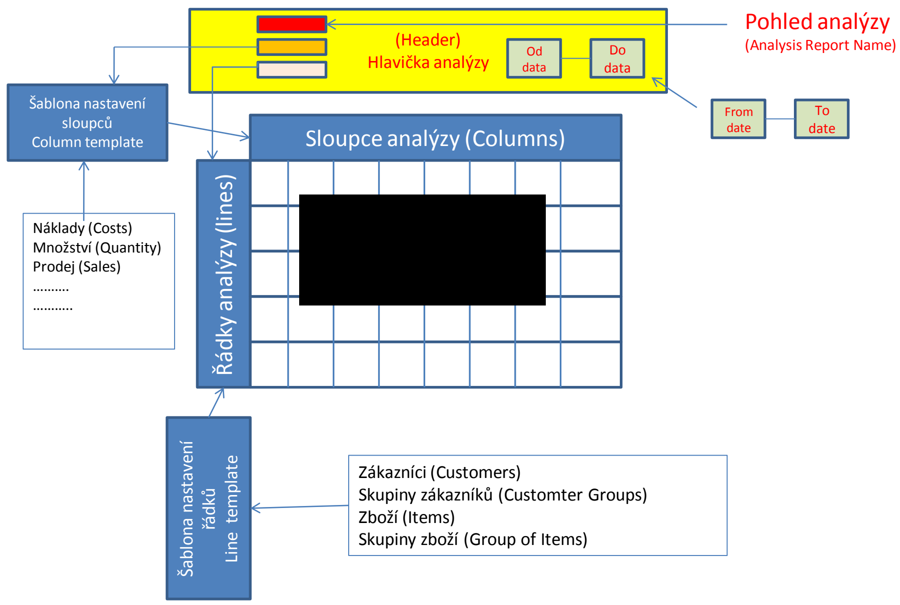
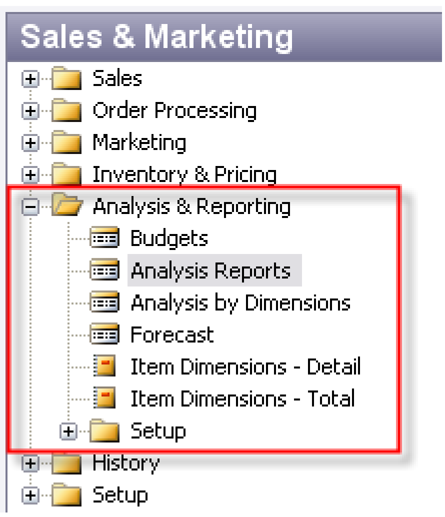
Cvičení –Analýzy prodeje (Exercise Sales Analysis)

