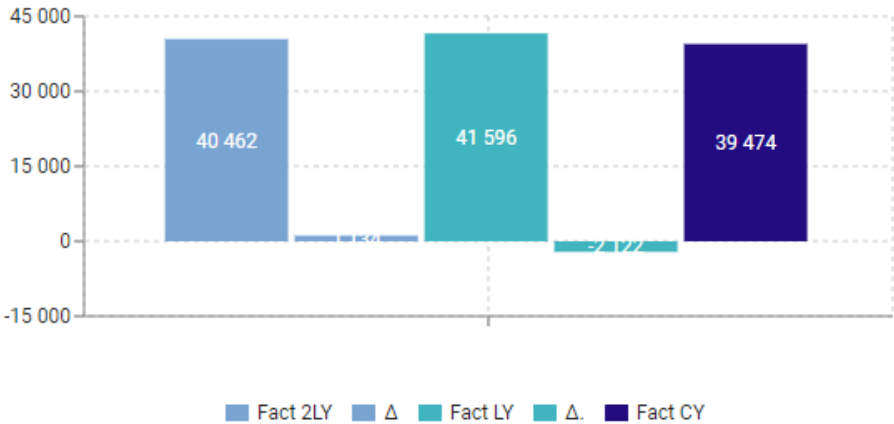
Sales incl. VAT

	Fact 2LY	Δ	Fact LY	Δ.	Fact CY
	98 062	5 921	103 983	-6 736	97 247



Gross profit

	Fact 2LY	Δ	Fact LY	Δ.	Fact CY
	40 462	1 134	41 596	-2 122	39 474



The dynamics of sales growth relative to the previous year: -6.93%.

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# Group balance sheet – assets

Group balance sheet - assets at the end of 

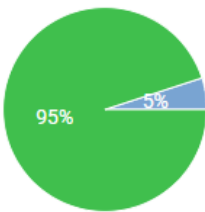
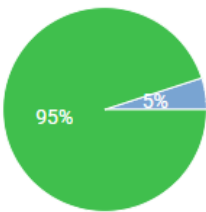
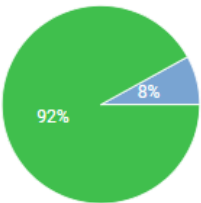
Period
09M 2022

 In th. EUR

	Non-current assets	Current assets
F 2020	1 493	17 717

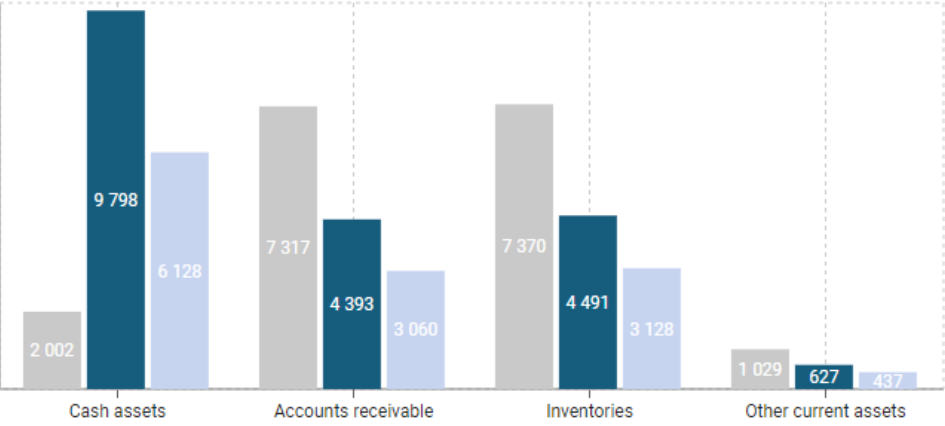
	Non-current assets	Current assets
F 2021	946	19 309

	Non-current assets	Current assets
F 2022	687	12 753



■ Non-current assets. ■ Current assets.

