



Quikview Case Study II

Building Financial Reporting

Description:

BISP is committed to provide BEST learning material to the beginners and advance learners. In the same series, we have prepared a complete end-to end Hands-on Beginner's Guide for Qlikview implementations. The document focuses on Sample Financial Reporting. **Join our professional training program and learn from experts**

History:

Version	Description Change	Author	Publish Date
0.1	Initial Draft	Surbhi Sahu	21 st Aug 2012
0.1	Review#1	Amit Sharma	29 th Aug 2012

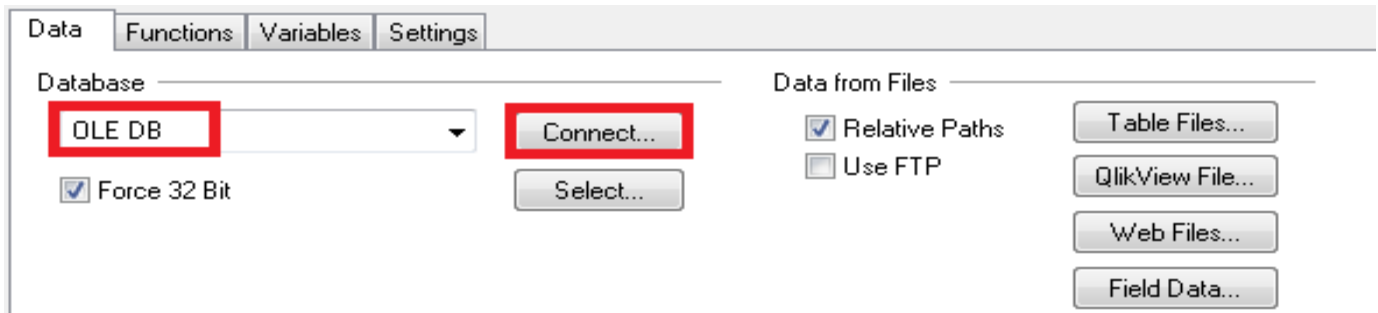
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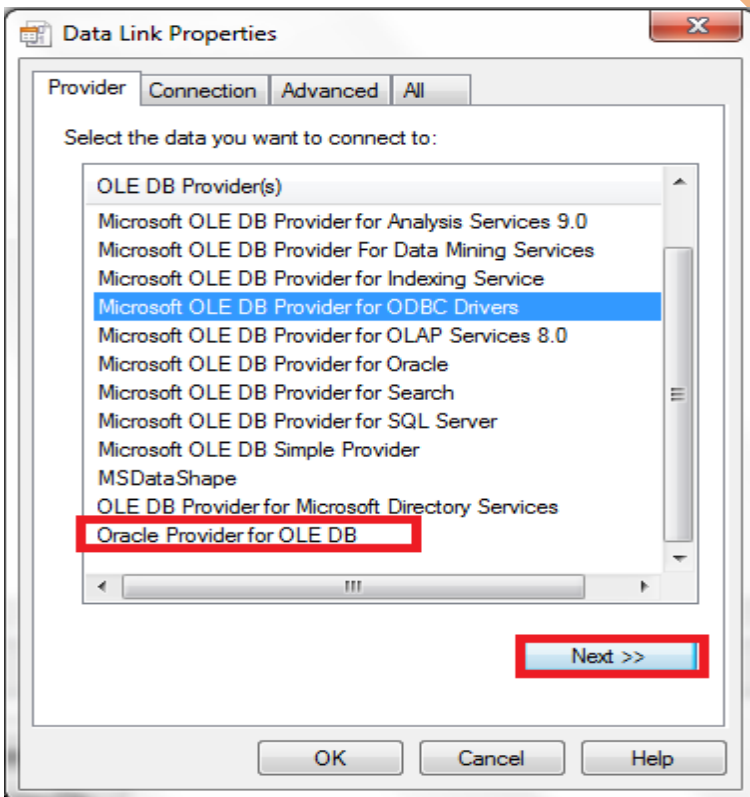
Oracle as a data source:

Step 1) Open the QlikView app and give the name FinancialReport.

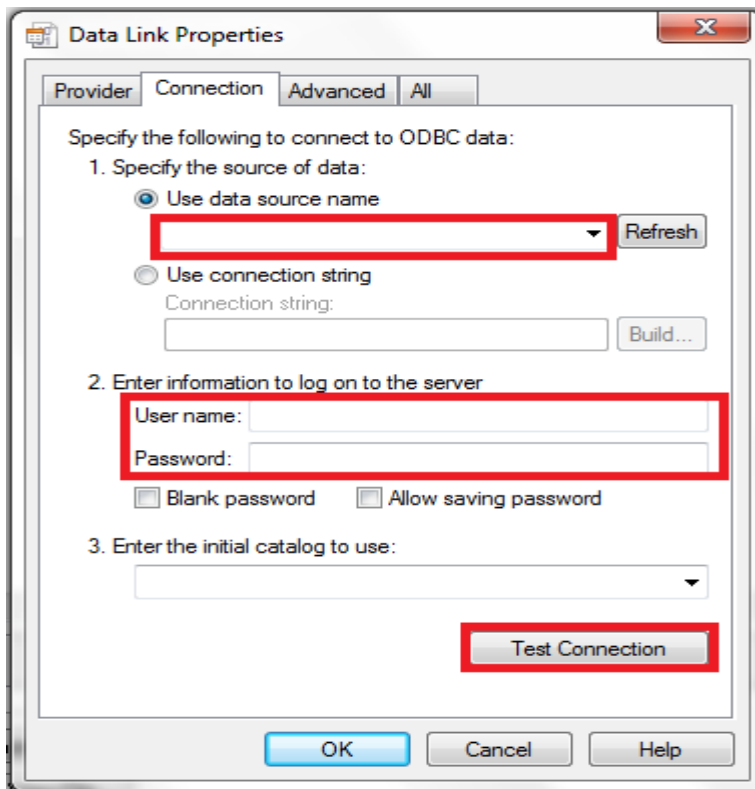
Step 2) Go to the Script Editor window and check the database interface should be OLEDB and then click on the connect option.



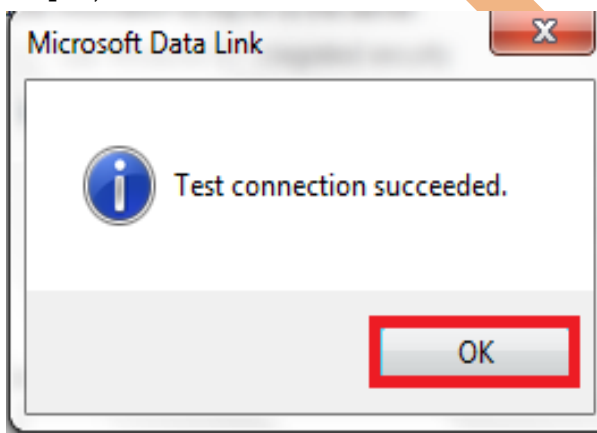
Step 3) This opens the Data Link Properties window. Select provider 'Oracle provider for OLEDB' then click the Next option.



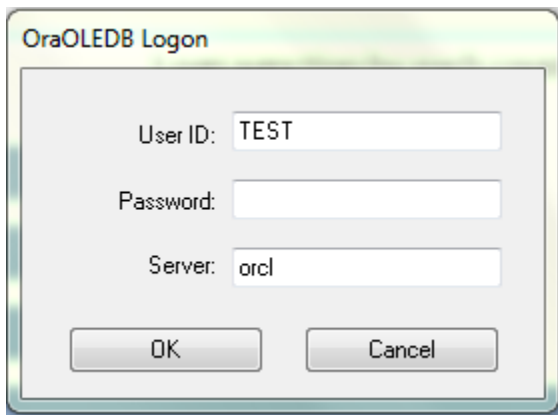
Step 4) In the connection tab give the data source name as you had been given during installation and then the user name and password.



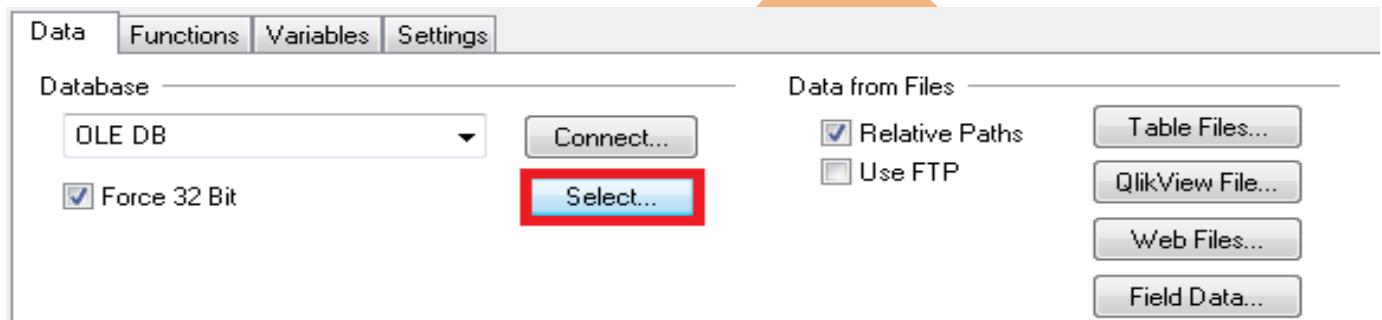
Step 5) Hit the test connection button.



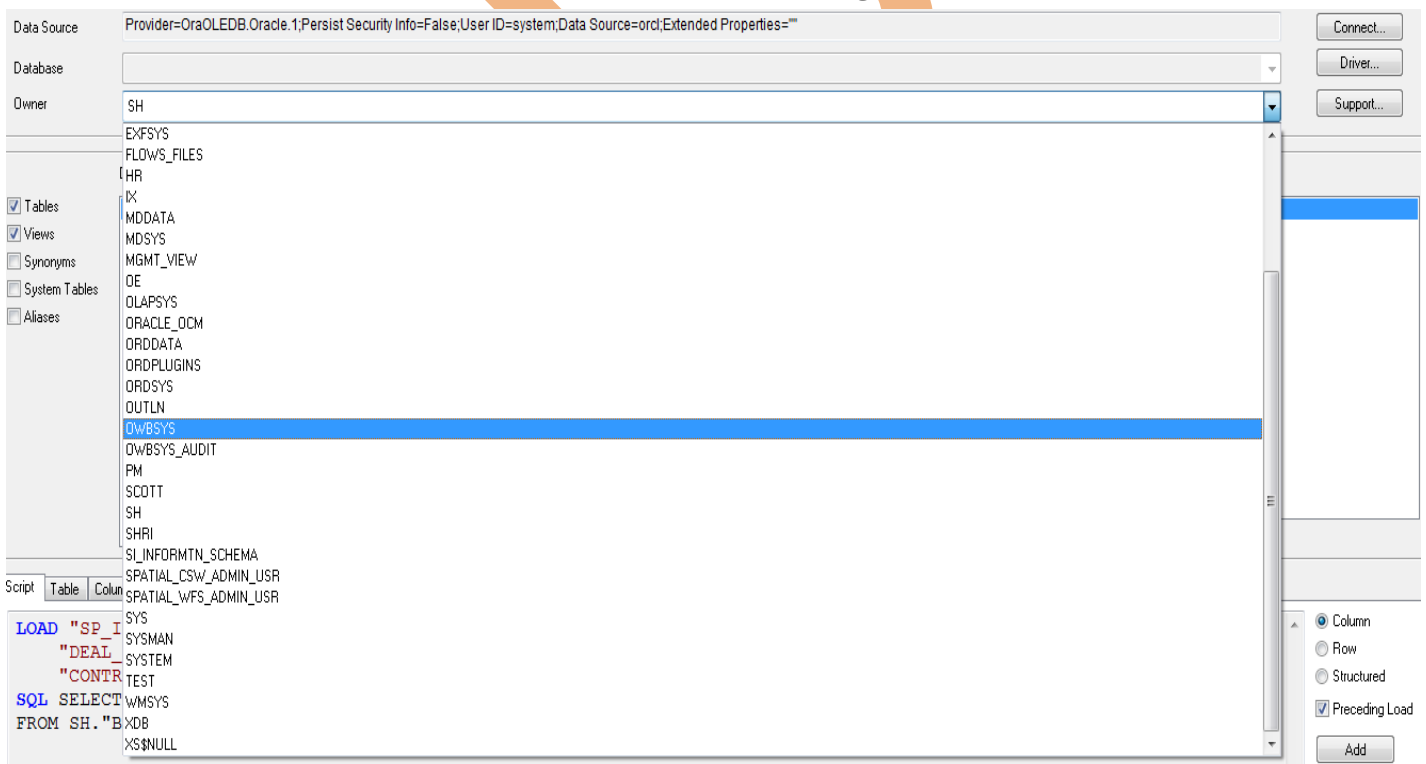
Step 6) Then another OraOLEDB Logon window will open which ask for the user id, password and server name.



Step 7) Now Go to the select option in Edit script window.

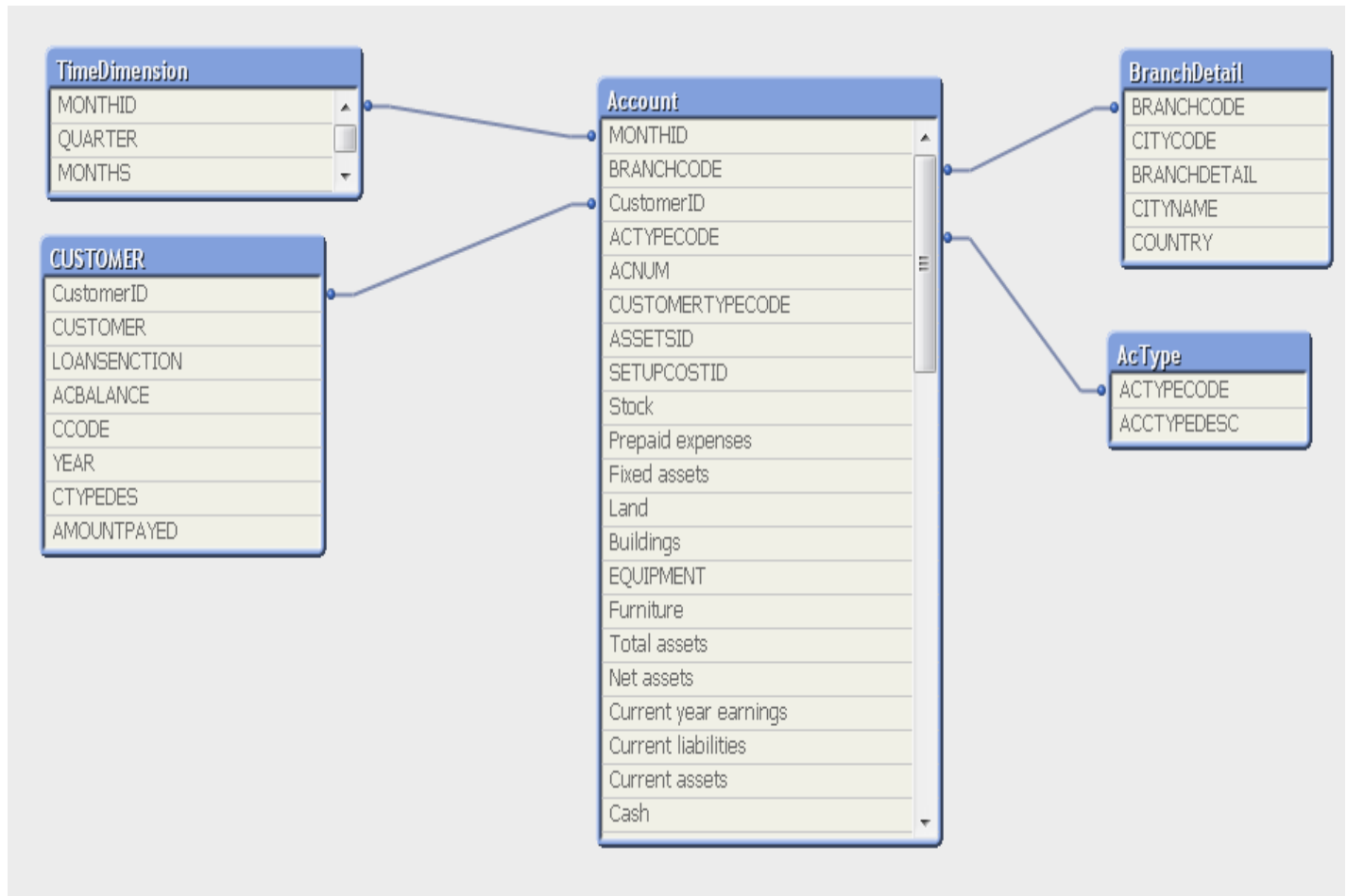


Step 7) From the owner you can select the schema on which you have to work. A schema is a collection of logical structures of data, or schema objects. A schema is owned by a database user and has the same name as that user. Each user owns a single schema.



Step 8) You can add table by pressing add button present in the bottom side of the wizard.

We have loaded the table Cities, Branch ,Customer ,Account ,Account Type and Customer Type. Below is the script mansion.