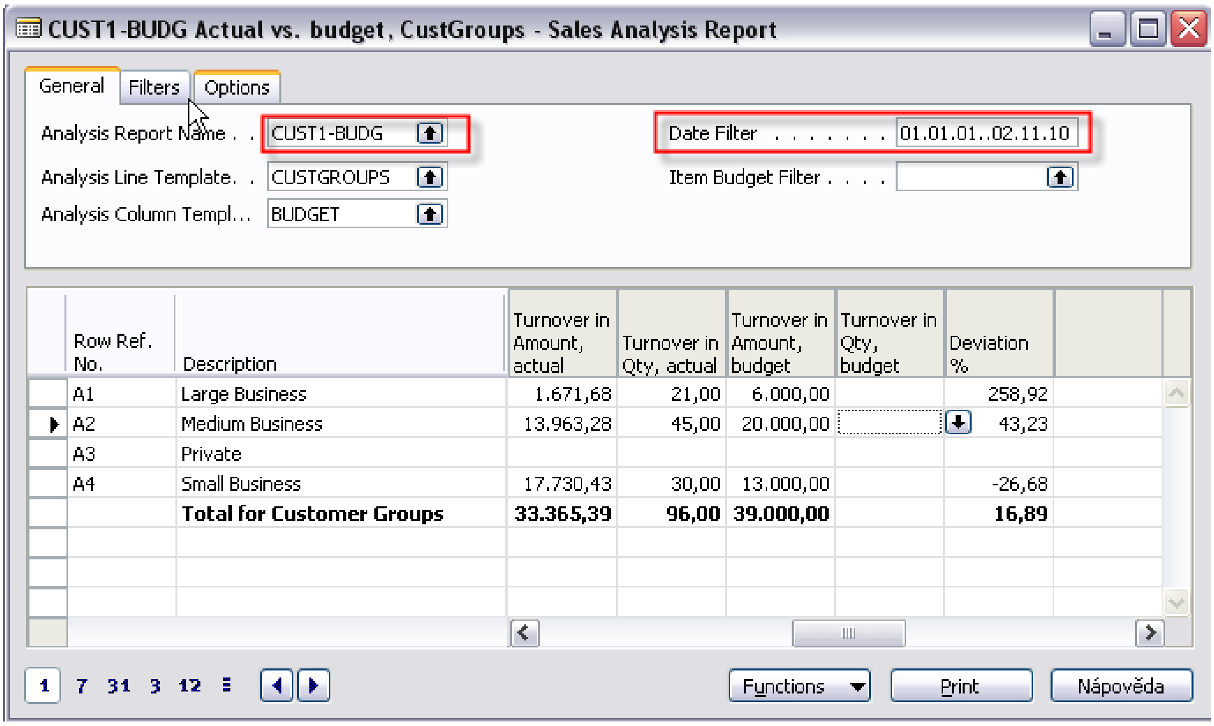
Vytvořil (created)	:	Skorkovský
Datum (date)	:	2.11.2010
Charakter (type)	:	draft



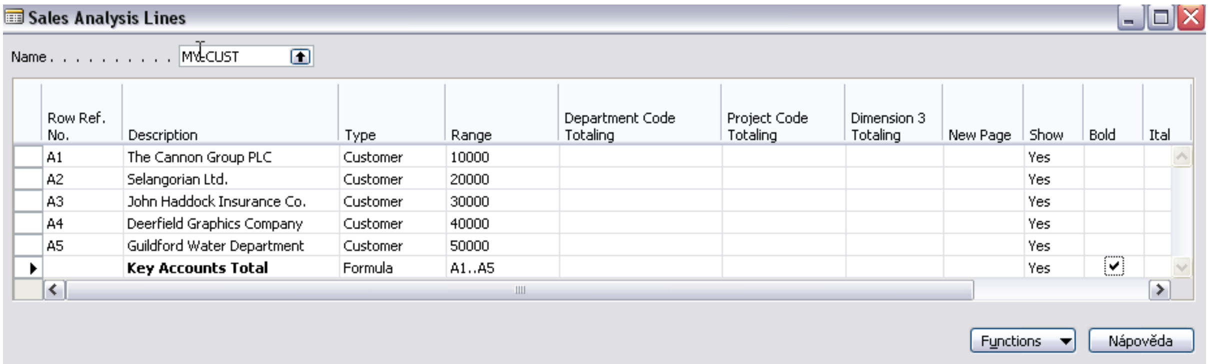
1. Menu from where you can start



2. Open Analysis report and make a choice of Analysis report name, which determines used lines and column templates . Then enter also start and end date (time interval from which the related entries will be used)



3. Let´s go to setup of the analysis line templates and make a choice of My Customers :



By use of button Function you can add items, group of items, customers of group of customers. Row Reference ID is a variable, which have to be inserted by the user.