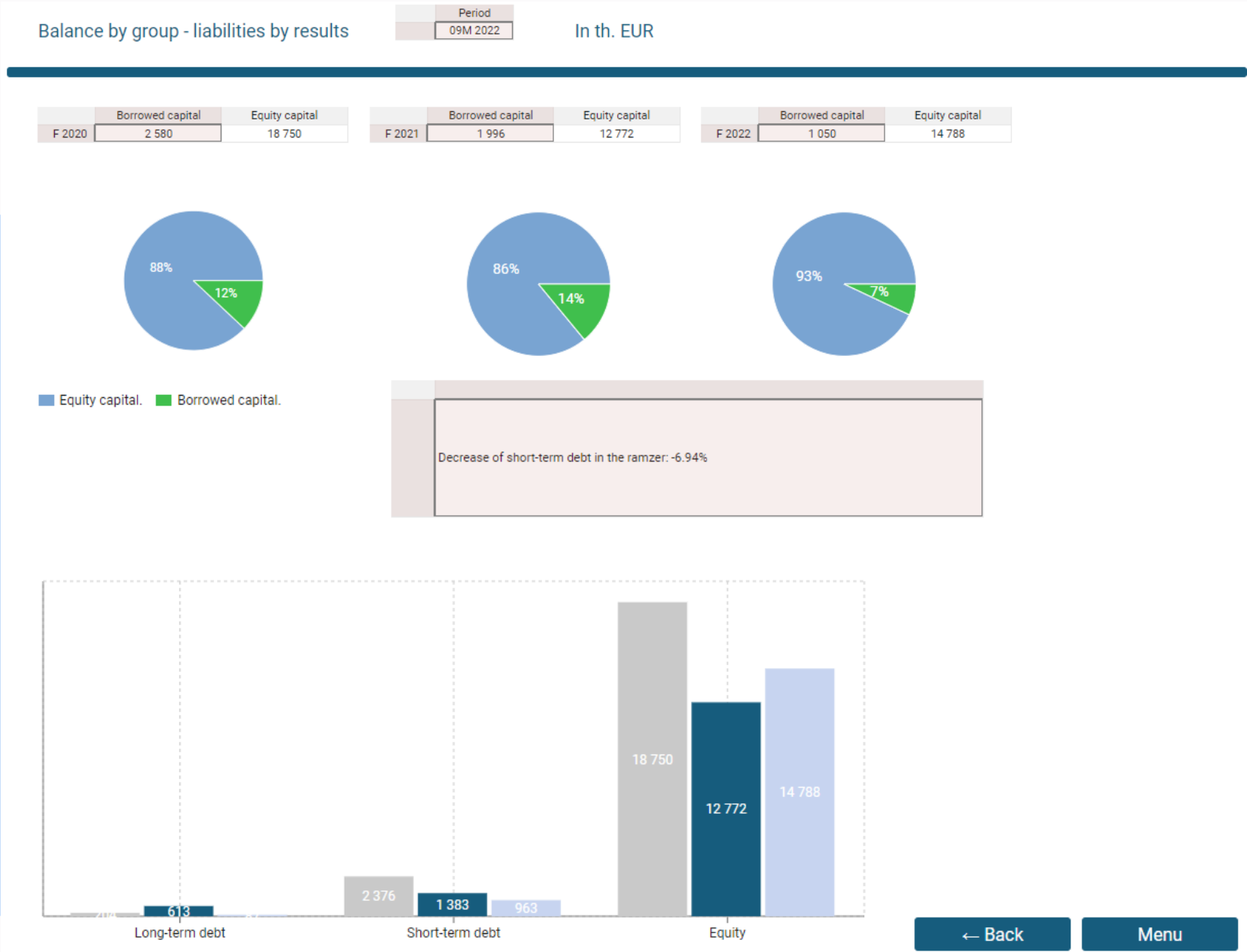
	F 2020	F 2021	F 2022
ROA, %	91.25%	82.31%	95.19%
TAT	6.22	6.18	7.02
Assets (average)	19 210	19 733	16 848



Average assets at the level of the previous yearThe TAT ratio has a positive trend year on year.

The changes in the Balance sheet items (assets, liabilities) are displayed here as a combination of pie and bar charts, as well as the corresponding tables. Users may trace the dynamics of current and non-current assets.

# The balance sheet for the group - liabilities



# Sales and gross profit

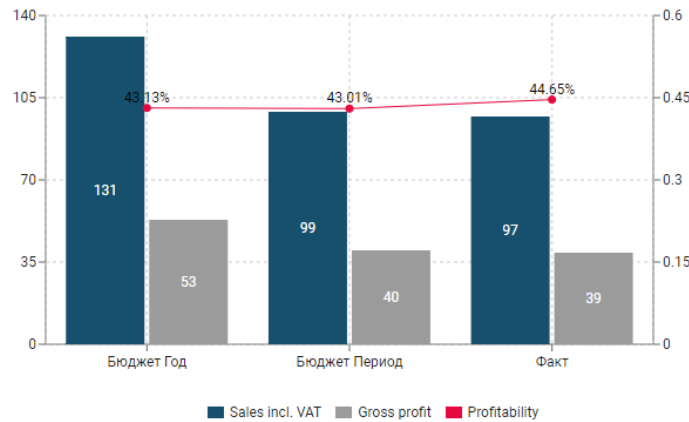
View Edit Obiang Mia Sales with VAT

## Sales and gross profit by results

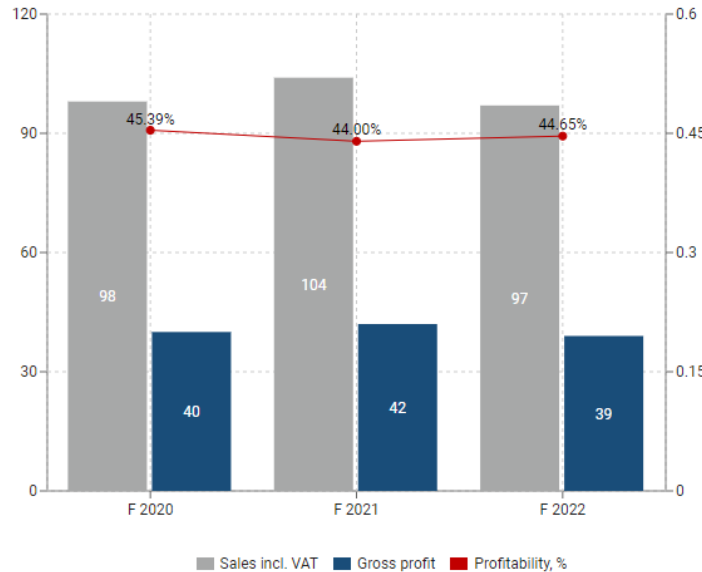
Month.	Year	Budget version	Selecting the multiplicity	Accumulatively
September	FY22	Budget	units.	<input checked="" type="checkbox"/>

in mln. EUR

### Budget Execution



### Comparison of actuals with previous...



Sales budget execution for 09M 2022 was 97.75%
--

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### Key indicators by levels