Then the script will load in QlikView script editor.

```
OLEDB CONNECT32 TO [Provider=OraOLEDB.Oracle.1;Persist Security
Info=False;User ID=sh;Data Source=orcl;Extended Properties=""] (XPassword
is FPQbWZBNOH);
```

Account:

```
LOAD ACNUM,
      BRANCHCODE,
      ACTYPECODE,
      CUSTOMERTYPECODE,
      DEPOID as CustomerID,
      ASSETSID,
      SETUPCOSTID,
      MONTHID,
      STOCK,
      "PREPAID EXPENSES",
      "FIXED ASSETS",
      LAND,
      BUILDING,
```

IMPROVEMENT,
EQUIPMENT,
FURNITURE,
"TOTAL ASSETS",
"NET ASSETS",
"CURRENT YEAR EARNING",
"CURRENT LIABILITY",
"CURRENT ASSETS",
CASH,
"PETTY CASH",
"ACCOUNT RECIVABLE",
CLOSINGCASH,
"CASH SELLS",
"COLLECTION FROM AC",
"OTHER RECIPENTS",
"ADMIN",
MARKETING,
OPERATION,
PRODUCTNAME,
PRICE,
"UNIT COST",
"UNIT SALES",
MARKETINGCOST,
"SALES COST",

PRODUCTPL,
GROSSMARGIN,
SALES,
"SALES (INVOICED) ",
"COST OF GOODS",
"GROSS PROFIT",
"ACCOUNTING FEE",
ADVERTISING,
"BANK CHARGES",
"BANK INTERSET",
DEPRECIATION,
"ELECTRICITY AND GAS",
"EQUIPMENT HIRE/LEASE",
INSURENCE,
"LEGAL FEES",
"MOTOR VEHICLE",
"POSTAGE, TELEPHONE",
STATIONARY,
RENT,
"REPAIRS AND MAINTENANCE",
SECURITY,

SUNDARIES,
SUPERANNUATION,
"TRANSPORT/COURIER COSTS",
WAGES,
WORKERCOMPENSATION;

SQL SELECT *
FROM SH."ACCOUNT";
TimeDimension:

LOAD QUARTER,
MONTHID,
MONTHS,
MONTHID2;

SQL SELECT *
FROM SH.TIMEDIMENSION;
AcType:

LOAD ACTYPECODE,
ACCTYPEDESC;

SQL SELECT *
FROM SH.ACCOUNTTYPE;

BranchDetail:

LOAD BRANCHCODE,
CITYCODE,
BRANCHDETAIL,
CITYNAME,
COUNTRY;

SQL SELECT *

FROM SH.BRANCH;

CustomerDetail:

LOAD CUSTOMER,
LOANSENCTION,
ACBALANCE,
CCODE,
YEAR,
CTYPEDES,
"DEPOSITE NB" as CustomerID,
AMOUNTPAYED;

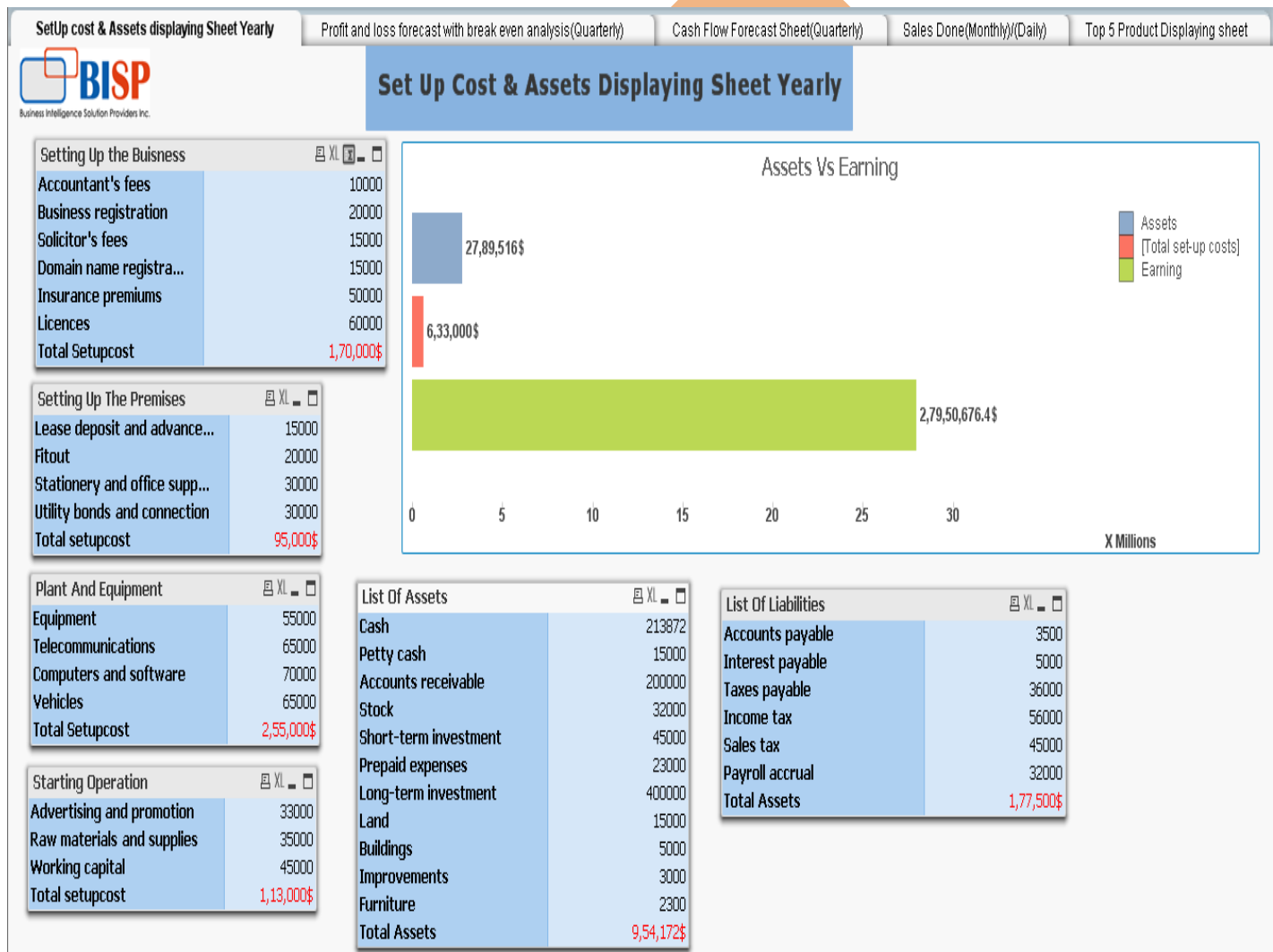
SQL SELECT *
FROM SH.CUSTOMER;

Now reload the application and look the data model. Account is the fact table in which we have included all the numeric data.

- SetUp Cost & Assets displaying sheet Yearly
- Profit and loss forecast with break even analysis
- Cash flow forecast sheet
- Monthly Sales Displaying sheet
- Top five product's Factor displaying sheet

SetUp Cost & Assets Displaying Sheet Yearly

The cost associated with setting up a piece of production equipment. This would include the cost of the setup mechanic, the cost of scheduling, record keeping, moving the starting material, and testing and "An asset is a resource controlled by the enterprise as a result of past events and from which future economic benefits are expected to flow to the enterprise".



For the setup cost of individual we have used the Straight table category wise.

Setting Up the Business:

In this table, the measures are used Accountant's fees, Business registration, Solicitor's fees, Domain name registration ,insurance premiums ,Licences and workers compensation which is calculated yearly and require for initiate the business.

Setting Up the Buisness	
Accountant's fees	10000
Business registration	20000
Solicitor's fees	15000
Domain name registra...	15000
Insurance premiums	50000
Licences	60000
Total Setupcost	1,70,000\$

Setting Up the premises

For the calculation of premises we have taken Lease deposit and advance rent, Fit out , Stationery and office supplies , utility bonds and connection in the dimension.

Setting Up The Premises	
Lease deposit and advance...	15000
Fitout	20000
Stationery and office supp...	30000
Utility bonds and connection	30000
Total setupcost	95,000\$

Plant And Equipment

For the setup cost on plant and equipment we have take Equipment, telecommunications, computer and software ,vehicles as a dimension.

Plant And Equipment	
Equipment	55000
Telecommunications	65000
Computers and software	70000
Vehicles	65000
Total Setupcost	2,55,000\$

Starting Operation

For starting operations we have require the Advertising and promotion , Raw materials and supplies and working capital as a dimension.

Starting Operation		XL	
Advertising and promotion	33000		
Raw materials and supplies	35000		
Working capital	45000		
Total setupcost	1,13,000\$		

List of Assets:

Assets are considered in those values which can be converted in the cost For assets we have to take cash, petty cash ,Accounts receivable ,Stocks, Short-term investment, prepaid expenses, Long-term investments , land, buildings ,improvements , furniture.

List Of Assets		XL	
Cash	213872		
Petty cash	15000		
Accounts receivable	200000		
Stock	32000		
Short-term investment	45000		
Prepaid expenses	23000		
Long-term investment	400000		
Land	15000		
Buildings	5000		
Improvements	3000		
Furniture	2300		
Total Assets	9,54,172\$		

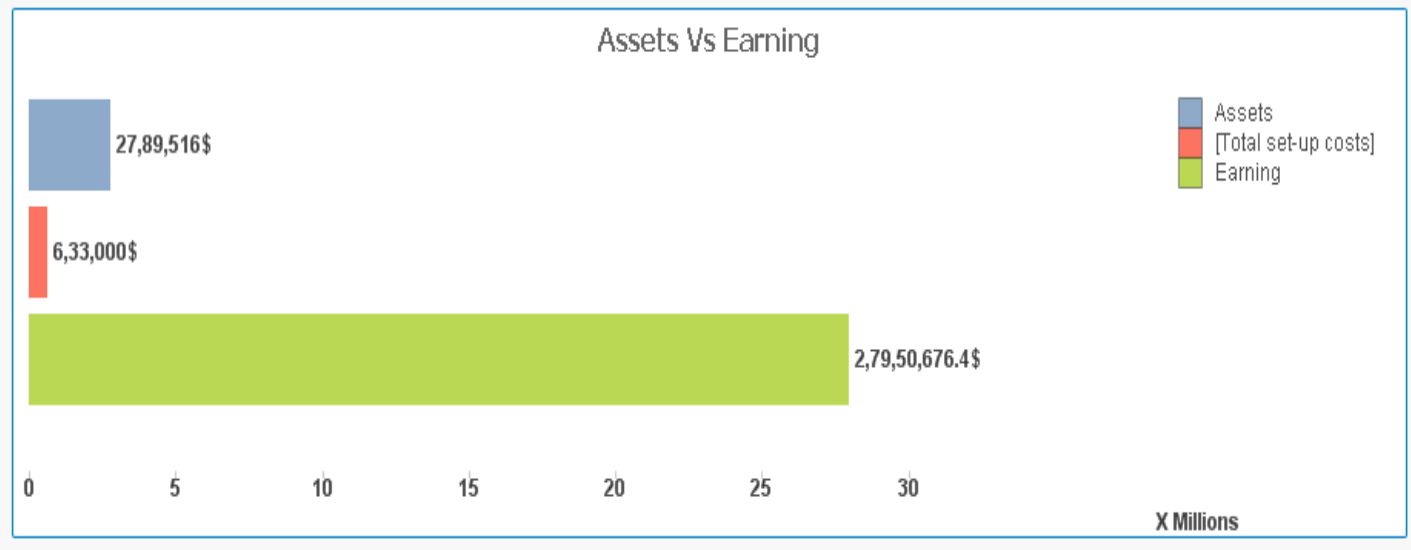
List of Liabilities

A liability is defined as an obligation of an entity arising from past transactions or events, the settlement of which may result in the transfer or use of assets, provision of services or other yielding of economic benefits in the future. In the list of Liabilities we can include as Accounts payable, interest payable ,taxes payable ,income tax payable ,Sales tax, Payroll accrual under dimension.

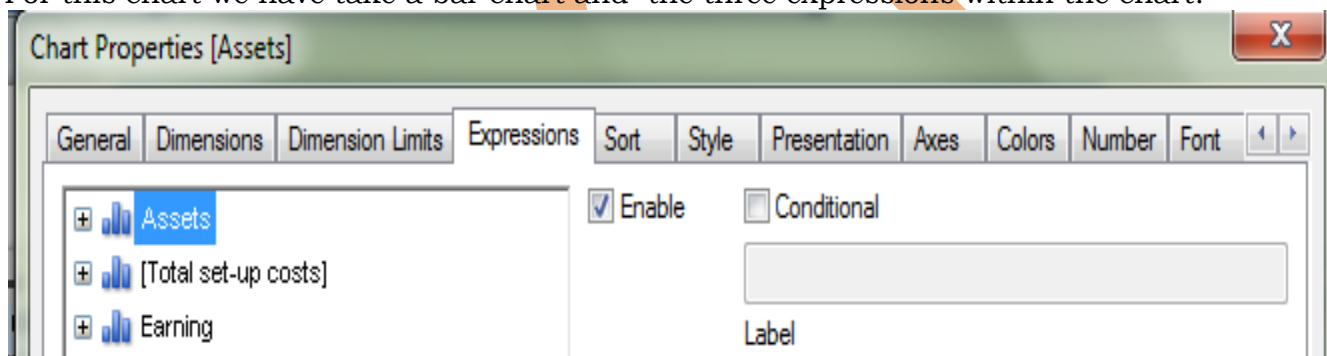
List Of Liabilities		XL	
Accounts payable	3500		
Interest payable	5000		
Taxes payable	36000		
Income tax	56000		
Sales tax	45000		
Payroll accrual	32000		
Total Assets	1,77,500\$		

Assets Vs Earning Vs Total Set-up costs

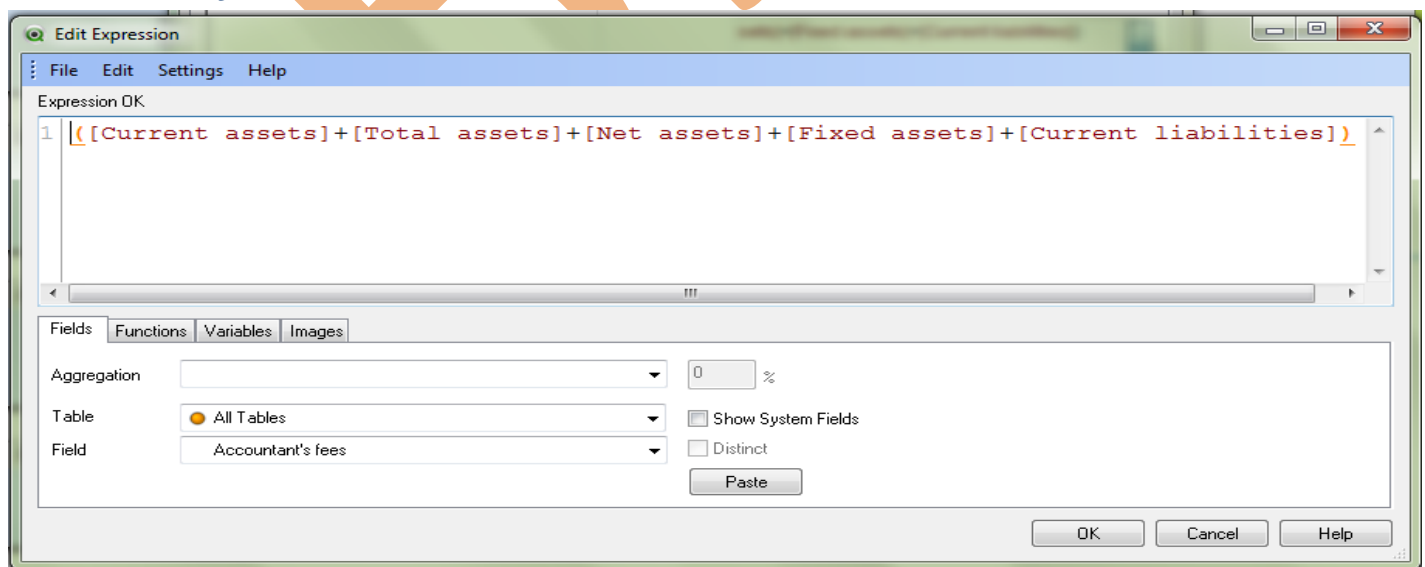
We have a requirement to compare our current earning with the set up cost and the assets , on behalf of this we get clear picture of growth in company or not.



For this chart we have take a bar chart and the three expressions within the chart.