4. Let´s go to setup of the analysis column templates and make a choice of Profit :

Sales - Analysis Columns

Name . . . . PROFIT

Column No.	Column Header	Invoiced	Column Type	Ledger Entry Type	Formula	Show Opposite Sign	Comparison Date Formula	Analysis Type Code	Value Type	Show
A1	Sales Turnover	✔	Net Cha...	Item Entries				SALES-AMT	Sales Amount	Always
A2	COGS	✔	Net Cha...	Item Entries		✔		COGS	Cost Amount	Always
A3	Gross Profit Margin		Formula	Item Entries	A1+A2					Always
A4	Gross Profit %		Formula	Item Entries	A3/A1*100					Always

First column have a similar meaning as lines one. Invoiced columns means, that you can see (these entries will be used for calculations) only invoiced type of entries. Columns type is same as it was explained in chart of account. Ledger entries might be Item entries or Item budget Entries (used to compare business plan to reality). Type Formula is use to calculate what you want to see. Analysis Type Code and Value Type you can get by F6 key specify chosen value type and area from where these values are taken (cost amount, sales amount and so on).

5. From menu Analysis Line Template you will get :

Sales - Analysis Line Templates

Name	Description	Item Analysis View Code
CUSTGR...	Customers Groups, All	CUSTOM
CUST-ALL	Customers All	
FURNIT-...	Furniture Total	
MY-CUST	My Customers	
MY-ITEMS	My Items, Total	

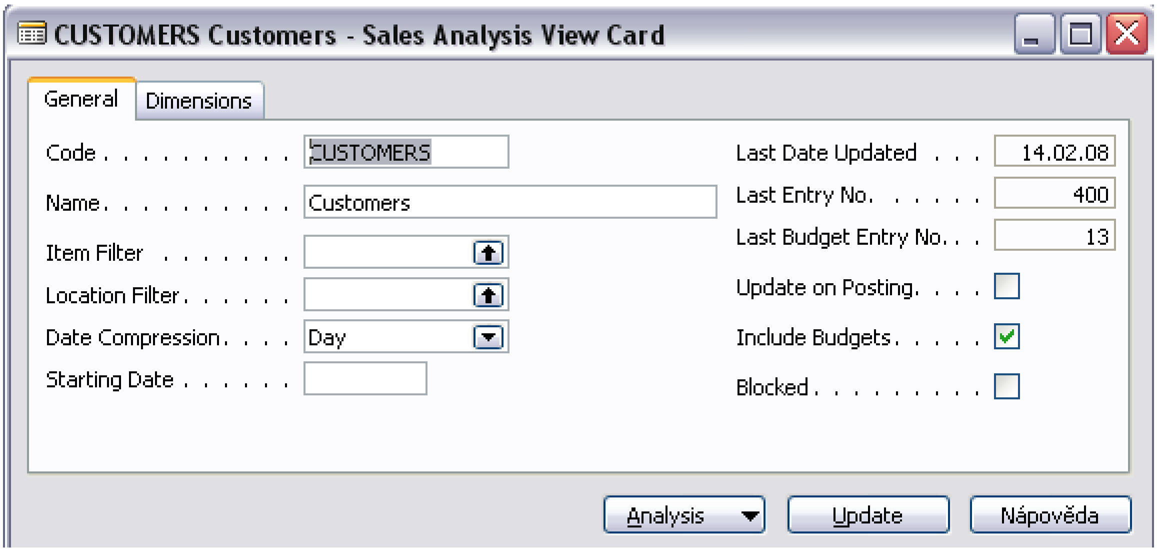
6. By F6 from Item Analysis View Code you will get :

Sales - Analysis View List

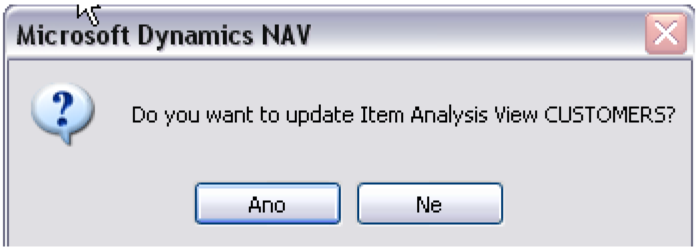
Code	Name	Include ...	Last Dat...	Dimensio...	Dimensio...	Dimensio...
CUSTOM...	Customers	✔	14.02.08	CUSTOM...	SALESPE...	
DEFAULT	Default analysis view		08.10.10	AREA	CUSTOM...	SALESPE...