Total for the company

By business units

By regions of RF

	Budget	Actual	Budget Execution, % (Actual/Plan)
All sales departments	99 489 756	97 247 189	98%
RF sales	85 903 249	83 975 275	98%
EEU	13 586 507	13 271 914	98%

### Profitability

Total for the Company

By Business Unit

By regions

	Budget	Fact	Budget Execution, p.p. (Actual vs. Plan)
All sales departments	43.01%	44.65%	1.64%
RF sales	42.94%	44.51%	1.57%
EEU	43.42%	45.51%	2.09%

The graphical analysis in the details of which the data was loaded appears. The platform also provides the ability to present data in sections of varying levels.

# Sales by the end of the year

The current slide shows the percentage of sales by region and the implementation of the sales budget in each region.

Sales by the end of 2021

Period  
09M 2022

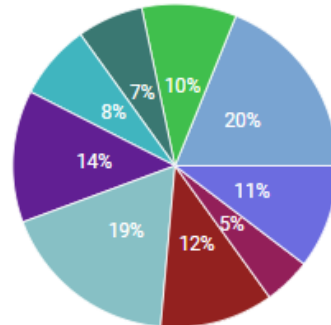
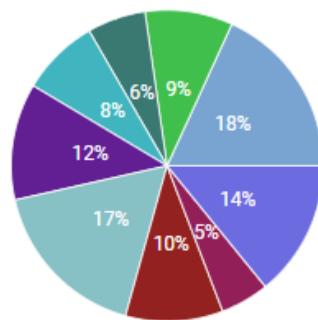
## Regional distribution of sales

Sales structure by regions relative to 2021 without significant changes.  
In general, there are no significant deviations from the plan in the sales budget.  
A significant non-fulfillment of the sales plan is observed in the VFD.

09M 2022

09M 2021

M&E  
FEFD  
SFD  
CFD  
UFD  
SBFD  
NWFD  
VFD  
EEU

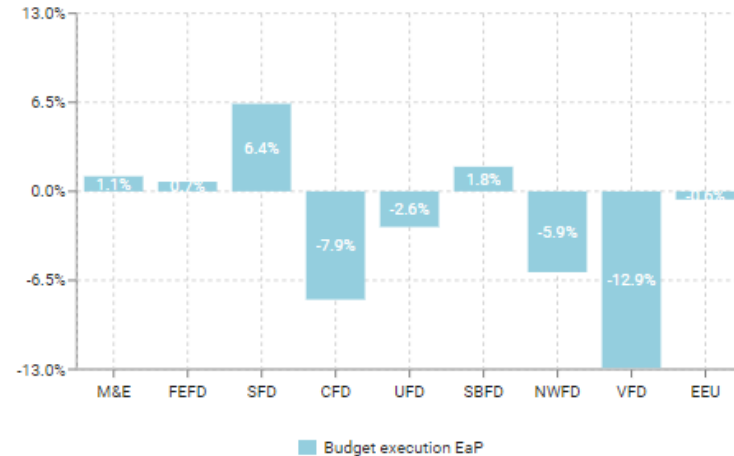


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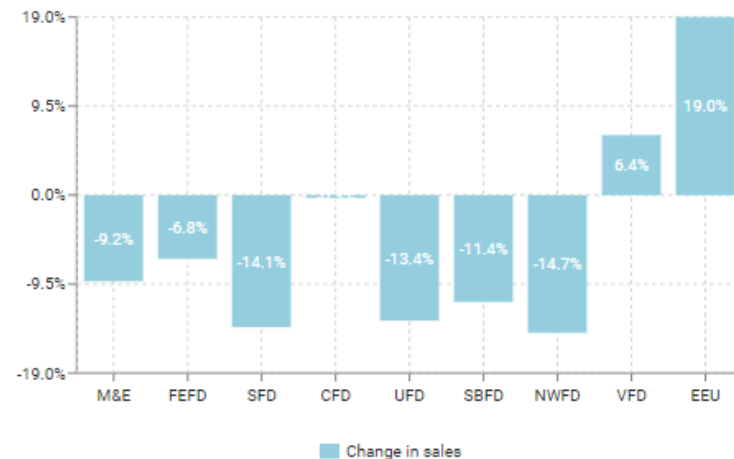
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## Sales budget implementation