Calculation of Assets



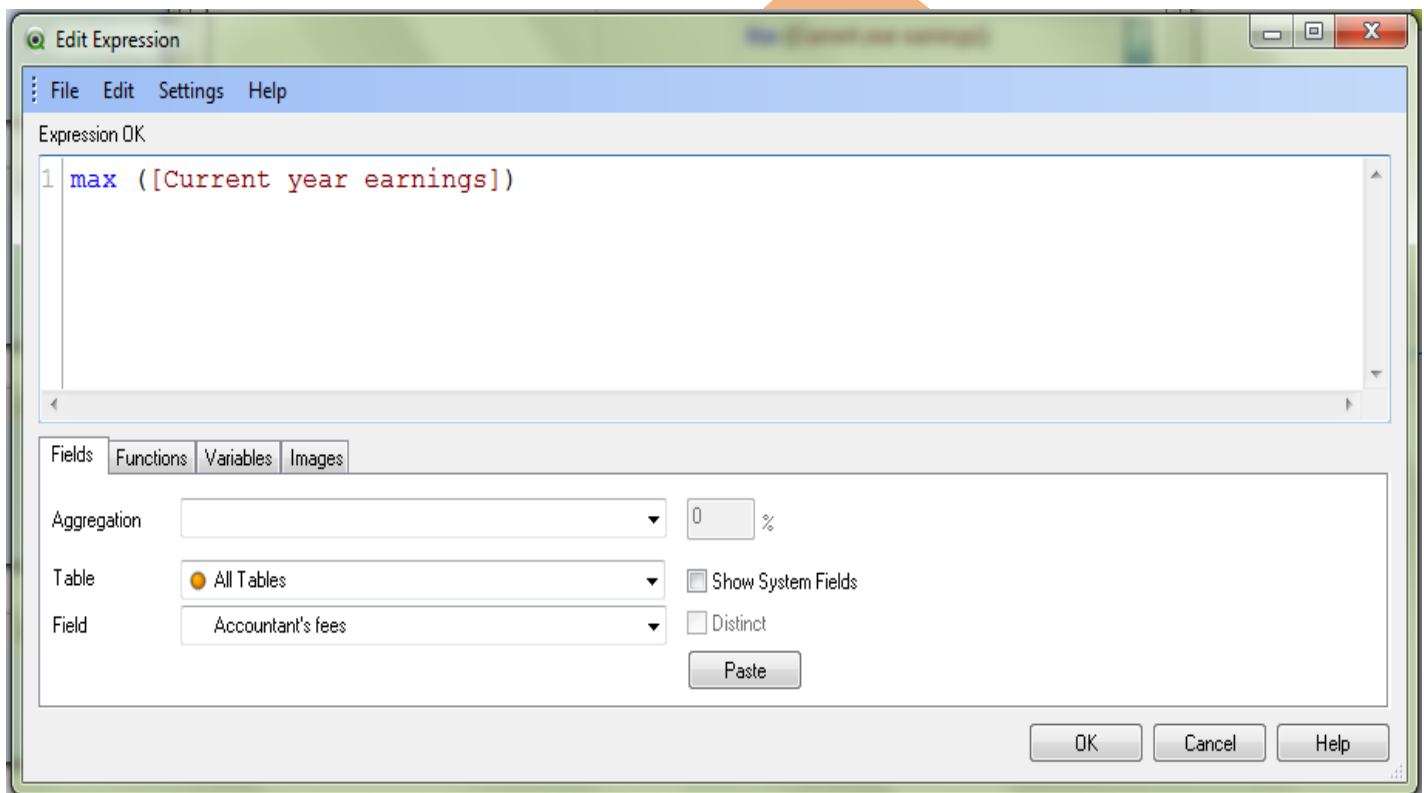
For the calculation of assets we have taken the sum of the following

Total set up cost:

For total set up cost we have to calculate the sum of the cost of (Setting Up the Business cost+ Setting Up the premises + Plant And Equipment + Starting Operation + List of Assets + List of Liabilities)

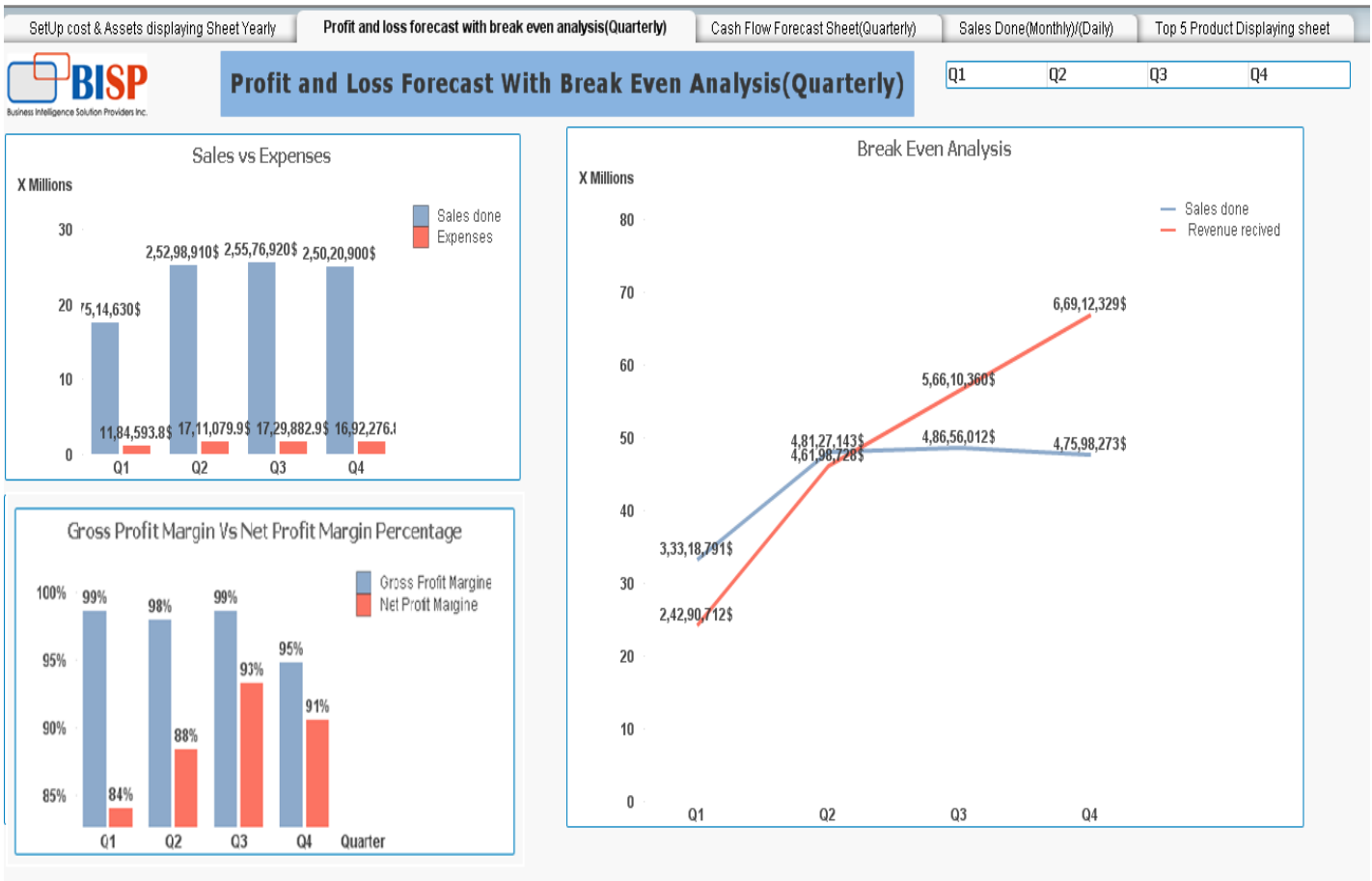
Earning:

For earning we have to calculate the earning of the whole year. So we have taken the expression as maximum of current year earning.



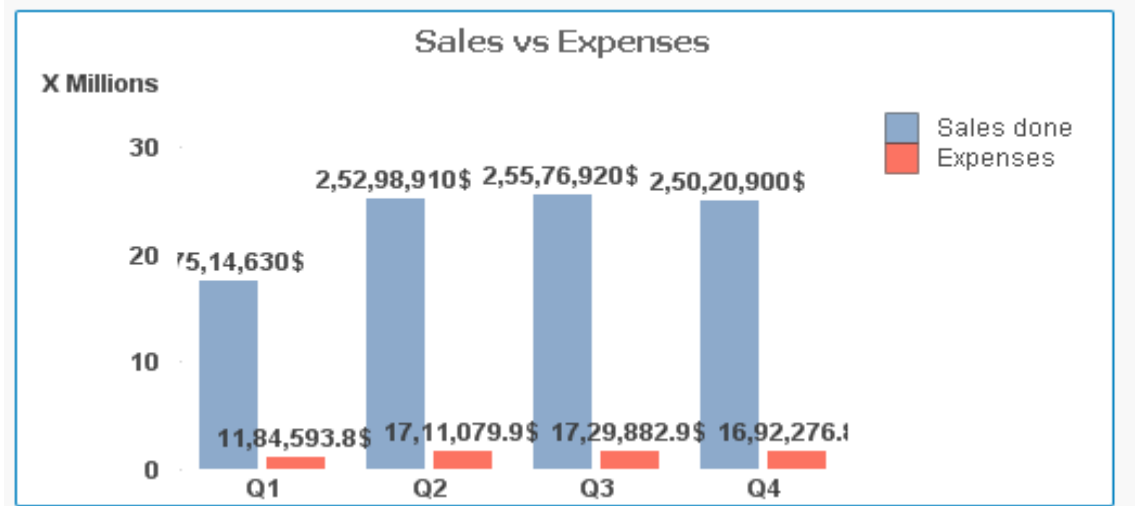
Profit and Loss Forecast With Break Even Analysis(Quarterly)

The forecasts typically factor in a variety of quarterly performance of company that may affect the profitability of the company, such as current economic conditions and other important data. A profit and loss, or P&L, forecast is a projection of how much money will bring in by selling products or services and how much profit you will make from these sales. In good times, you use it to ensure that there will be enough money coming in to exceed the costs of providing the goods and services, so you can make a solid profit. In tough times, your P&L can play an essential role in showing you what kind of a plan you need to return to breakeven, so that you'll be able to survive better.

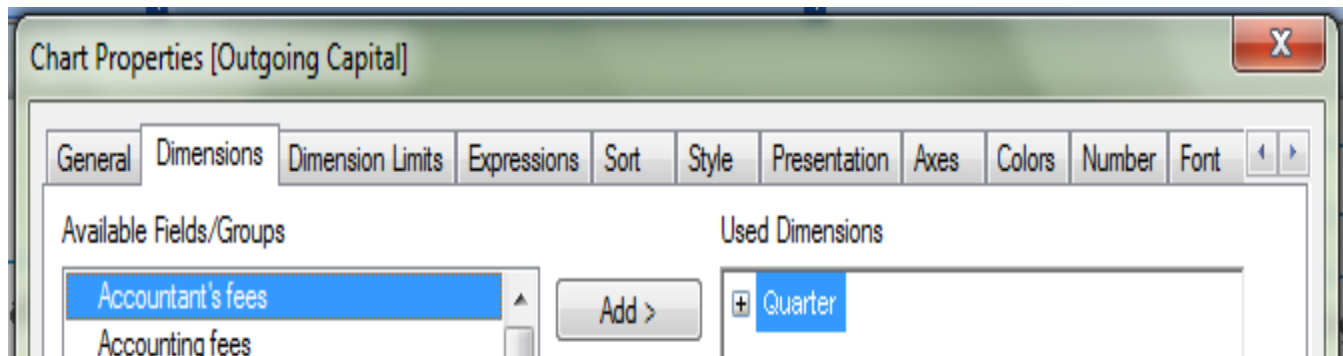


Sales Vs Expenses

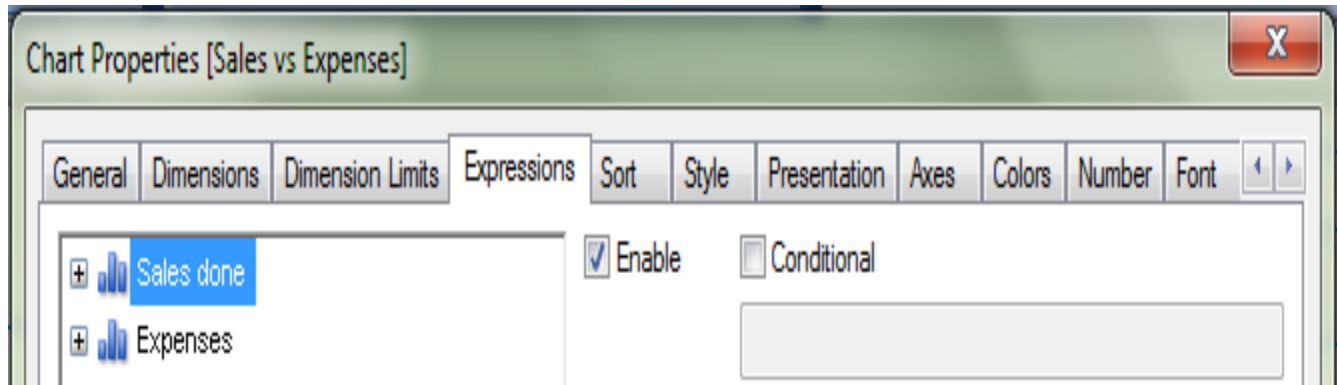
We have require to calculate our sales done with the expenses.



In dimension tab we have take quarter.

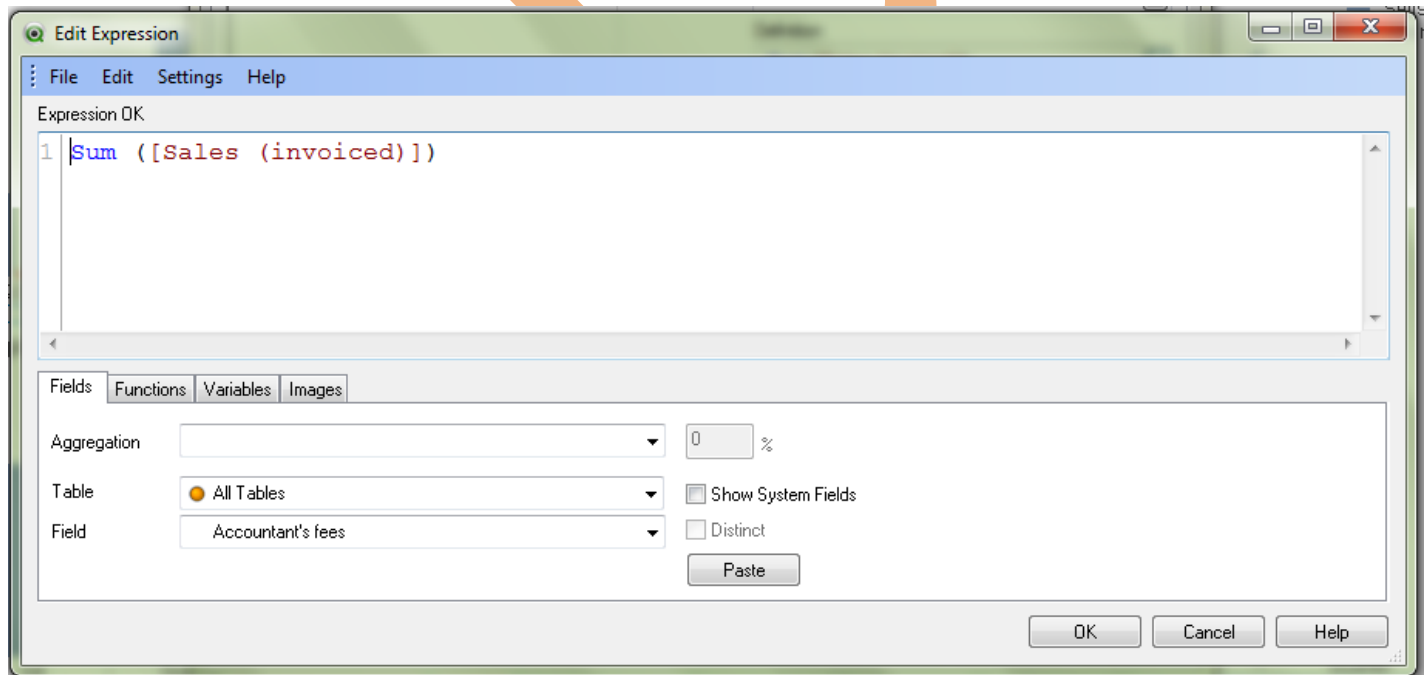


In this chart we have used two expressions to compare the two factors.



For the sales done

In sales done we have used the expression `sum([Sales (invoiced)])` which gives the results quarterly.



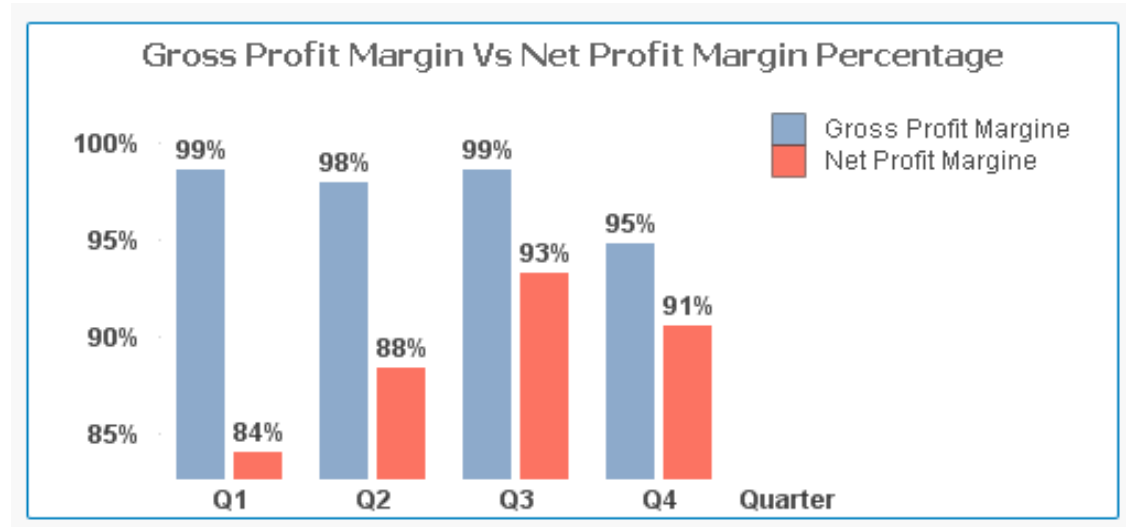
For the expenses

For the expenses we have used the sum of

`(Sum ([Accountant's fees]) + Sum (Advertising) + Sum ([Bank charges]) + Sum ([Bank interest]) + Sum (Depreciation) + Sum ([Electricity and gas]) + Sum`

([Equipment hire/lease])+Sum ([Motor vehicle expenses])+Sum ([Legal fees])+Sum ([Motor vehicle expenses])+Sum ([Postage, telephone and fax])+Sum (Stationery)+Sum ([Repairs and maintenance])+Sum (Rent)+Sum (Sundries)+Sum (Security)+Sum (Superannuation)+ Sum ([Transport/courier costs])+ Sum (Wages)+ Sum ([Workers compensation]))

Gross Profit Margin vs Net Profit Margin

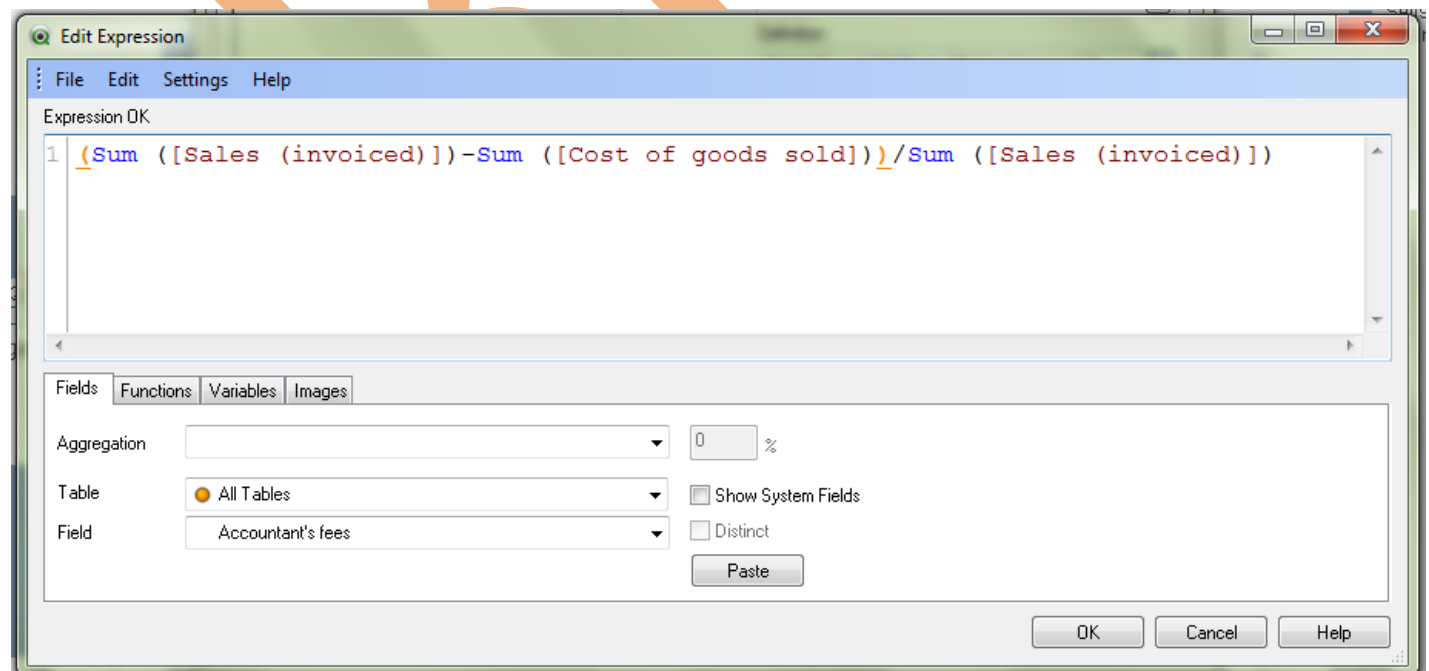


Gross Profit Margin

The gross profit margin tells us the profit a company makes on its cost of sales, or cost of goods sold. In other words, it indicates how efficiently management uses labor and supplies in the production process.