which is used to setup dimensions form the bottom of this window you will (button Analysis->Card) you will get :

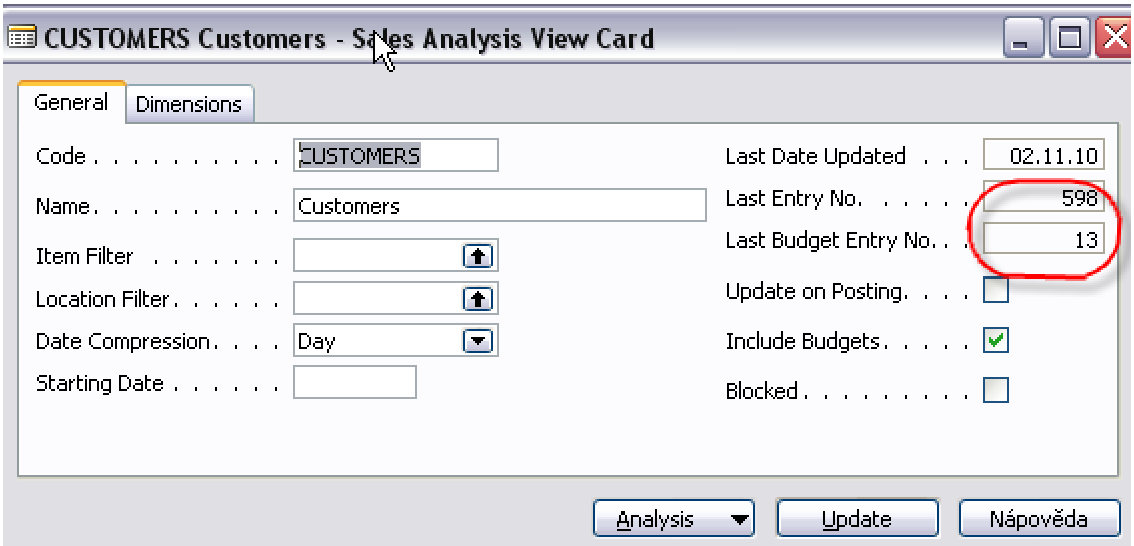
7. Sales Analysis view card :



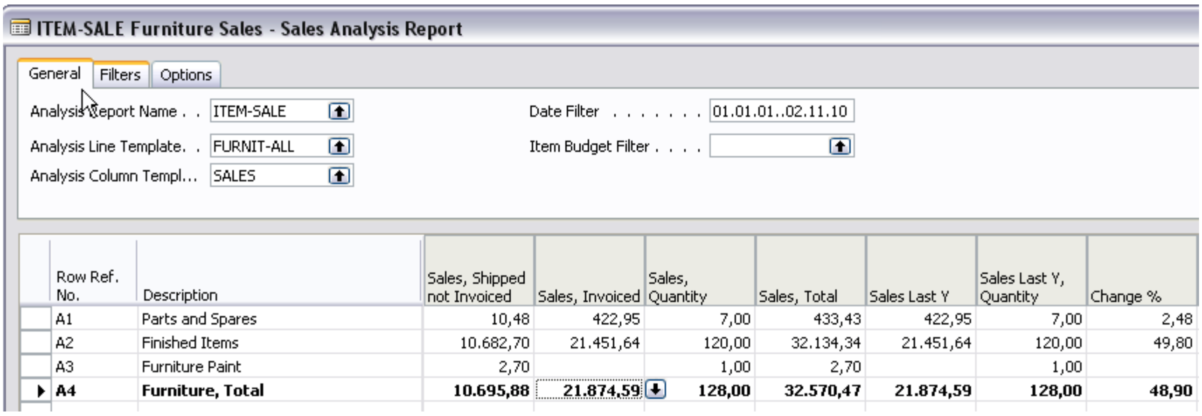
Use Update button to update a set of entries which will be analysed :



and you can see the update effect marked by red frame (400->598 entries integrated for analysis)