## Sales change



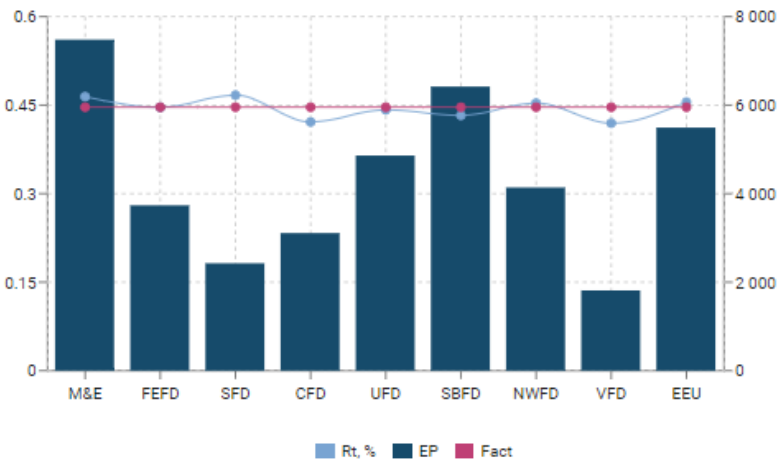
# Gross profit and profitability

Gross profit and profitability by results

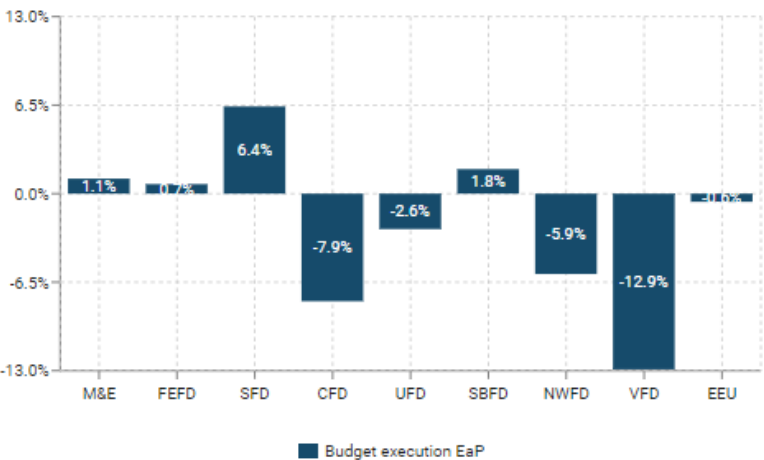
Period  
09M 2022

in th. EUR

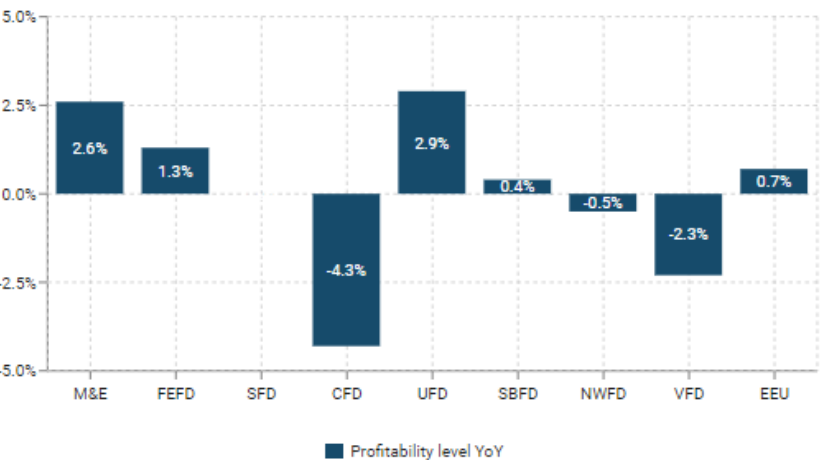
Gross profit and profitability



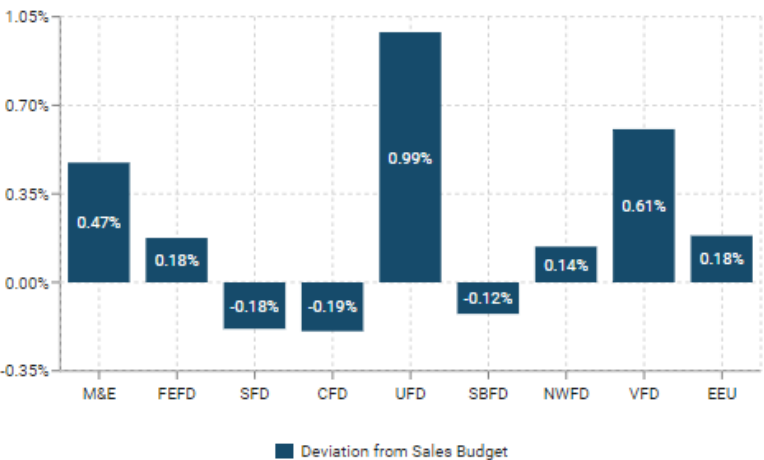
Fulfillment of gross profit budget



Change in profitability level to the previous year



Deviation from sales budget

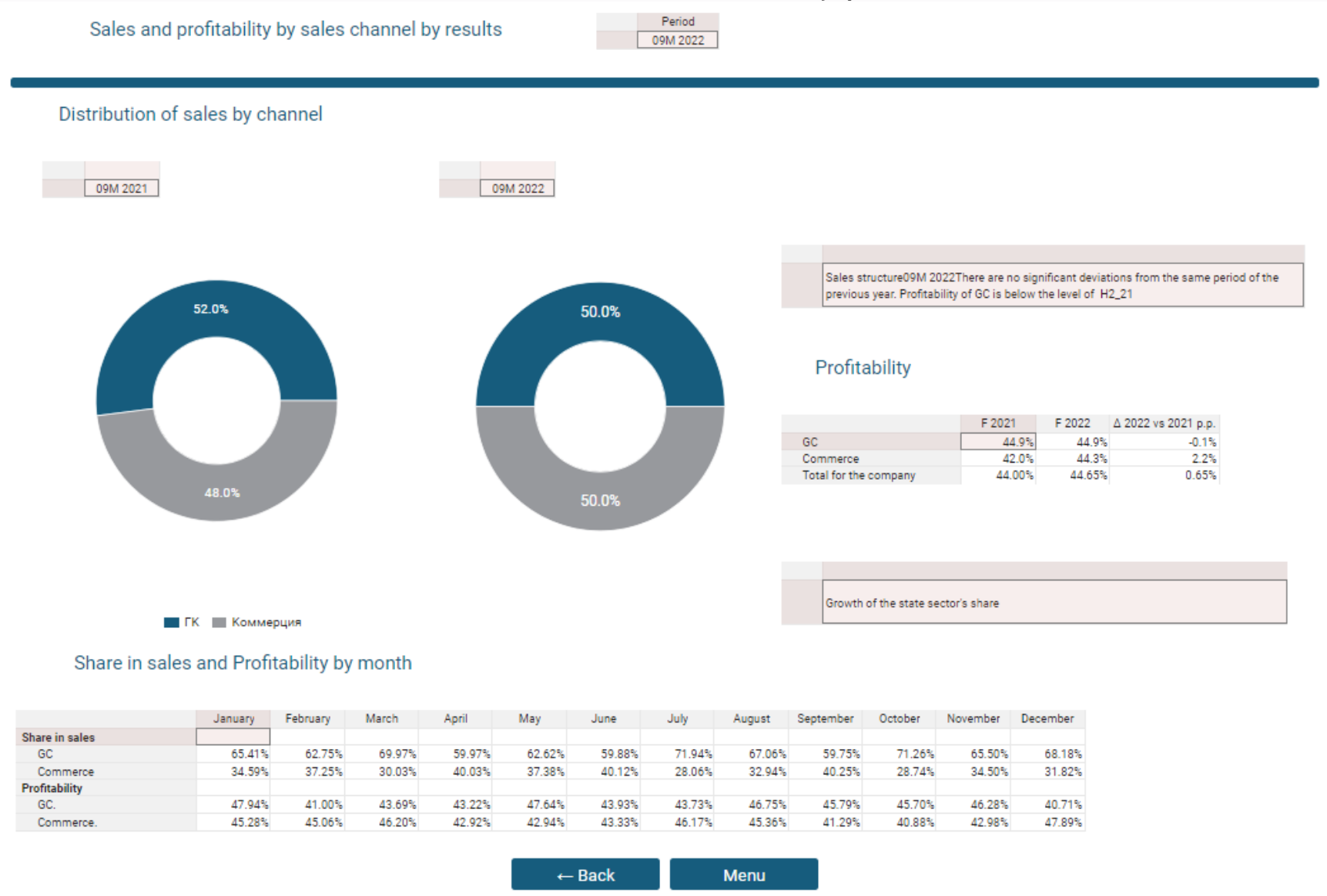