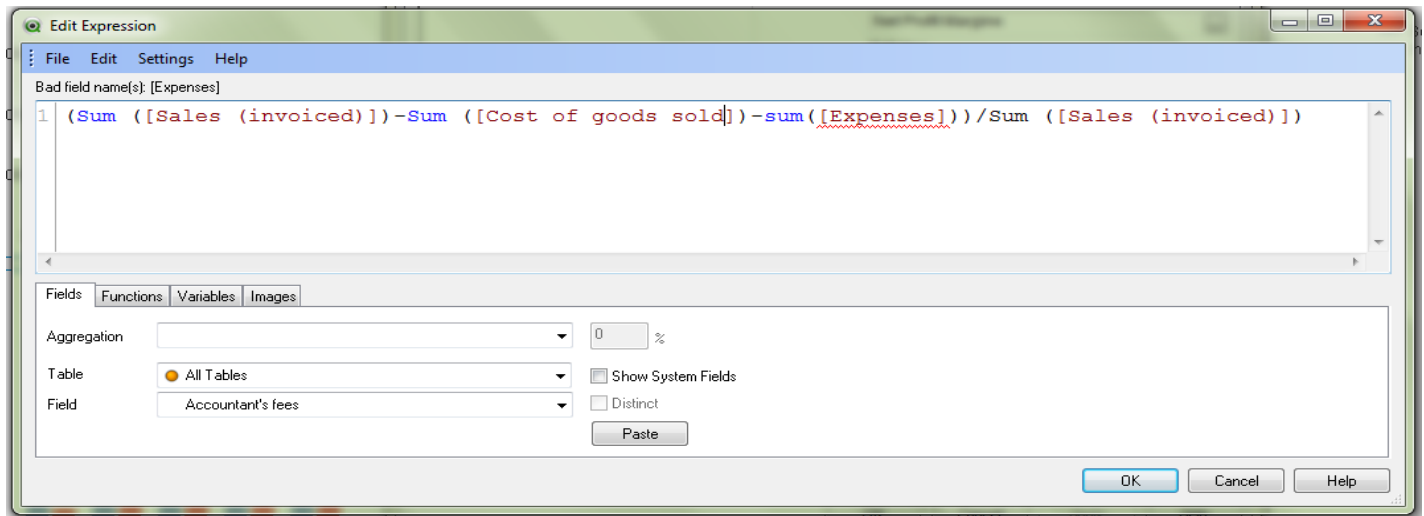
Gross Profit Margin = (Sales - Cost of Goods Sold)/Sales

Companies with high gross margins will have a lot of money left over to spend on other business operations, such as research and development or marketing.



Net Profit Margin:

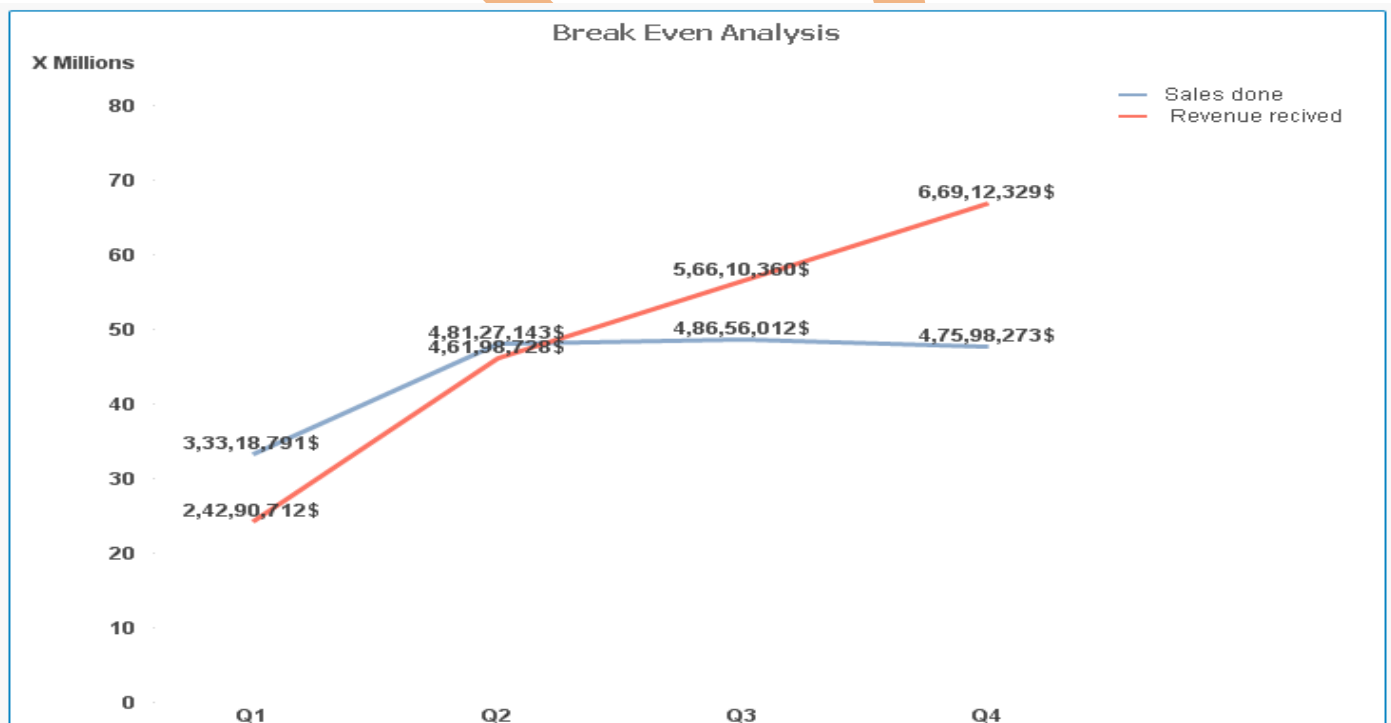
Net profit margins are those generated from all phases of a business, including taxes. In other words, this ratio compares net income with sales. It comes as close as possible to summing-up in a single figure how effectively managers run the business:



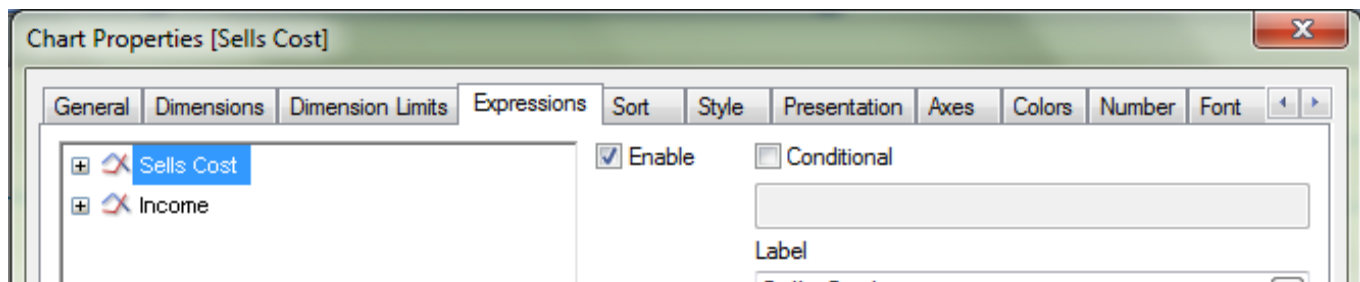
Net Profit Margins = Net Profits after Taxes / Sales

Break-Even Analysis:

The point at which revenue received equals the costs associated with receiving the revenue means income. Break-even analysis calculates what is known as a margin of safety, the amount that revenues exceed the break-even point.

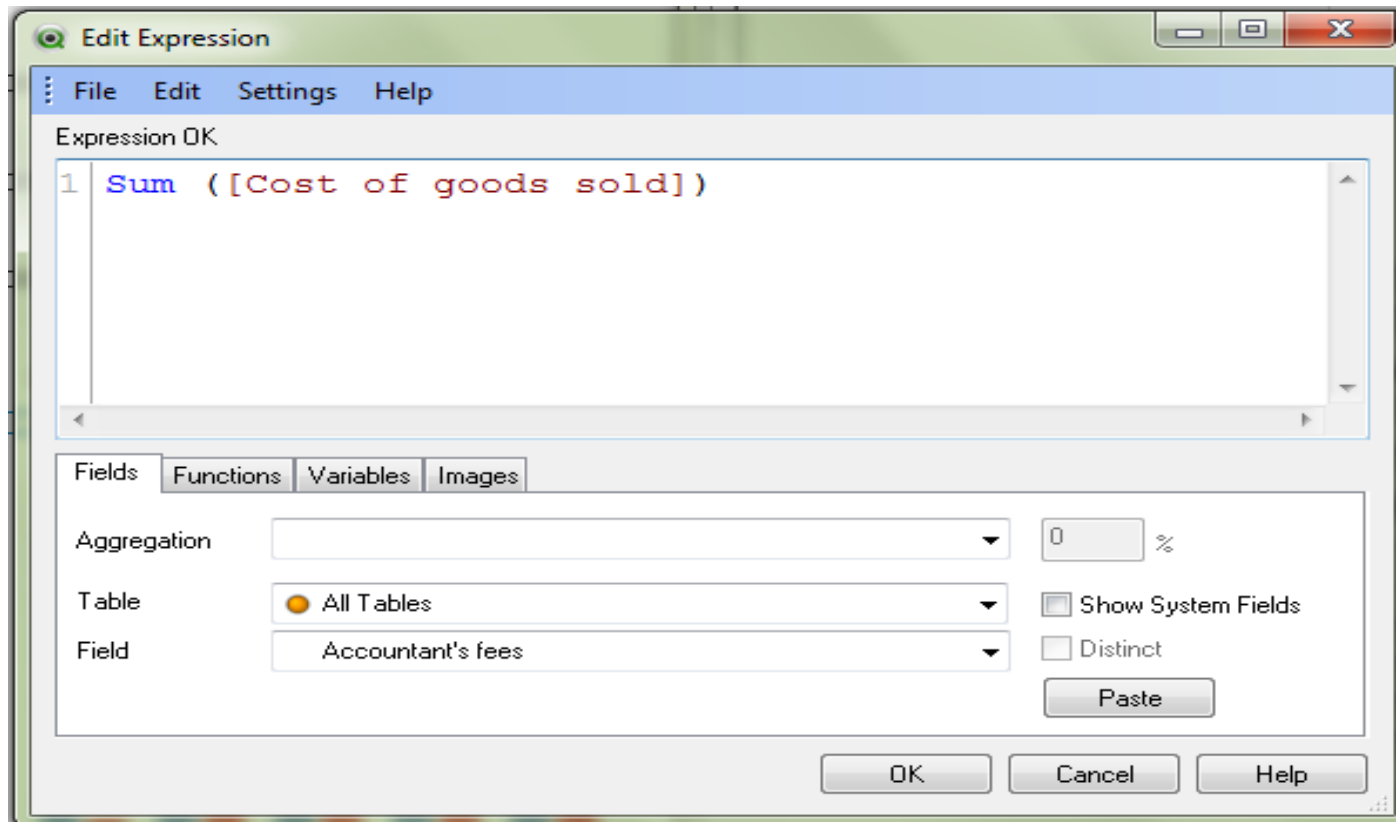


Break-even analysis is a supply-side analysis; that is, it only analyzes the costs of the sales. It does not analyze how demand may be affected at different price levels.



Sells Cost

For the sells cost we have take the expression as



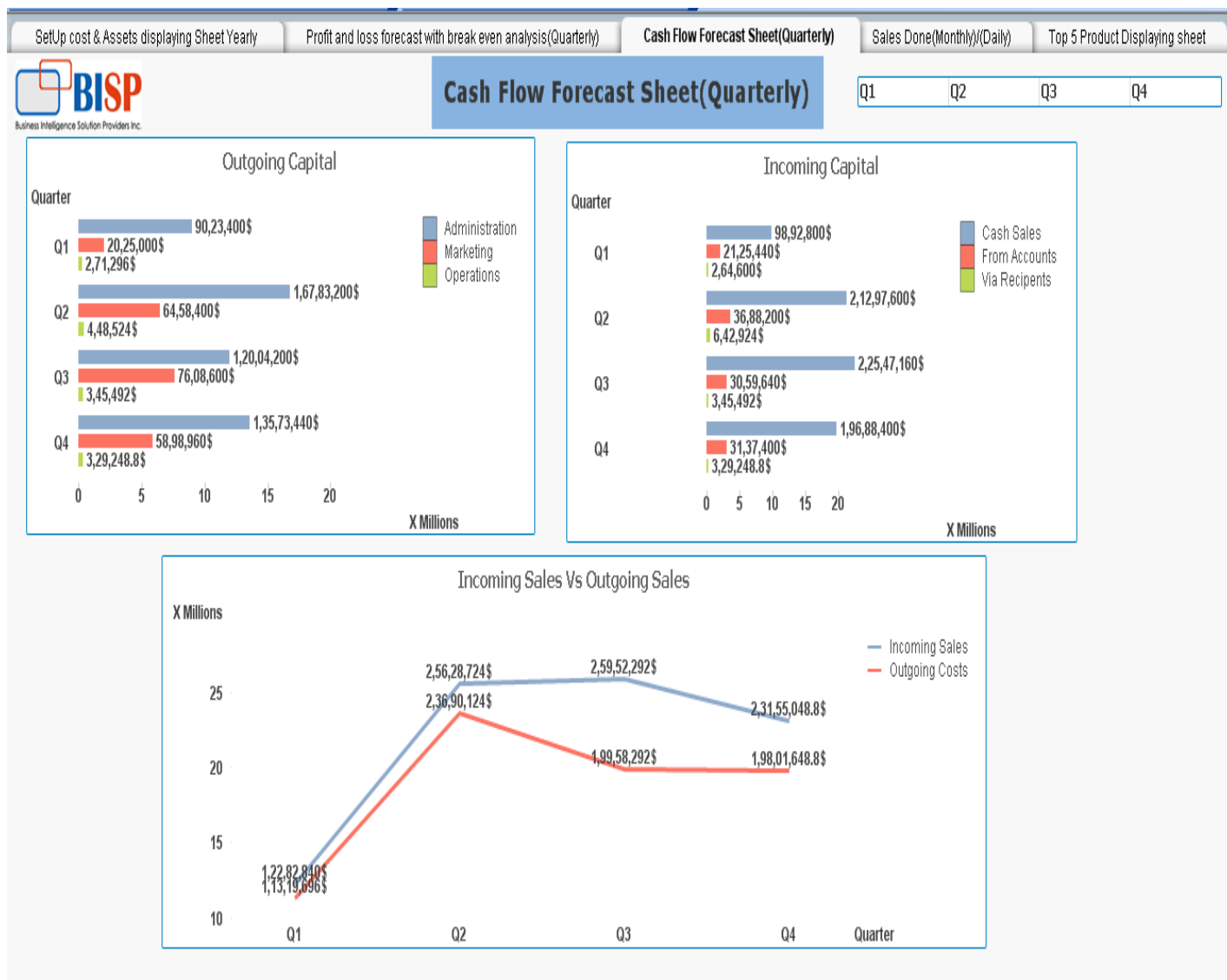
Revenue Recived

For calculate the total revenue we have take the sum of all the resource which gives revenue for the company.