8. If you change Analysis repro name to item sales you will get :

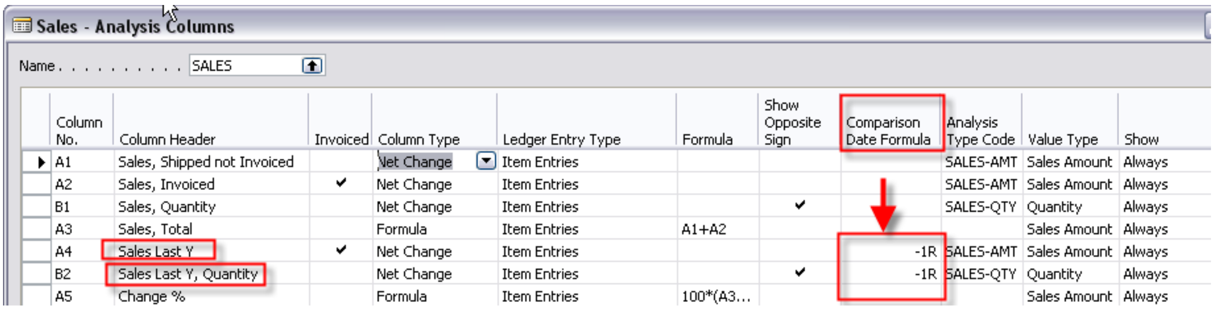

ITEM-SALE Furniture Sales - Sales Analysis Report

General | Filters | Options

Analysis Report Name . . ITEM-SALE
Analysis Line Template. . FURNIT-ALL
Analysis Column Templ... SALES
Date Filter . . . . 01.01.01..02.11.10
Item Budget Filter . . . .

Row Ref. No.	Description	Sales, Shipped not Invoiced	Sales, Invoiced	Sales, Quantity	Sales, Total	Sales Last Y	Sales Last Y, Quantity	Change %
A1	Parts and Spares	10,48	422,95	7,00	433,43	422,95	7,00	2,48
A2	Finished Items	10.682,70	21.451,64	120,00	32.134,34	21.451,64	120,00	49,80
A3	Furniture Paint	2,70		1,00	2,70		1,00	
A4	**Furniture, Total**	**10.695,88**	**21.874,59**	**128,00**	**32.570,47**	**21.874,59**	**128,00**	**48,90**

You should be aware of column setup (Sales) in order to see sales this year and last year:


Sales - Analysis Columns

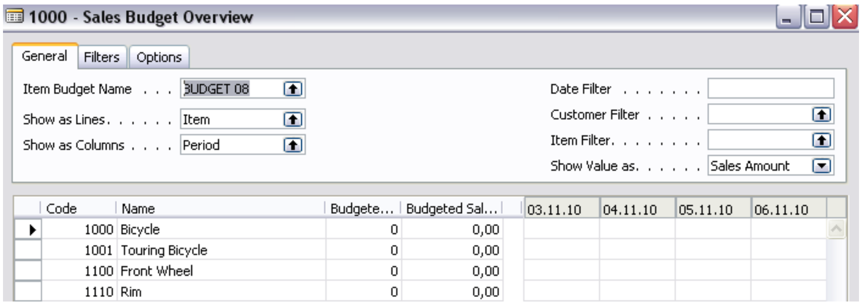
Name . . . . SALES

Column No.	Column Header	Invoiced	Column Type	Ledger Entry Type	Formula	Show Opposite Sign	Comparison Date Formula	Analysis Type Code	Value Type	Show
A1	Sales, Shipped not Invoiced		Net Change	Item Entries				SALES-AMT	Sales Amount	Always
A2	Sales, Invoiced	✔	Net Change	Item Entries				SALES-AMT	Sales Amount	Always
B1	Sales, Quantity		Net Change	Item Entries		✔		SALES-QTY	Quantity	Always
A3	Sales, Total		Formula	Item Entries	A1+A2				Sales Amount	Always
A4	Sales Last Y	✔	Net Change	Item Entries			-1R	SALES-AMT	Sales Amount	Always
B2	Sales Last Y, Quantity		Net Change	Item Entries		✔	-1R	SALES-QTY	Quantity	Always
A5	Change %		Formula	Item Entries	100*(A3...				Sales Amount	Always

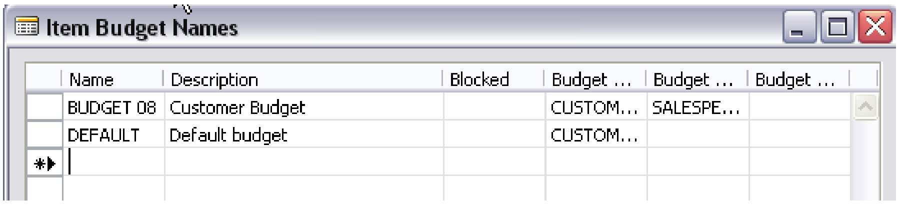
Small exercise:

9. Sales budget setup :

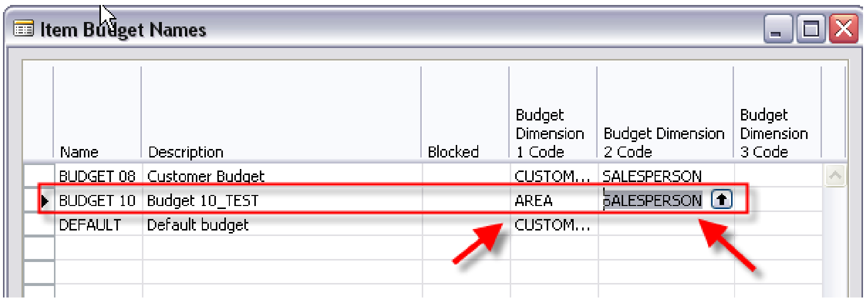
10. You will get this window :



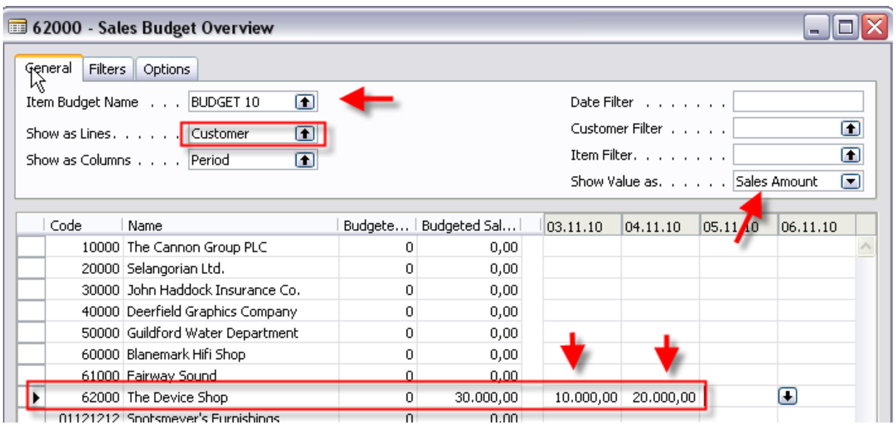
11. From Item Budget Name by use of F6 (look up) you will open this window :



12. Go by cursor to the next empty line and create a new budget name (e.g. Budget 10). By use of F6 you may choice predefined dimension codes (e.g. AREA or Salesperson)