The indicators of gross profit, profitability, and their deviations are presented similarly.



# Sales and profitability by sales channels

Slide by sales channel, supplementing the information on sales by region. It displays graphs and tables with relative indicators broken down by period.



# Business performance indicators

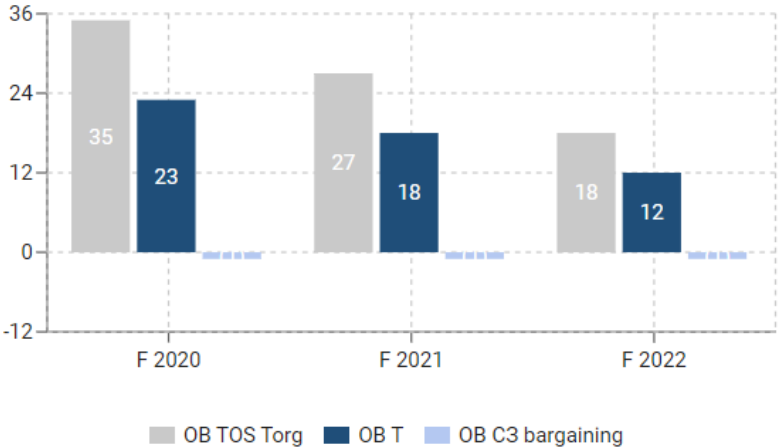
This slide includes data on the duration of the financial cycle and trade turnover.