Cash Flow Forecast Sheet

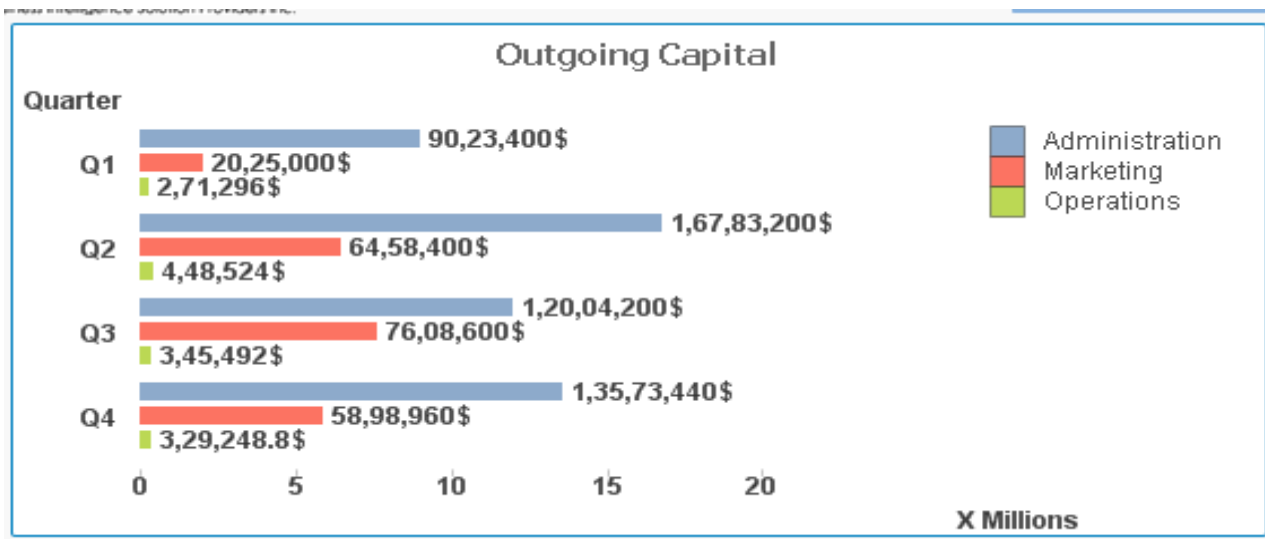
Cash flow forecasting or cash flow management is a key aspect of financial management of a business, planning its future cash requirements to avoid a crisis of liquidity.

A cash flow forecast indicates the likely future movement of cash in and out of the business. It's an estimate of the amount of money you expect to flow in (receipts) and out (payments) of your business and includes all your projected income and expenses.

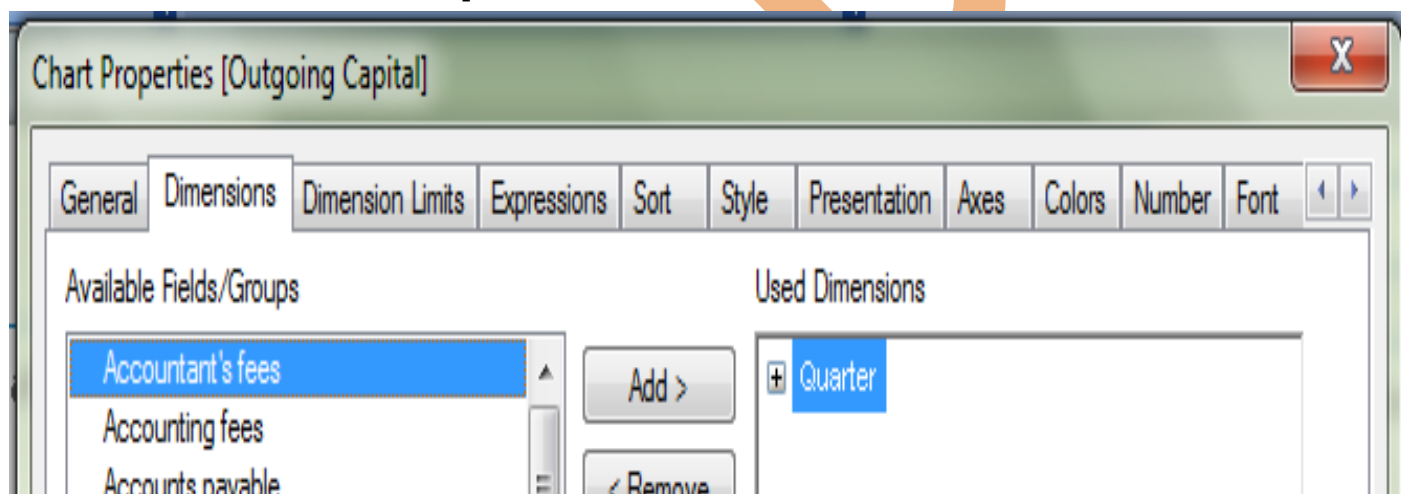


Outgoing Capital:

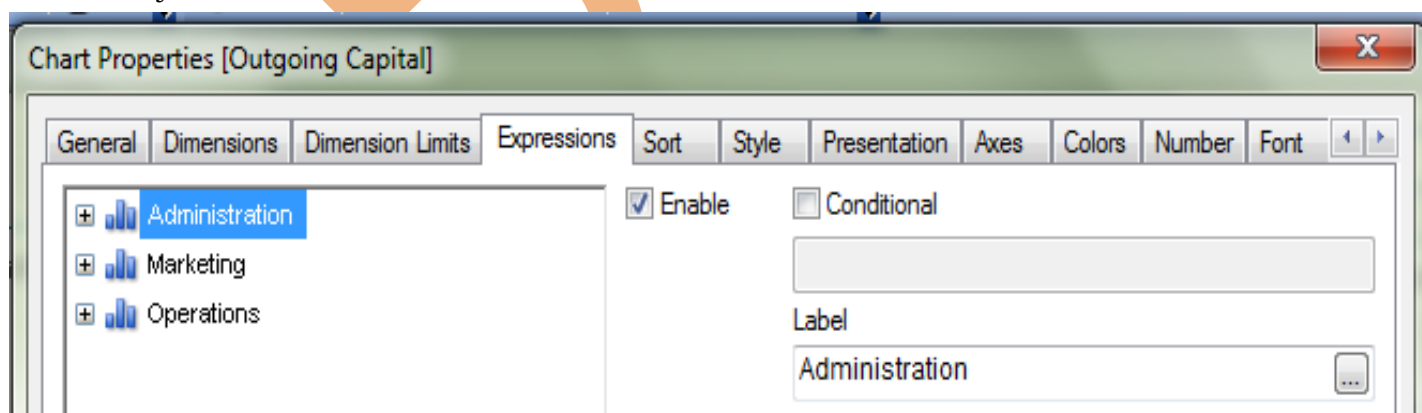
Outgoing capital included the total investment done on extra resources like Administration, Marketing and operations quarterly.



In dimension tab we have take quarter.

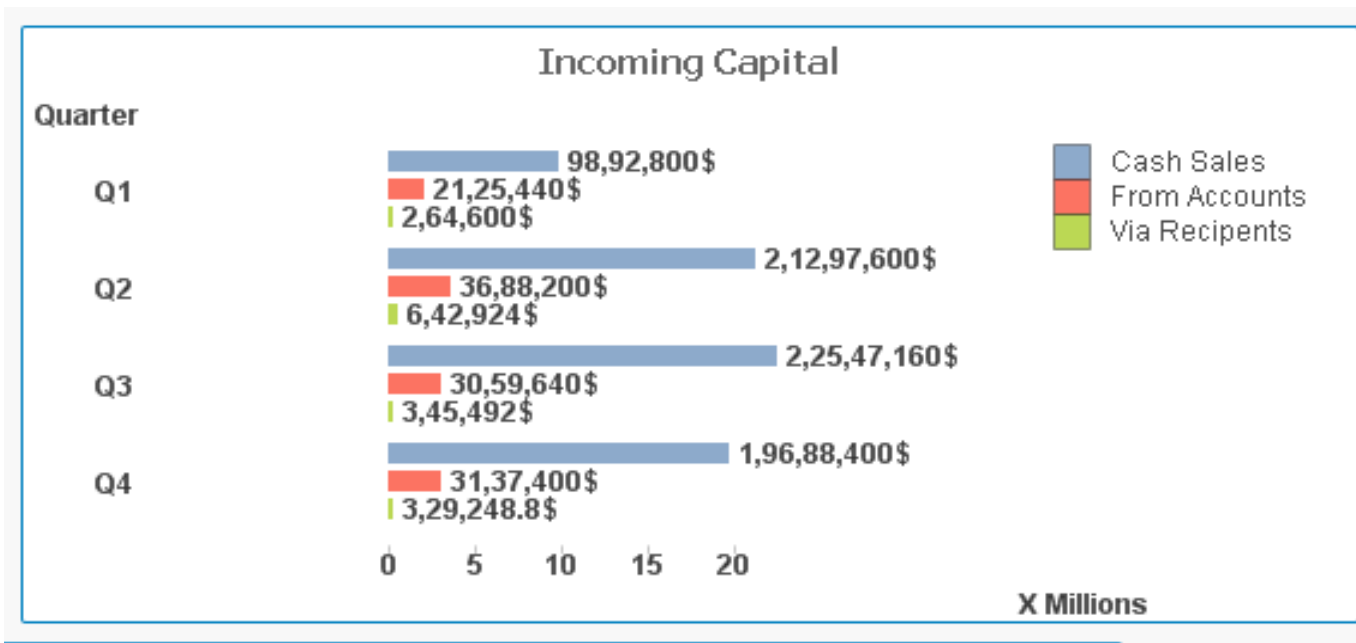


In the expression tab we have take the sum of Administration, Marketing and operations individually.

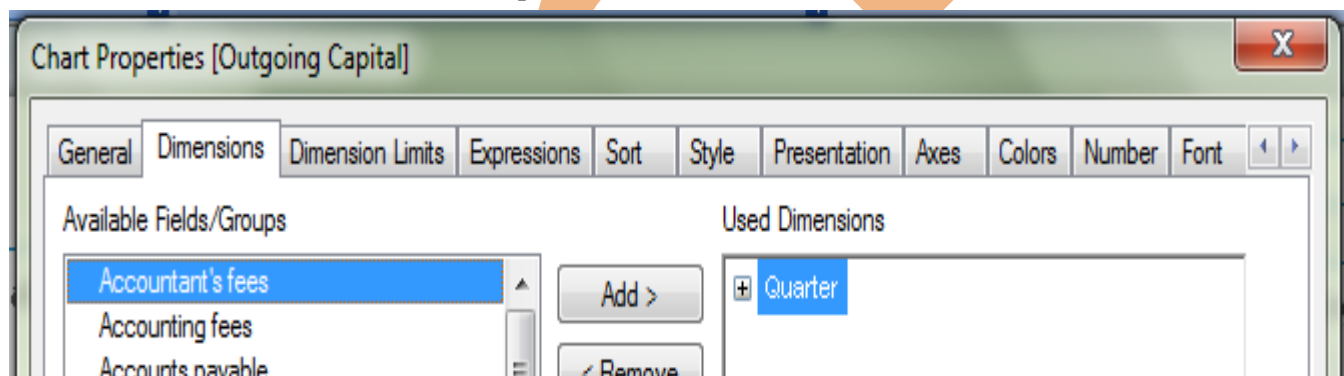


Incoming Capital:

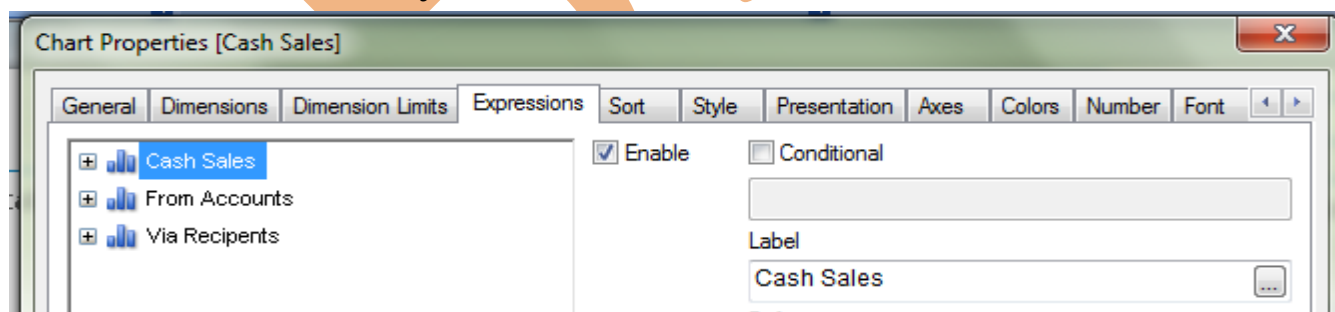
We have requirement the incoming capital or the resource from where the capital come which is useful for the company.



In the dimension tab we have take quarter.

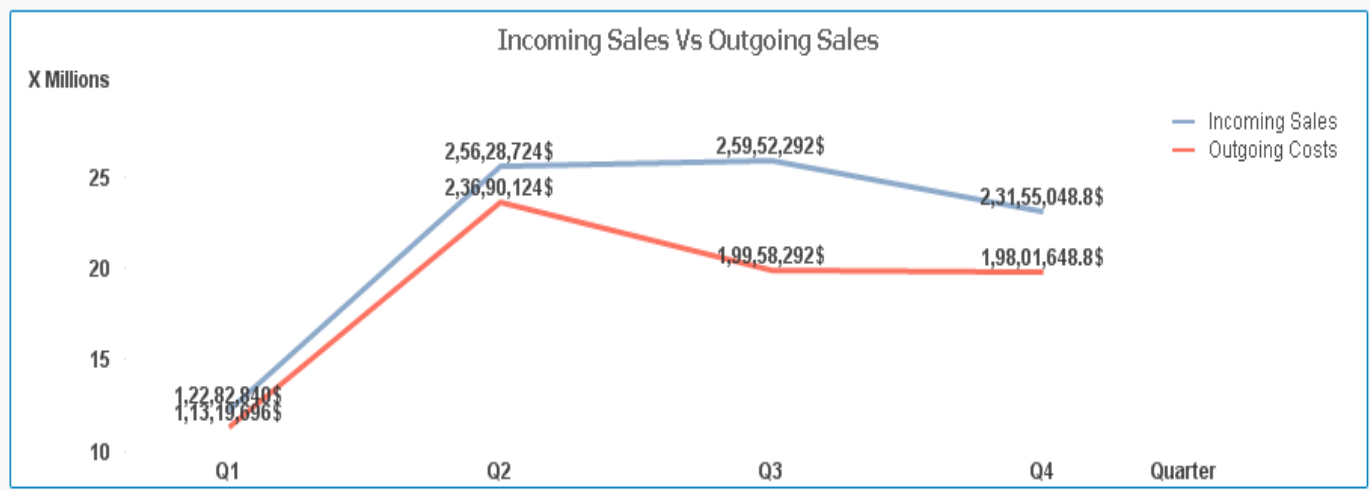


As company receive the capital from Cash Sales, From Accounts, and Via Recipients. We have take sum of these individually.

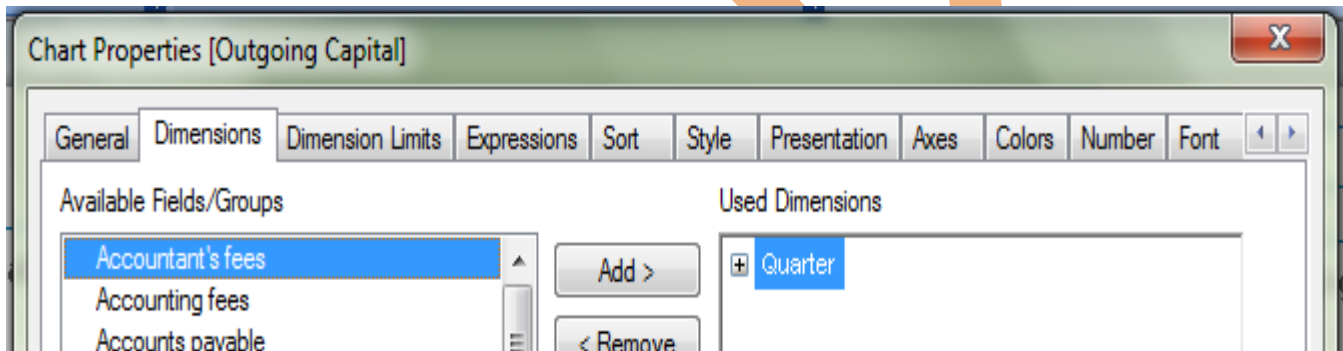


Incoming Sales vs Outgoing Costs

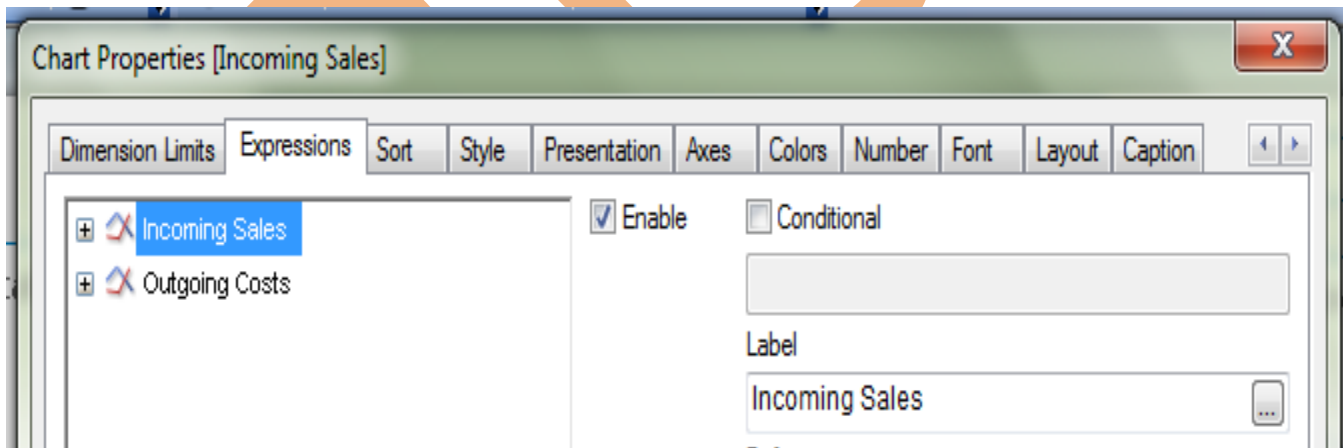
We require the difference between incoming Sales and Outgoing Sales to compare the difference between incoming and outgoing sales, we have draw a line chart between incoming and outgoing of cash.