13. When you enter created Item Budget Name Budget10 and enter by use of F6 new lines (e.g. Customer) and Show value as Sales Amount (by F6). Then you enter expected Sales amount to chosen date fields and you will get :



14. Setup of the budget represents a business plan as far as sales amount is concerned. Then you should create one or two sales order for the customer 6200 and related dates (in our example 3.11.20101 and 4.11.2010.) Try to sell something (Items) with lower amount that this entered in the budget (e.g. around 5000 at 3.11. and 7000 at 4.11.). You can check the total amount on order by F9 (Statistics). You will get these Customer ledger entries (from Customer card 6200 and Ctrl-F5) .

62000 The Device Shop - Customer Ledger Entries

Posting Date	Document Type	Document No.	Customer No.	Description	Currency Code	Original Amount	Amount	Remaining Amount	Due Date
08.10.10	Invoice	103027	62000	Order 1012		3.750,00	3.750,00	3.750,00	22.10.10
03.11.10	Invoice	103028	62000	Order 1013		5.666,88	5.666,88	5.666,88	17.11.10
04.11.10	Invoice	103029	62000	Order 1014		11.333,75	11.333,75	11.333,75	18.11.10

15. Before you will start analysis you should go to Setup->Analysis Line Templates and you will get :

Name	Description
CUSTGROUPS	Customers Groups, All
CUST-ALL	Customers All
FURNIT-ALL	Furniture Total
MY-CUST	My Customers
MY-ITEMS	My Items, Total

16. You will for our small exercise make a choice CUST_ALL. From the above window you will go by use of button Lines to the window where you can see, that our customer 6200 from where we have setup budget belongs to the group Outlet

Name . . . . CUST-ALL

Row Ref. No.	Description	Type	Range	Department Code Totaling
A1	Key Accounts	Customer	10000..50000	
A2	Outlets	Customer	60000..62000	
A3	Small customers	Customer	01121212..49858585	
A4	**Total for all customers**	Formula	A1..A3	

17. Go to Analysis->Analysis Report and enter data to the fields in the analysis header as it is visible in the next window :

General | Filters | Options

Analysis Report Name . .	CUST1-BUDG	Date Filter	01.01.01..31.12.10
Analysis Line Template. .	CUST-ALL	Item Budget Filter	BUDGET 10
Analysis Column Templ...	BUDGET		

Row Ref. No.	Description	Turnover in Amount, actual	Turnover in Qty, actual	Turnover in Amount, budget	Turnover in Qty, budget	Deviation %
A1	Key Accounts	12.205,52	3.142,00			-100,00
A2	Outlets	17.600,50	35,00	30.000,00		70,45
A3	Small customers	23.811,67	67,00			-100,00
A4	**Total for all customers**	**53.617,69**	**3.244,00**	**30.000,00**		**-44,05**

18. From the matrix fields in the Analysis (Data area - see explanation in the picture at the beginning of this material) by F6 you can see from the field Turnover Amount in budget entered Budget Ledger Entries and from Turnover in Amount Actual you will get Customer Ledger Entries related to the posted orders:

Budget Name	Date	Item No.	Description	Source Type	Source No.	Sales Amount
BUDGET 10	03.11.10			Customer	62000	10.000,00
BUDGET 10	04.11.10			Customer	62000	20.000,00

and

Posting ...	I...	Entry Type	A..	Document Type	Docume...	Item Ch...	Description	Sales Amoun...	Cost Amount...	Cost Amount...
08.10.10	S..	Direct Cost		Sales Invoice	103026			1.000,00	0,00	-150,00
08.10.10	S..	Direct Cost		Sales Invoice	103027			3.000,00	0,00	-150,00
03.11.10	S..	Direct Cost		Sales Invoice	103028			4.533,50	0,00	-3.358,22
04.11.10	S..	Direct Cost		Sales Invoice	103029			9.067,00	0,00	-6.716,45