View Edit Obiang Mia

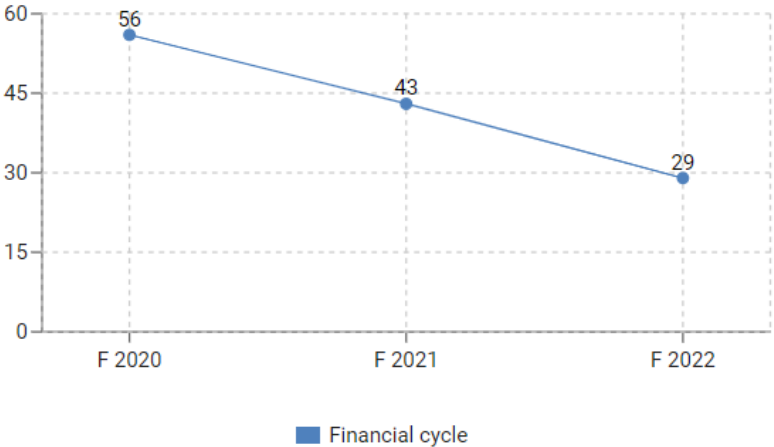
Business performance

Period
09M 2022

Trade turnover, days



Trade financial cycle, days



Trade turnover:  
Financial cycle is lower than the previous year's figure by 14 (days)  
Company's total financial cycle is 60 days

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# Working capital

Month.	Year	Budget version	Selecting the mult...
September	FY22	Budget	units.

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Required working capital for financing core business is growing relative to previous periods  
Relative to Sep 21 Change in trading capital by 0.64%

## Working capital on date

	Budget	Fact	Actual LY	Deviation from Budget	Deviation from Actual LY
Total as of the end of the period	12 261	11 790	14 268	-472	-2 479
Trading capital as of the end of the period	6 269	6 028	7 295	-241	-1 267
Other capital as of the end of the period	5 993	5 762	6 973	-230	-1 211

## Working capital on average

	Budget	Fact	Actual LY	Deviation from Budget	Deviation from Actual LY
Total average value	15 452	14 858	14 805	-594	53
Total capital average trading	7 635	7 341	10 748	-294	-3 408
Other-mean-significant	7 818	7 517	4 056	-301	3 461

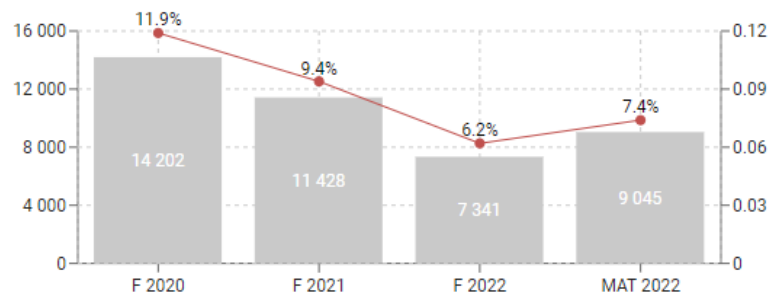
## Share of working capital to revenue as of the...

	Budget%	Fact%	Actual LY%	Deviation from Budget%	Deviation from Actual LY%
% of annual sales, total	9.87%	10.00%	11.32%	0.13%	-1.32%
% of annual sales	5.05%	5.11%	5.79%	0.07%	-0.67%
% of annual sales, total	4.82%	4.89%	5.53%	0.06%	-0.64%

## Share of working capital to revenue on average

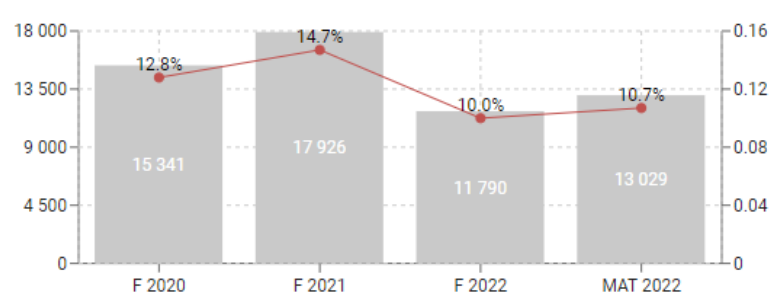
	Budget%	Fact%	Actual LY%	Deviation from Budget%	Deviation from Actual LY%
% of annual sales, total cf.	12.44%	12.60%	11.75%	0.16%	0.86%
% of annual sales, average	6.15%	6.23%	8.53%	0.08%	-2.30%
% of annual sales, pro rata average	6.29%	6.38%	3.22%	0.08%	3.16%

### Working capital trading



■ NWC торговый ■ NWC к выручке, %

### Total working capital



■ NWC торговый ■ NWC к выручке, %

# Liquidity and financial stability

Month.	Year	Budget version
September	FY22	Budget

## Liquidity ratio

	Budget,	Actual,	Actual LY,	Deviation from Budget,	Deviation from Actual LY,
Current liquidity	1.32	1.32	1.32	0.00	0.00
Current liquidity on the average	1.37	1.37	0.94	0.00	0.43

## Financial soundness

	Budget,	Actual,	Actual LY,	Deviation from Budget,	Deviation from Actual LY,
Financial stability on the date	0.94	0.94	0.88	0.00	0.06
Financial sustainability according to average	0.92	0.92	0.88	0.00	0.04

## Inventories

	Budget,	Actual,	Actual LY,	Deviation from Budget,	Deviation from Actual LY,
Inventories as of the date	9.53	9.66	10.93	0.13	-1.27
Inventories on average	11.61	11.76	16.11	0.15	-4.34