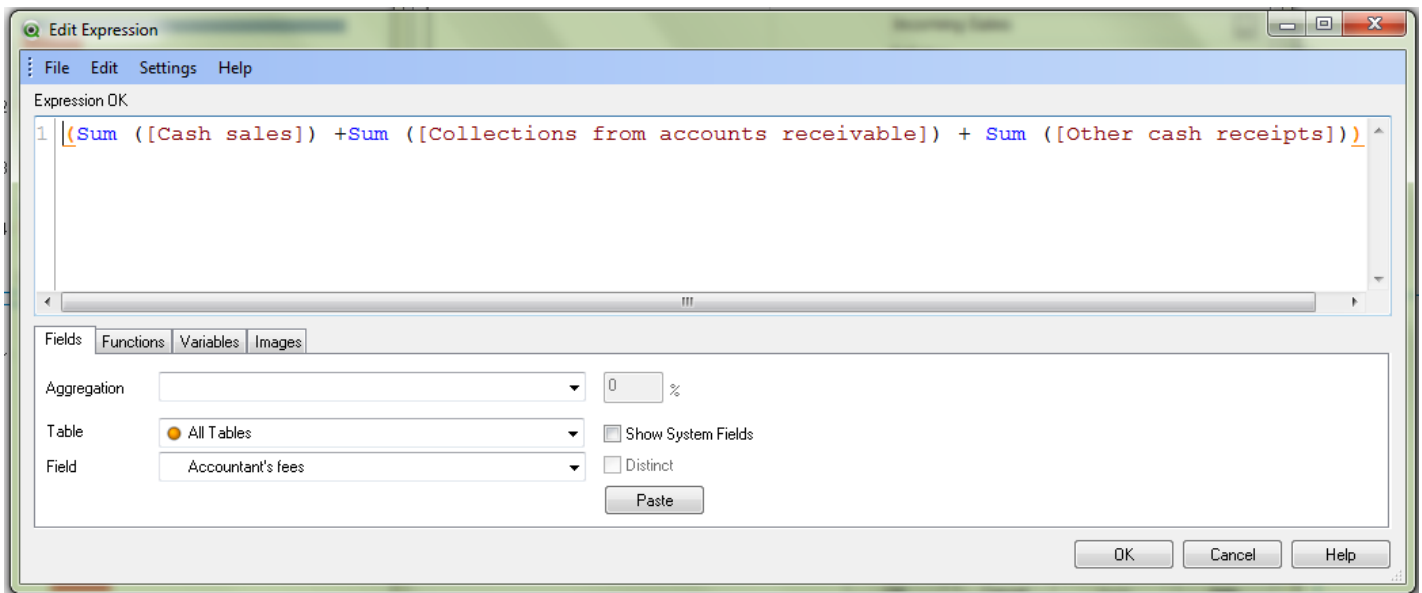
In the dimension tab we have take quarter.



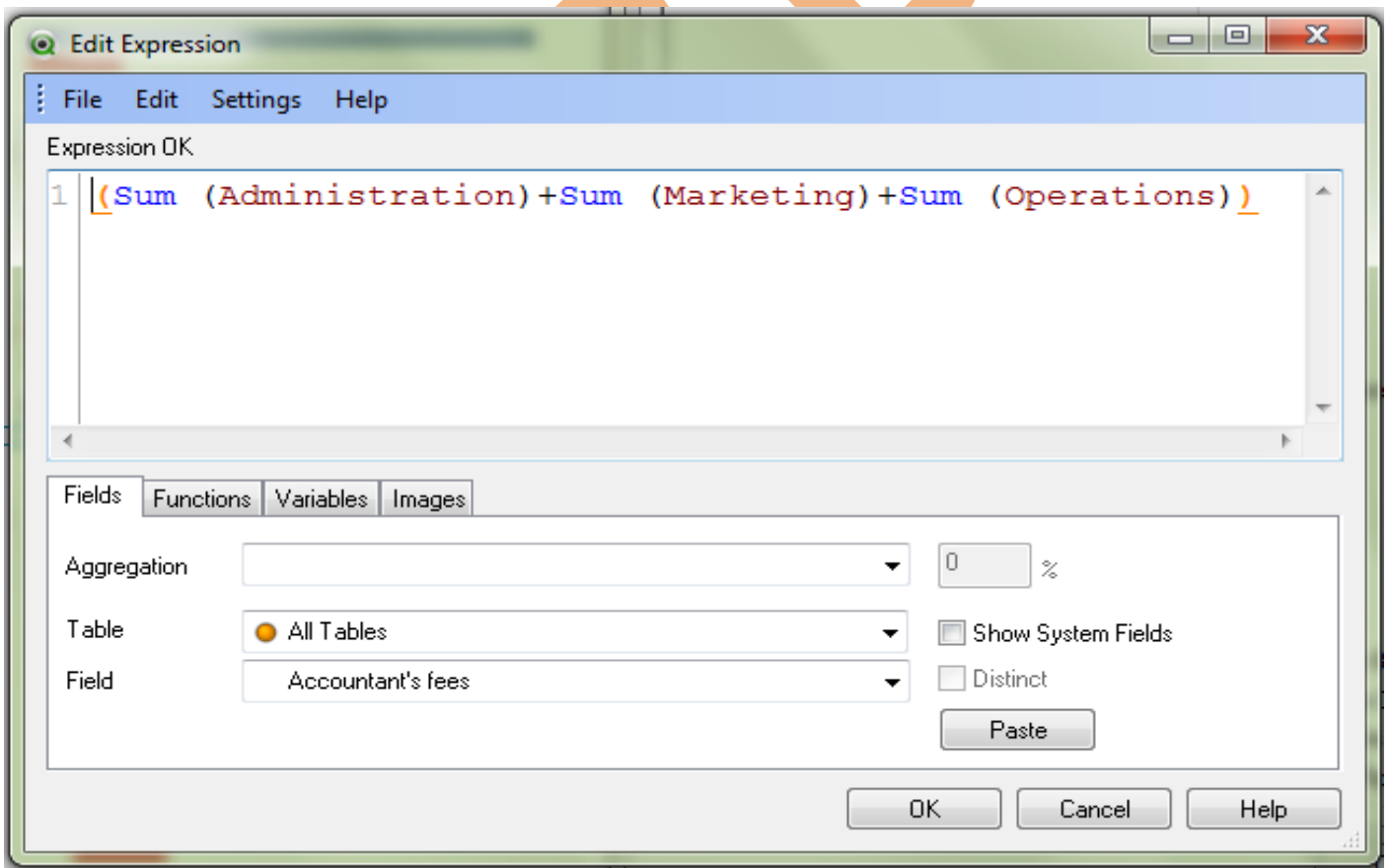
And in expression tab we have take



For incoming sales we have take the expression, sum of all incoming sources of income.



For outgoing sales we have take the expression, sum of all outgoing sources of income.



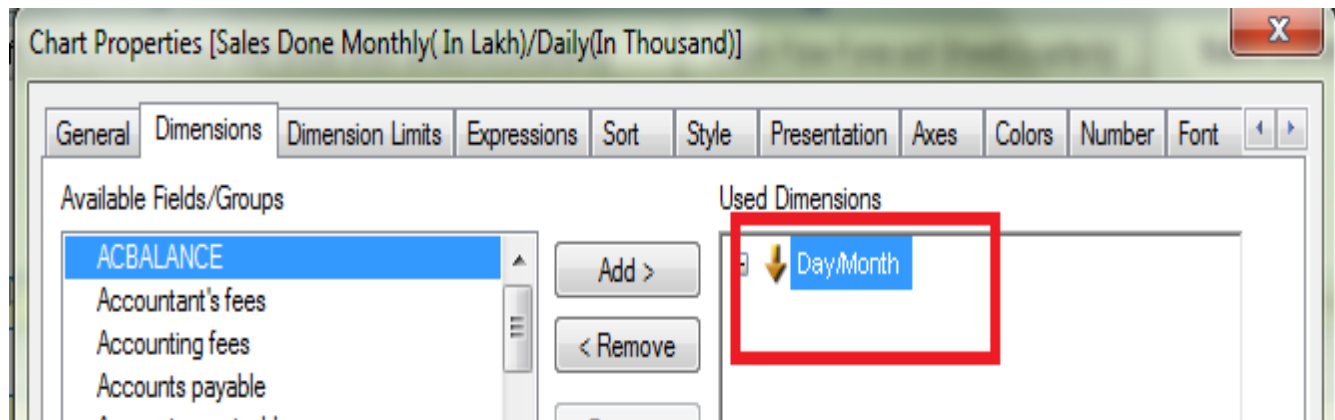
For varying the quarters we have give a list box in the top of dashboard.

Q1	Q2	Q3	Q4
----	----	----	----

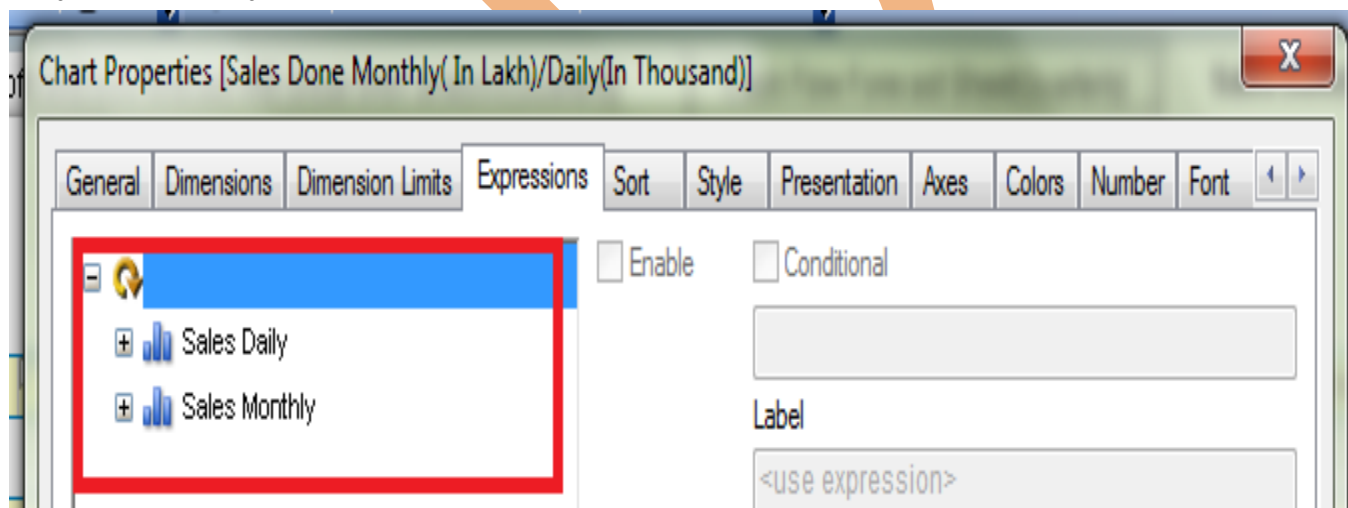
Monthly /Daily Sales Displaying sheet

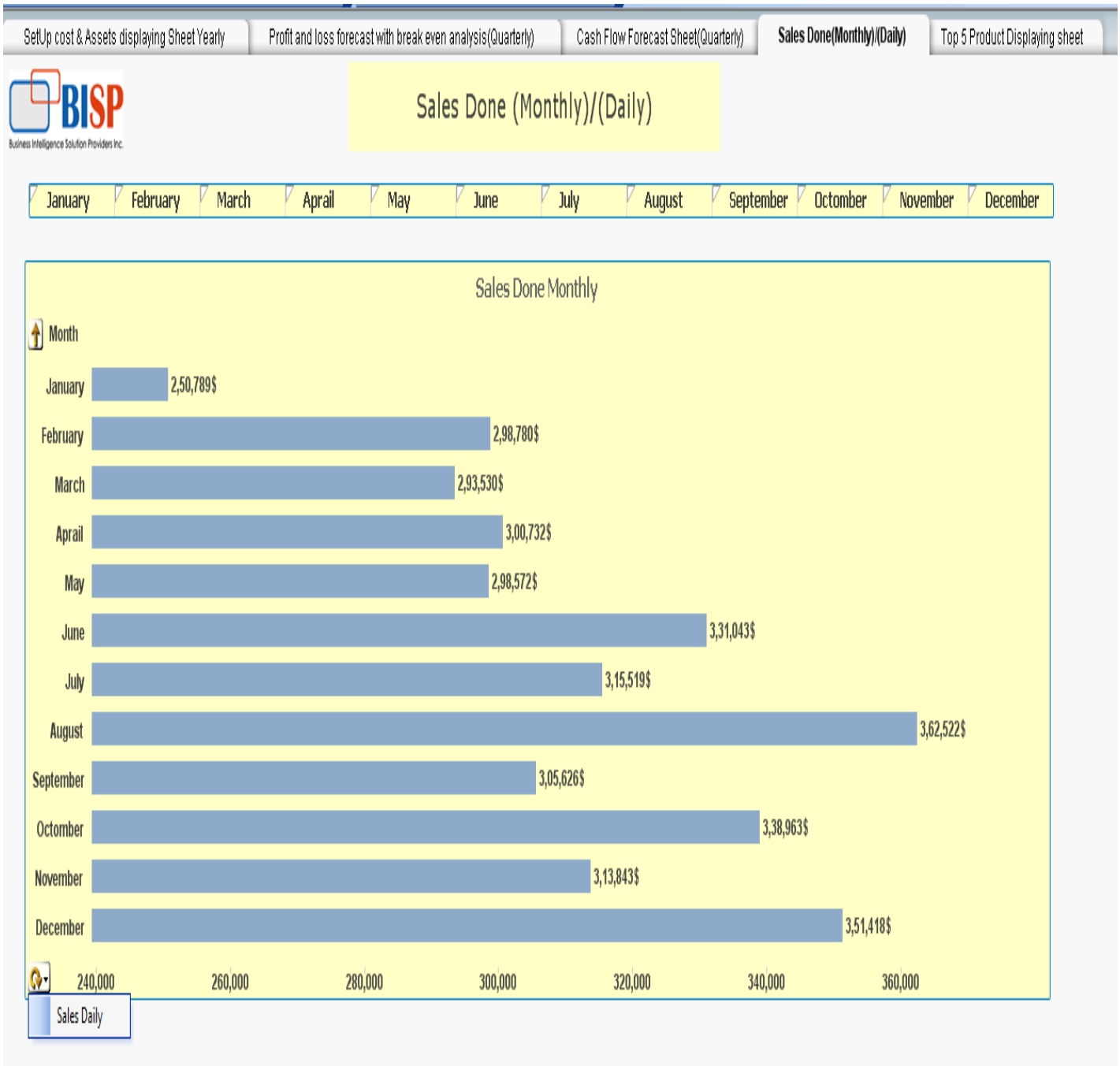
This sheet displays the monthly and daily sells of the company's product. Here in the dimension we have take a drill down group having month and dates, And in the expression we have take the sum of Sales and Daily sales.

In the dimension tab dimension is taken Day/Month , which is drill down group.

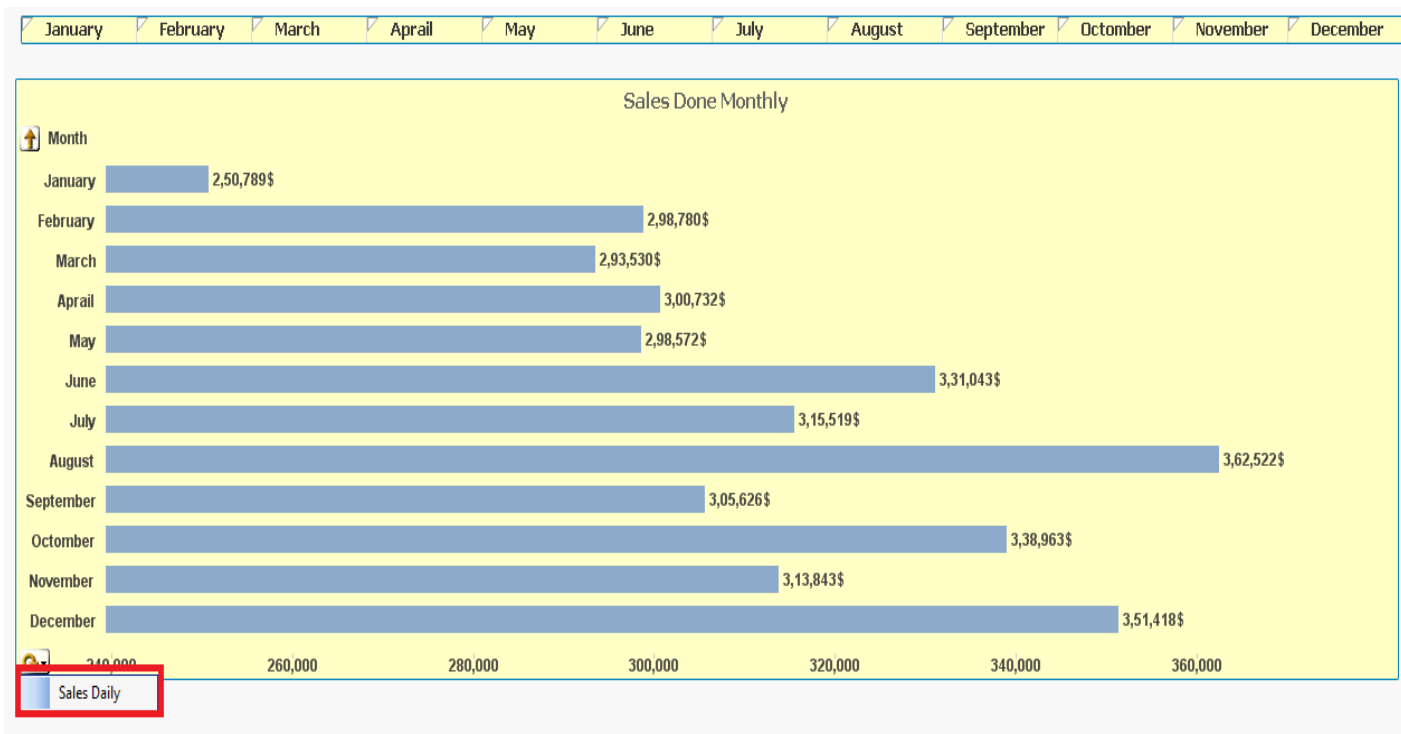


In the expression tab we have create a cyclic group and merge two expression within it for the daily and monthly sales.