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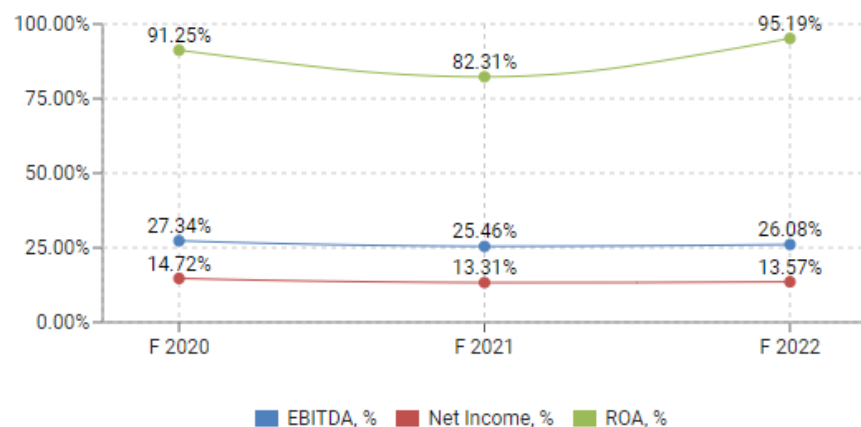
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# Profitability indicators

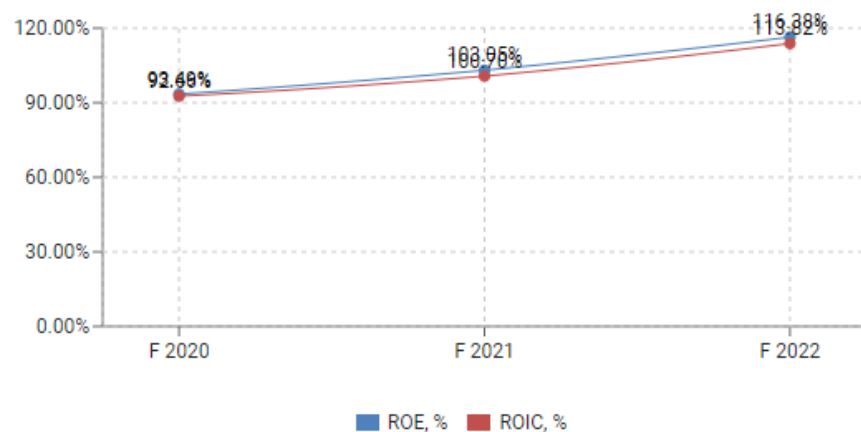
The current slide shows graphs for various profitability indicators: return on assets, return on equity, and return on capital invested.

Profitability indicators by results

Period
09M 2022



Profitability indicators within budgeted at Sep 22.  
1. EBITDA at the level of the end of the previous year.  
2. Net Income at the level of the end of the previous year.  
 $ROA = \text{Net Income} * TAT$   
 $ROE = TL * \text{Net Income} * TAT$   
Increase in return on assets relative to the previous year.



	F 2020	F 2021	F 2022
TL	1.02	1.25	1.22
Net Income	14.72%	13.31%	13.57%
TAT	6.22	6.18	7.02
ROE = TL * Net Income * TAT	93.49%	103.05%	116.38%

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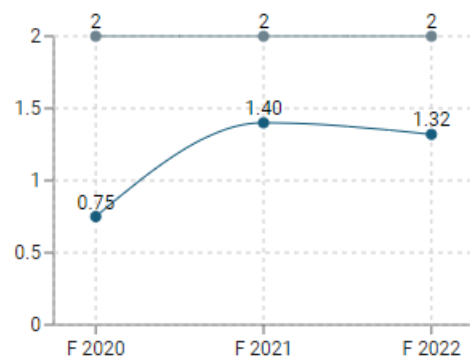
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# Liquidity ratios

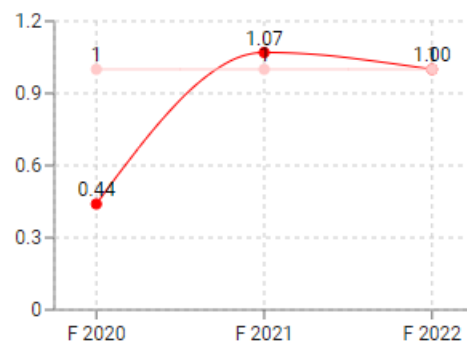
There are also normative values in addition to the actual data, which are set by customers, for liquidity indicators.

Liquidity Indicators by Results

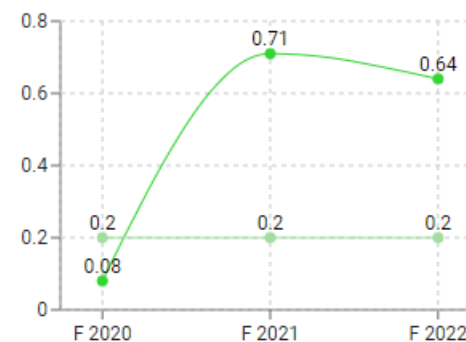
Period
09M 2022



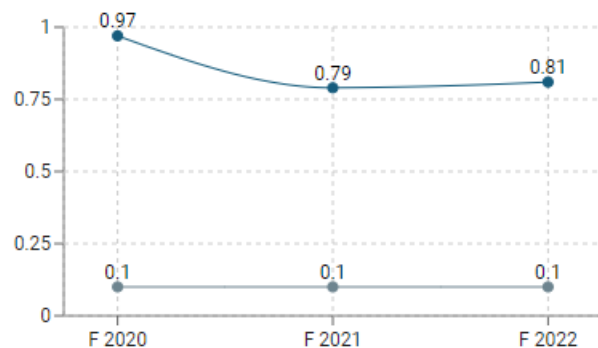
■ Current liquidity ■ Current liquidity normative



■ Quick liquidity ■ Quick liquidity Ratio



■ Absolute liquidity ■ Absolute liquidity ratio



■ Ratio of provision by own current assets ■ Ratio

Ratio of current liquidity is below the budgetary norm.  
The absolute liquidity ratio is in the positive zone relative to the budgetary standard.  
Note: Strict criteria corresponding to the Russian practice of insolvency / bankruptcy are given as a norm

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## Share of commercial expenses in gross profit

This slide features information on operating, selling and administrative costs, divided by sales channel.

### Share of commercial expenses in gross profit

Month.	Year	Budget version	Accumulatively
September▼	FY22	Budget	☑

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	Budget	Fact	Budget Execution, p.p. (Actual vs. Plan)
<b>Operating expenses</b>	<b>14.29%</b>	<b>14.64%</b>	<b>0.35%</b>
Operating expenses Russian Federation operative expenses	15.65%	15.84%	0.20%
Operating expenses EAEC	5.83%	7.19%	1.36%
<b>Selling expenses</b>	<b>6.08%</b>	<b>6.20%</b>	<b>0.12%</b>
Selling expenses OPERATING RF	6.67%	6.83%	0.16%
Selling expenses of EAEC	2.40%	2.31%	-0.10%
<b>Administrative expenses</b>	<b>8.21%</b>	<b>8.44%</b>	<b>0.23%</b>
Administrative expenses Oper Russian Federation	8.98%	9.01%	0.04%
Administrative expenses of EAEC	3.43%	4.89%	1.46%

# Conclusions and solutions

After viewing the final presentation, users have the option to leave specific comments-solutions to resolve current problems and to improve the company's performance. Users may also provide comments or conclusions based on the data presented.

Observations, reporting questions. Conclusions.

Period

09M 2022

## CONCLUSIONS

Reporting 9M corresponds does not have significant deviations from the forecast data.

Key financial indicators are within budgetary limits and at a sufficient level to maintain the necessary liquidity, financial stability and business activity, ensuring the effectiveness of invested capital.

In terms of budget execution until the end of the year, there is a risk of shortfall in gross profit in the 4th quarter due to a decrease in profitability to 17.5% with the current 17.81% (non-execution of the sales budget is not predicted). In this case, the risk of shortfall in gross profit is 100 million rubles. Partially, the non-execution of gross profit will be compensated by savings in expenses.

Observations, reporting issues. Solutions

Period

09M 2022

## SOLUTIONS

-Accept reporting on the results of 9M

- Conduct an analysis of sales (volume and profitability) and Direct Costs for the implementation of the 2021 budget by the end of the year.

Deadline: 09/30/2021. Rep. Ivanov P. Should be sent before 24.10 as part of the forecasting process.

- Conduct an analysis of the cost of maintaining sales in terms of BG for manufacturers. Update the BG compensation budget.

Deadline: 31.10.2021. Rep. Mikhailova M.

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Menu



# Personal employee report

Each user's role defines a set of required parameters, which can be divided into several folders.

Personal KPIs can either be in text format, yes or no, or in numerical format, i.e. absolute or relative values. Users can set the required number of decimal places for each indicator in numerical format.

## Customizing Indicators

Month.	Year	Budget version	Selecting the multiplici...	Accumulatively
September▼	FY22	Budget	units.	<input checked="" type="checkbox"/>

	Budget	Fact	Off.
<b>Control</b>			
Exceeding the level of materiality of deviations in management accounting and reporting	no	no	
Net profit	15 359 217	12 020 771	-3 338 446
Satisfaction with sufficiency of analytics, usability	no	no	
Sufficiency of resources to support current business.	no	no	
<b>Efficiency</b>			
EBIT	44 421	38 475	-5 946
EBITDA	48 021	46 108	-1 913
Net profit, %	31,99%	27,14%	-4,85%
EBITDA, %	52%	52%	1%
Aggregate assets	27 955	26 880	-1 075
EBIT, %	47,68%	43,52%	-4,16%
Aggregate assets cf.	35 043	33 695	-1 348
<b>Performance</b>			
Equity capital	30 760	29 577	-1 183
Equity capital cf.	28 663	27 560	-1 102
ROA, % at the end of the period	285,07%	238,66%	-46,42%
ROE, % of average value	278,04%	232,77%	-45,27%
ROE, % at the end of the period	259,08%	216,9%	-42,18%
ROA, % of average value	227,41%	190,39%	-37,03%
ROIC, % at the end of the period	259,42%	216,23%	-43,19%
Sales with VAT			
Sales without VAT			
Cost of sales			
ROIC,% average value	273,28%	227,63%	-45,65%
Gross profit			
Gross profit margin	yes	yes	



Name  
Surname

Position

email

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