It gives the daily sales report here we have create a drill down group which displaying the sells performance monthly and daily. This sheet is displaying the sells report for month, for daily sales report go to the cyclic group and select the option Sales Daily.



This option will expose daily sales report monthwise as it is showing the january month's sales report datewise.



Sales Done (Monthly)/(Daily)

January

February

March

April

May

June

July

August

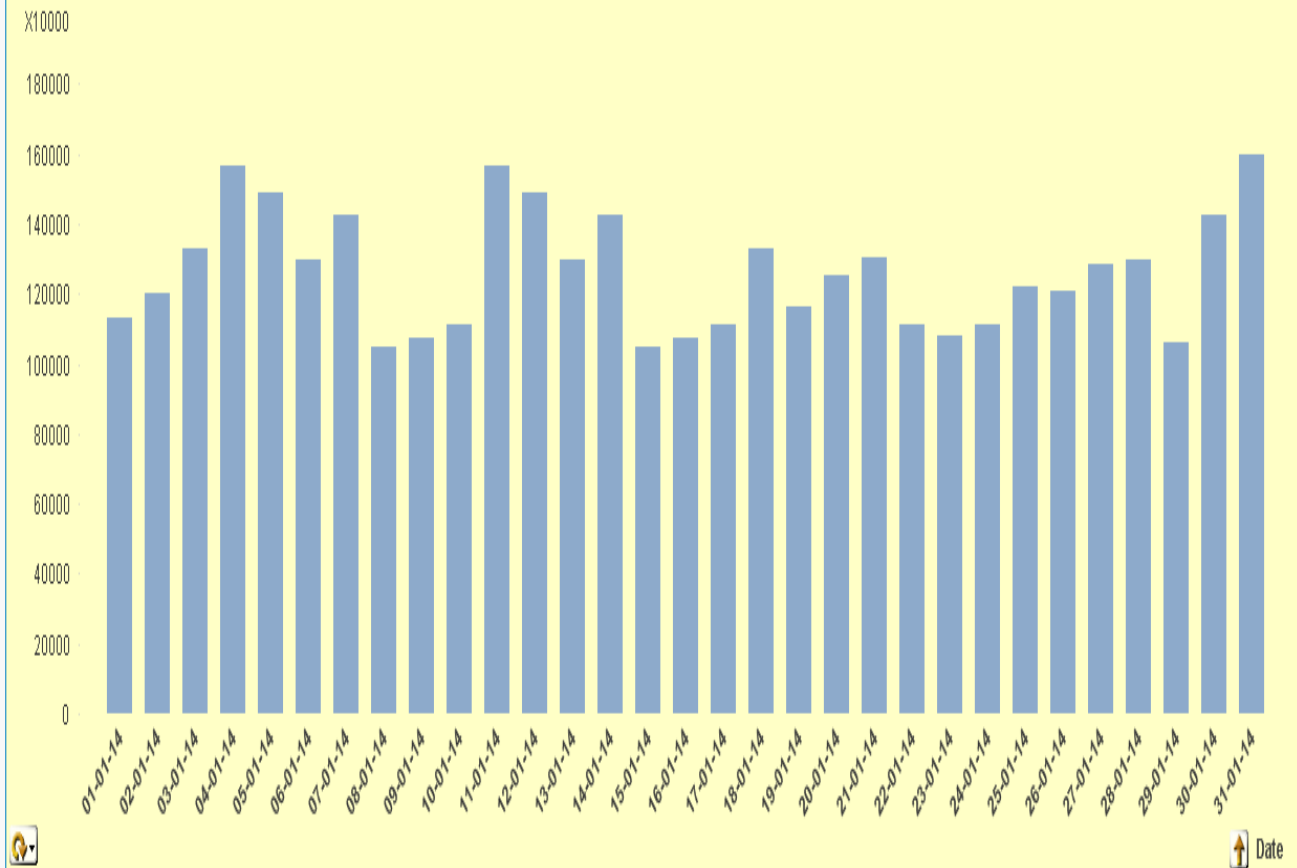
September

October

November

December

Sales Done Monthly(In Lakh)/Daily(In Thousand) In Dollar



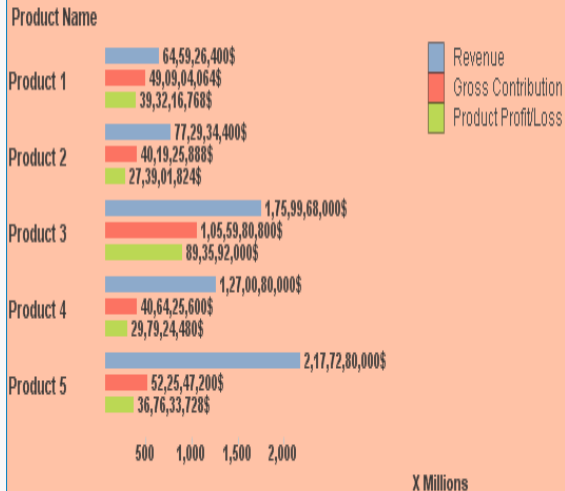
Top Five Product's Performance Displaying Sheet:

We always need the top analysis of the group so here we will analysis our top product performance on different factors.

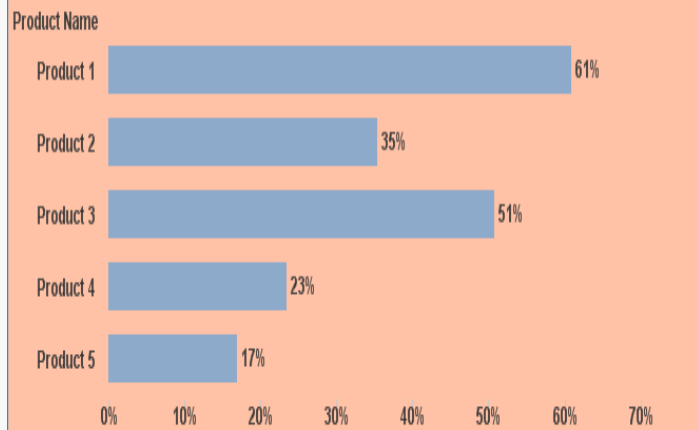


Top 5 Product Displaying Sheet

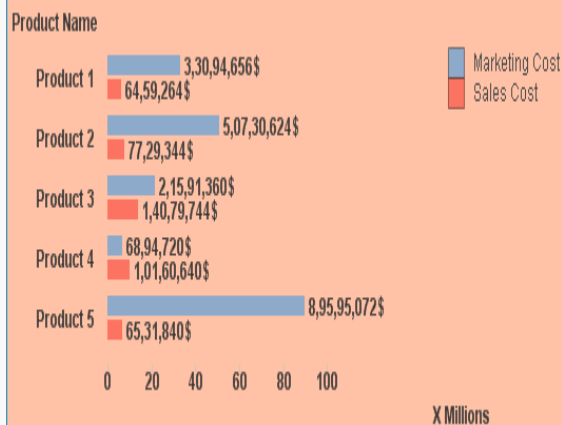
Revenue/Gross Contribution/Product Profit & Loss Ratio



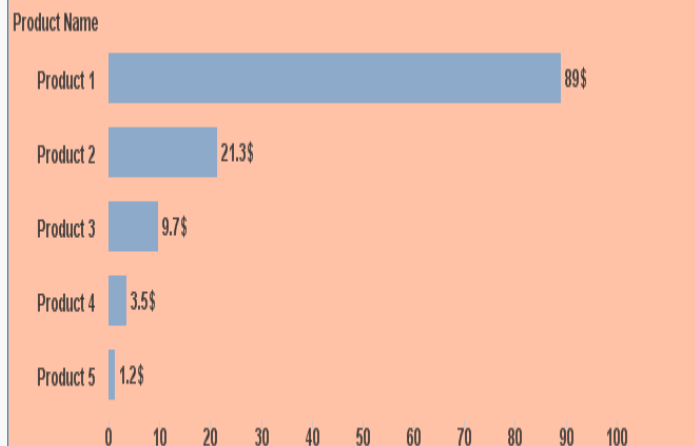
Gross Margin Percentage of Product



Sales Cost/Marketing Cost

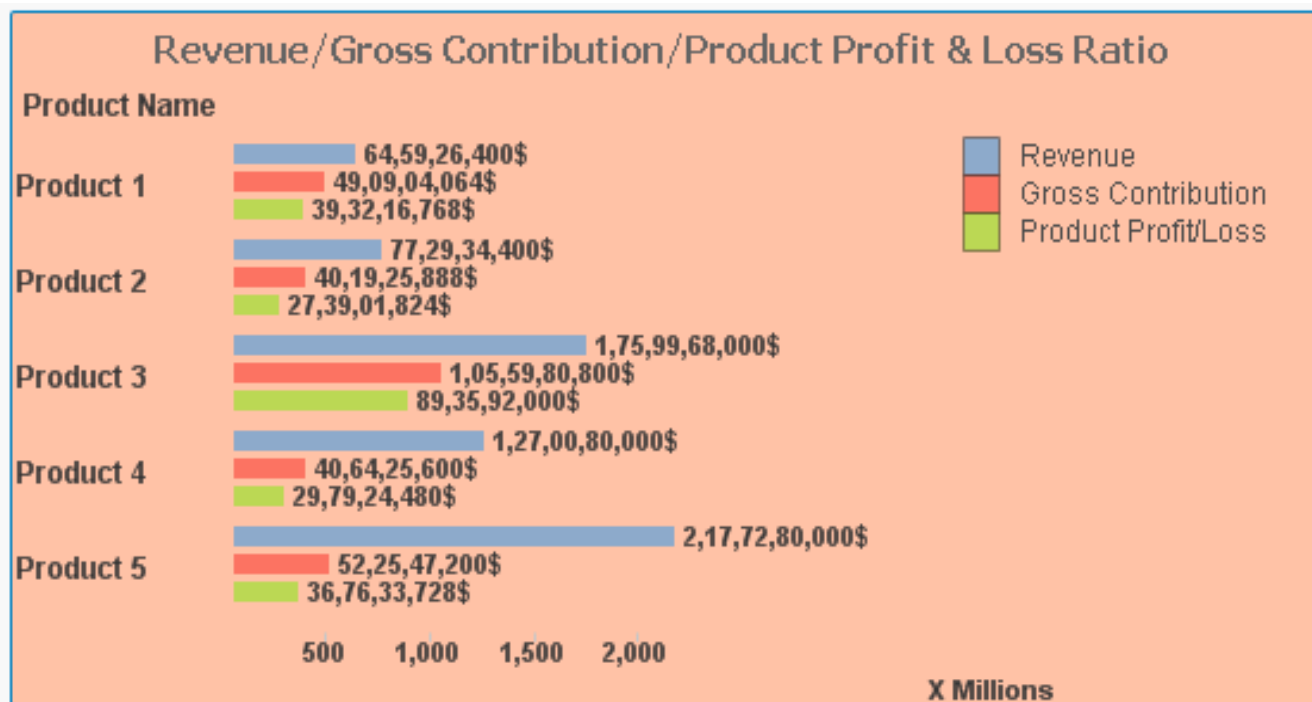


Unit Sales of Product

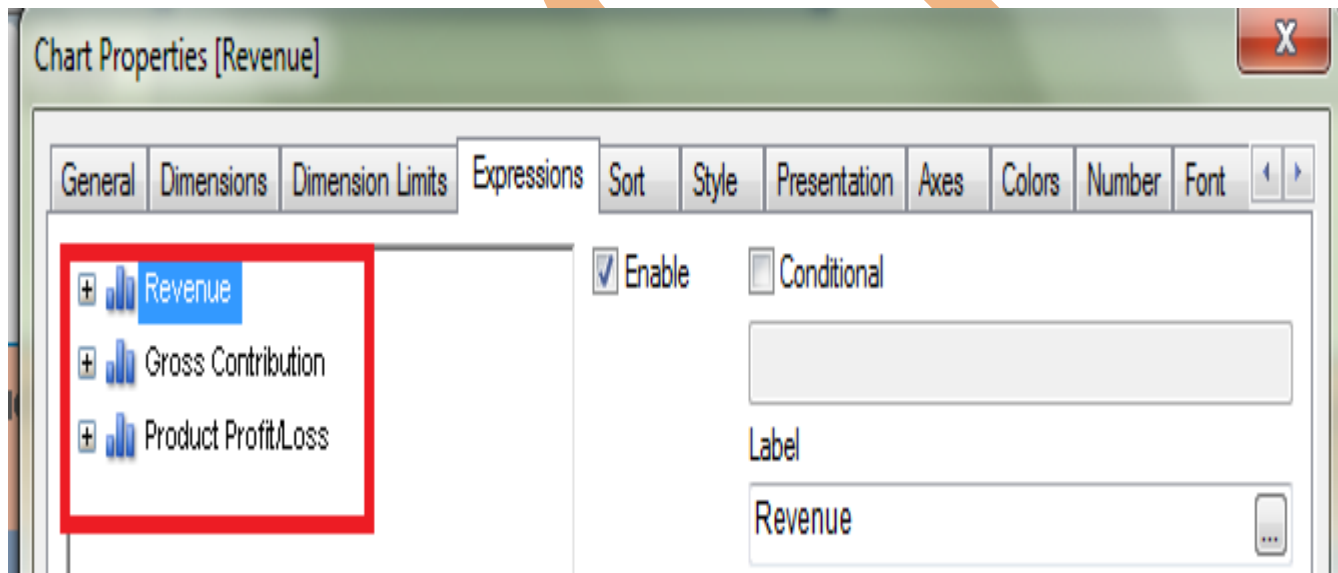


Revenue/Gross Contribution/Product Profit & Loss Ratio:

This chart shows the ability of a company to generate profit by increasing revenue and reducing costs with the gross contribution of the product.

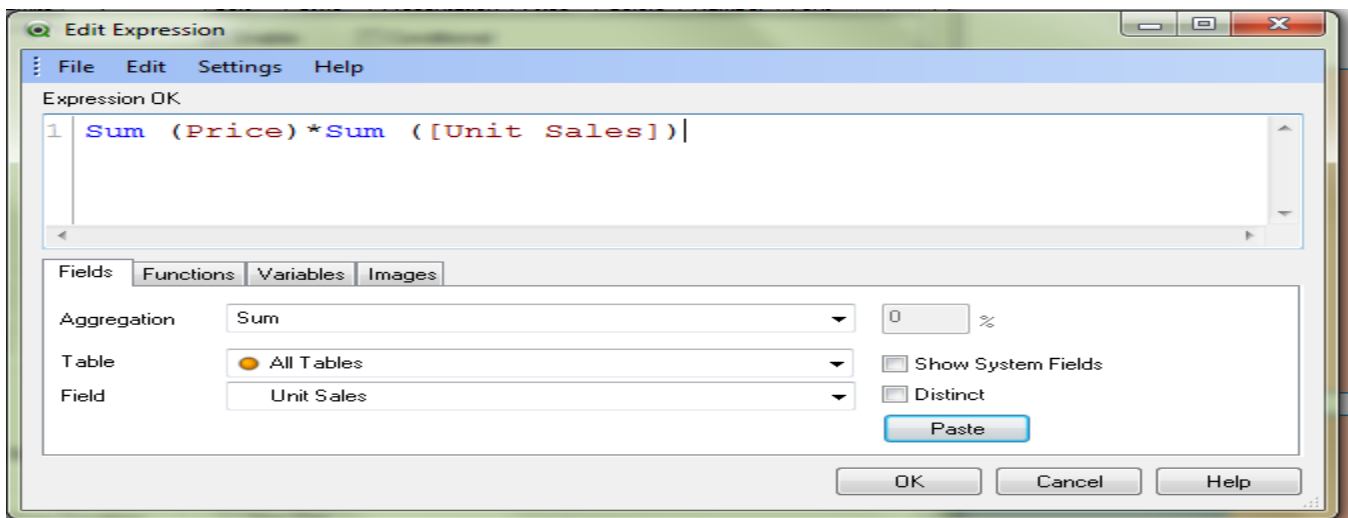


In this chart we have used three expressions.



Revenue of the product

Revenue is income that a company receives from its normal business activities, usually from the sale of goods and services to customers. Revenue is calculated by multiplying the price at which goods or services are sold by the number of units or amount sold.

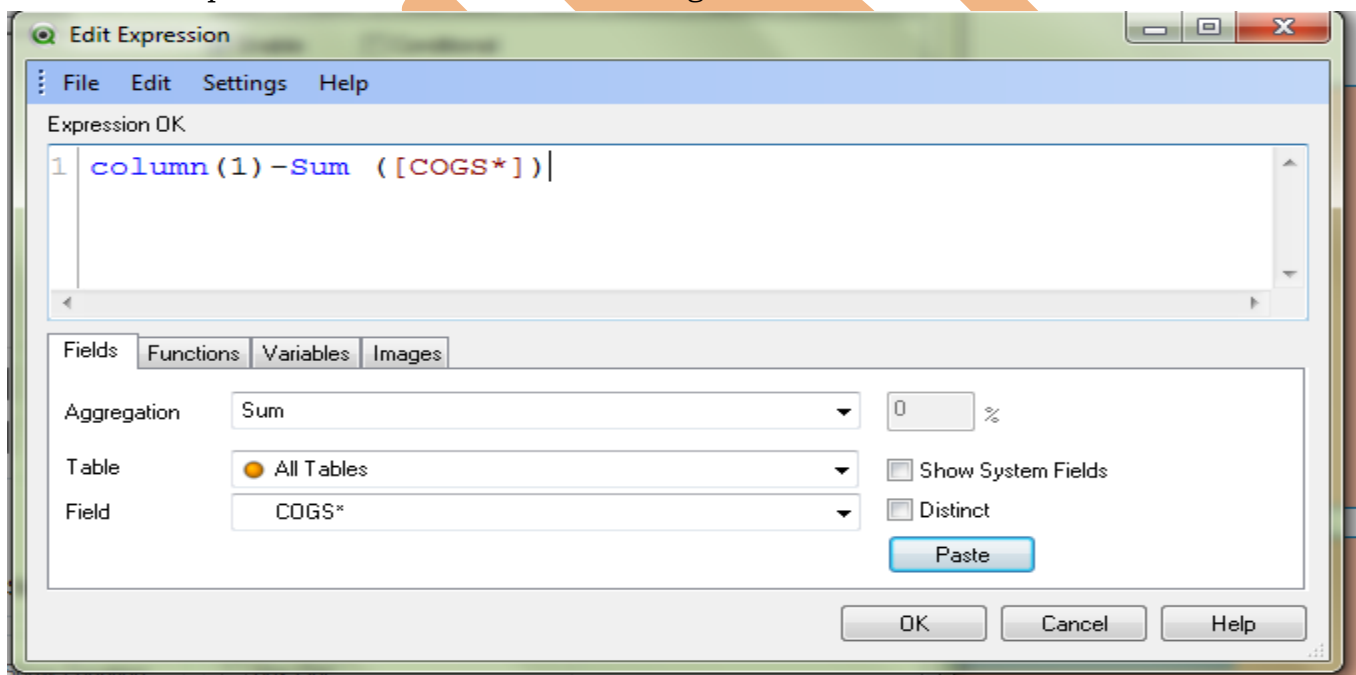


Gross Contribution of the product:

Contribution margin is a comparison of variable costs to sales. The contribution margin is most useful when production costs changes with volume or quantity.

Gross contribution is calculated by subtracting the fix cost (which having fixed quantity) with revenue.

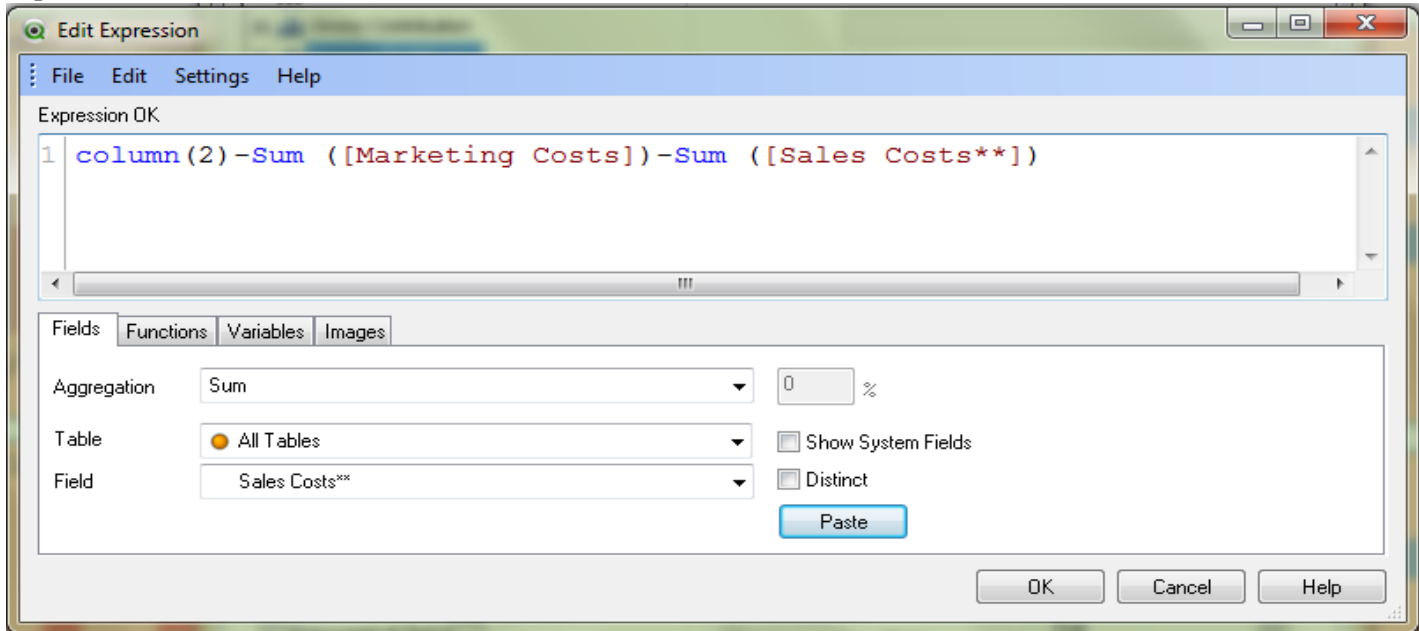
So here we have used the expression `column(1) - Sum ([COGS*])` here Column(1) denotes the revenue of the product and COGS is the Cost of goods sold .



Profit & Loss of Product

It begins with an entry for revenue and subtracts from revenue the costs of running the business, including cost of goods sold, operating expenses, tax expenses and interest expenses. Here the

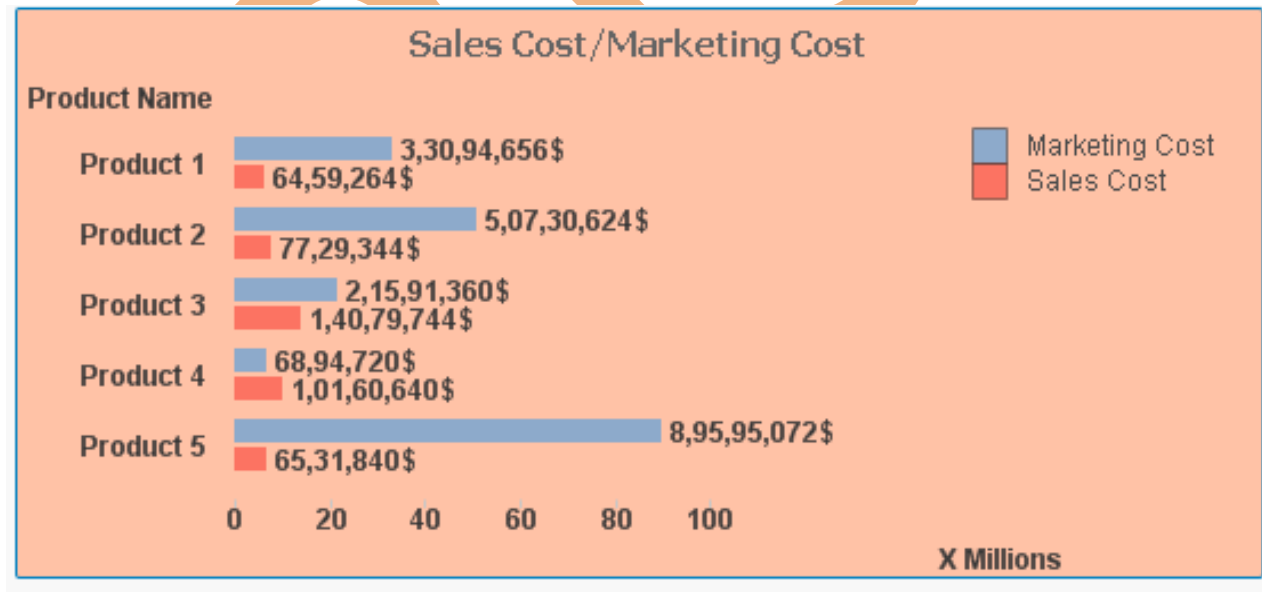
expression is used `column(2)-Sum ([Marketing Costs])-Sum ([Sales Costs**])`



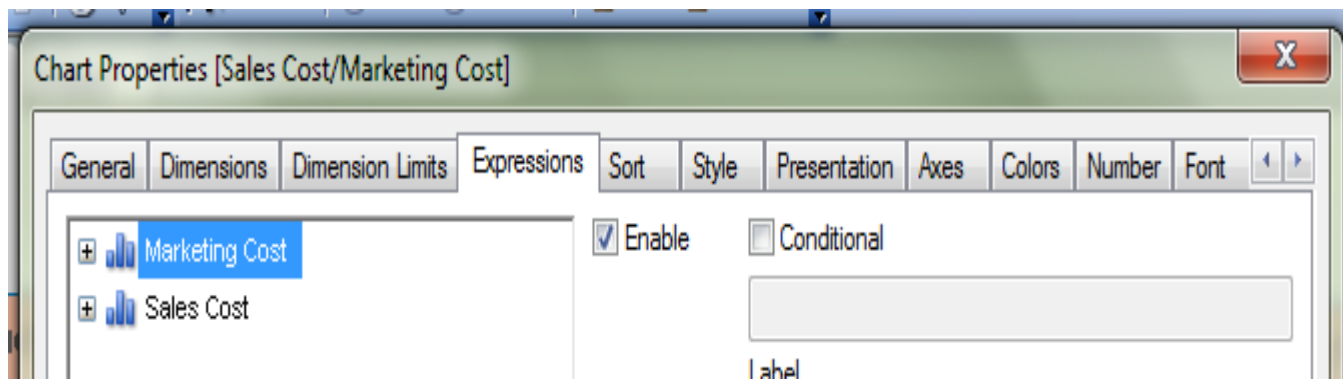
Here column2 stands for gross contribution.
In the dimensions we have take product name.

Sales Cost vs Marketing Cost:

Marketing costs money. It is possible for businesses to utilize more inexpensive, and occasionally free, marketing techniques, but the vast majority of businesses must allocate a portion of their budget for marketing costs. At the same time, marketing ideally makes money: that is, the purpose of marketing is to encourage sales and thus generate income for a company. As a result, there is a close relationship between anticipated marketing costs and expected sales performance.



In the expression we have take two expressions.



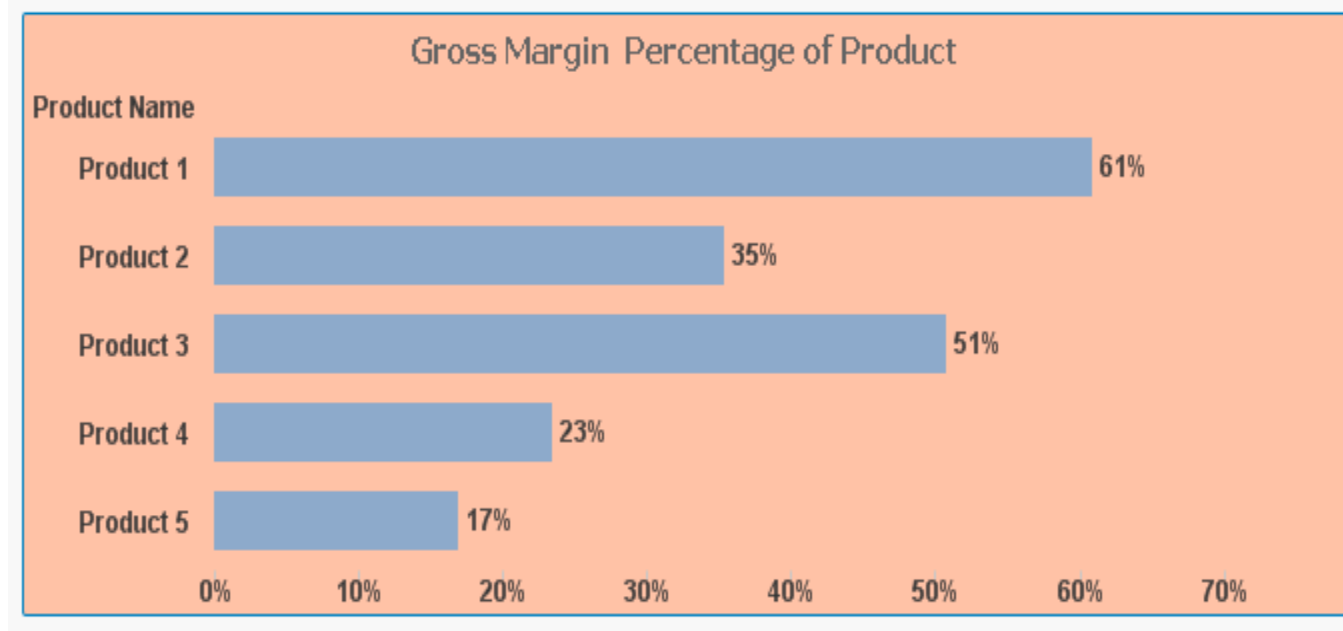
in marketing cost we have take Sum(Marketing cost) and for the Sales Cost we have take sum(Sales Cost).

Gross Margin of Product:

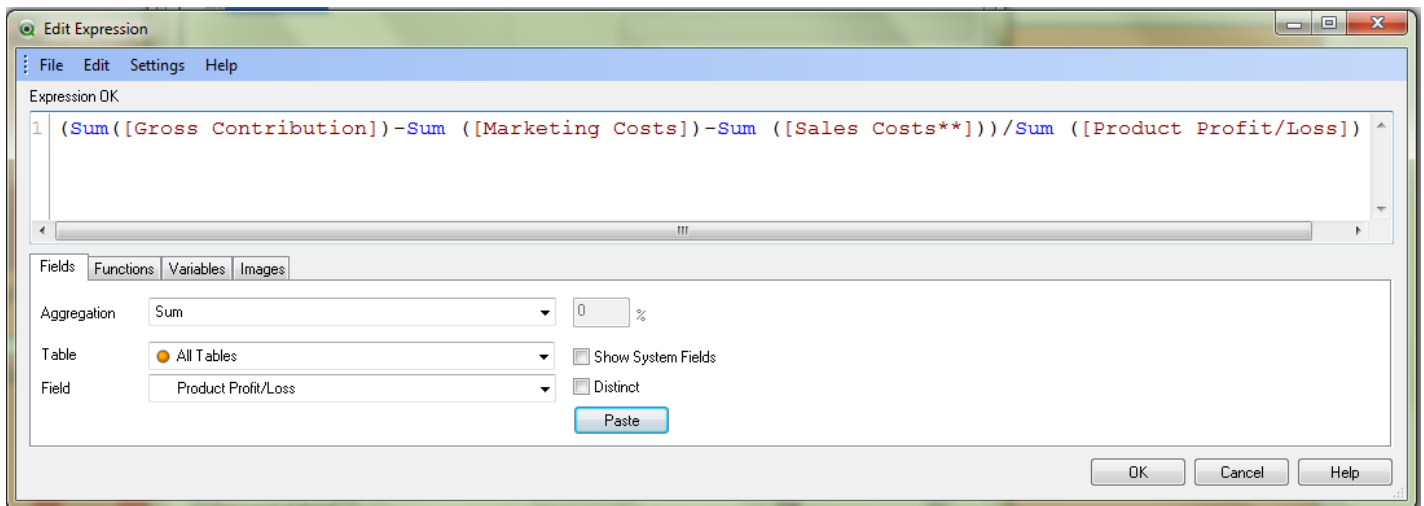
The gross margin represents the percent of total sales revenue that the company retains after incurring the direct costs associated with producing the goods and services sold by a company. The purpose of margins is "to determine the value of incremental sales, and to guide pricing and promotion decision."

"Margin on sales represents a key factor behind many of the most fundamental business considerations, including budgets and forecasts

Its calculation follow the company's total sales revenue minus its cost of goods sold, divided by the total sales revenue, expressed as a percentage.



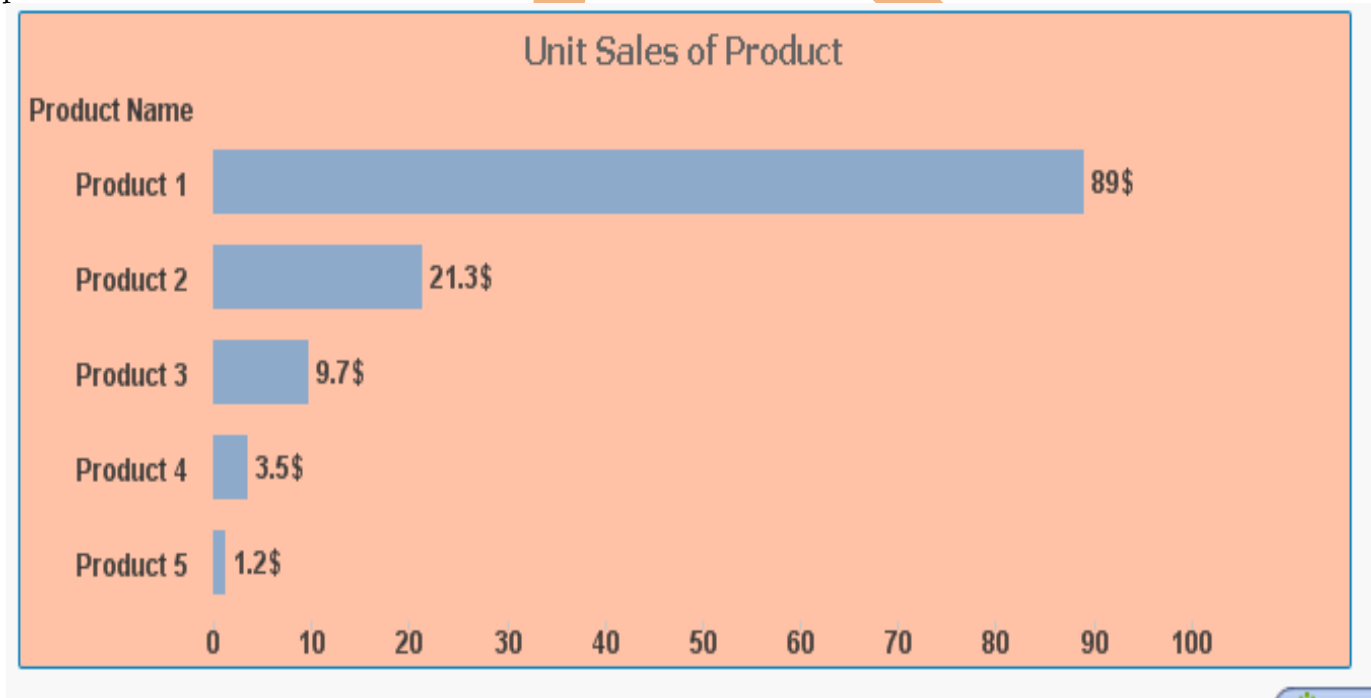
The expression used here



In the dimension we have use product name.

Unit Sales of the product:

It is a measure of the total sales that a firm earns in a reporting period, as expressed on a per unit of product basis. It helps to determine average product prices and find possible margin pressure.



In the expression we have used Sum(Unit Sales) and in dimension we have used Product name.