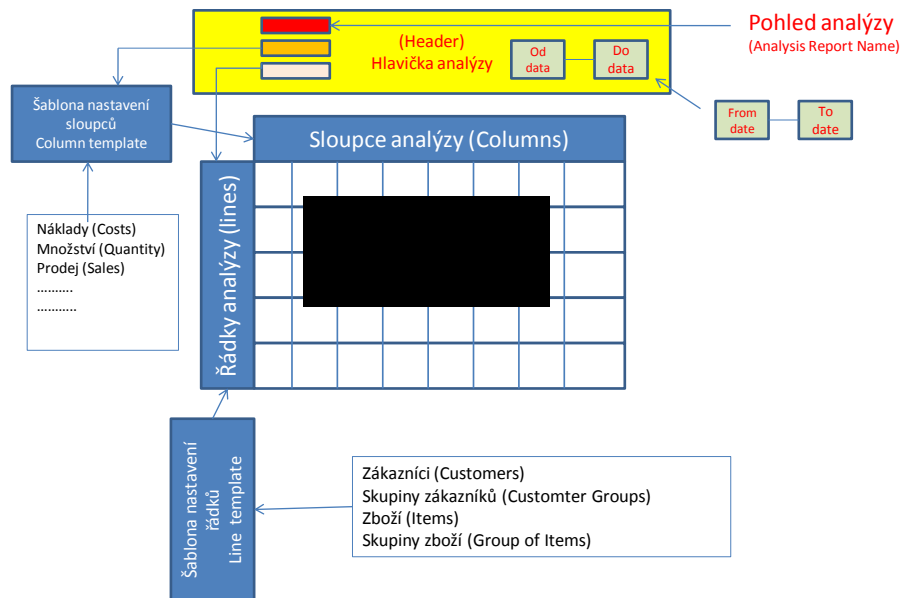
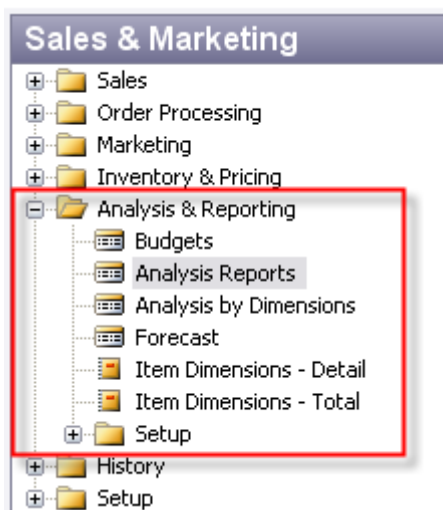


## Cvičení – Analýzy prodeje (Exercise Sales Analysis)

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



### 1. Menu from where you can start



- 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)

**CUST1-BUDG Actual vs. budget, CustGroups - Sales Analysis Report**

General Filters Options

Analysis Report Name . . . CUST1-BUDG      Date Filter . . . . . 01.01.01..02.11.10

Analysis Line Template. . . CUSTGROUPS      Item Budget Filter . . . . .

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	Large Business	1.671,68	21,00	6.000,00		258,92
▶ A2	Medium Business	13.963,28	45,00	20.000,00		43,23
A3	Private					
A4	Small Business	17.730,43	30,00	13.000,00		-26,68
	<b>Total for Customer Groups</b>	<b>33.365,39</b>	<b>96,00</b>	<b>39.000,00</b>		<b>16,89</b>

1 7 31 3 12      Functions      Print      Nápověda

- Let's go to setup of the analysis line templates and make a choice of My Customers :

**Sales Analysis Lines**

Name . . . . . MV&CUST

Row Ref. No.	Description	Type	Range	Department Code Totaling	Project Code Totaling	Dimension 3 Totaling	New Page	Show	Bold	Ital
A1	The Cannon Group PLC	Customer	10000					Yes		
A2	Selangorian Ltd.	Customer	20000					Yes		
A3	John Haddock Insurance Co.	Customer	30000					Yes		
A4	Deerfield Graphics Company	Customer	40000					Yes		
A5	Guildford Water Department	Customer	50000					Yes		
▶	<b>Key Accounts Total</b>	Formula	A1..A5					Yes		

Functions      Nápověda

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 :

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 :

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 :

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 from the bottom of this window you will (button Analysis->Card) you will get :

## 7. Sales Analysis view card :

**CUSTOMERS Customers - Sales Analysis View Card**

General Dimensions

Code . . . . . CUSTOMERS Last Date Updated . . . 14.02.08

Name . . . . . Customers Last Entry No. . . . . 400

Item Filter . . . . . [ ] [↑] Last Budget Entry No. . . . 13

Location Filter . . . . . [ ] [↑] Update on Posting. . . . [ ]

Date Compression. . . . Day [↓] Include Budgets. . . . [x]

Starting Date . . . . . [ ] Blocked . . . . . [ ]

Analysis [v] Update Nápověda

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

**Microsoft Dynamics NAV**

Do you want to update Item Analysis View CUSTOMERS?

Ano Ne

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

**CUSTOMERS Customers - Sales Analysis View Card**

General Dimensions

Code . . . . . CUSTOMERS Last Date Updated . . . 02.11.10

Name . . . . . Customers Last Entry No. . . . . 598

Item Filter . . . . . [ ] [↑] Last Budget Entry No. . . . 13

Location Filter . . . . . [ ] [↑] Update on Posting. . . . [ ]

Date Compression. . . . Day [↓] Include Budgets. . . . [x]

Starting Date . . . . . [ ] Blocked . . . . . [ ]

Analysis [v] Update Nápověda

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      Date Filter . . . . . 01.01.01..02.11.10

Analysis Line Template. . . FURNIT-ALL      Item Budget Filter . . . . .

Analysis Column Templ... SALES

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	
<b>A4</b>	<b>Furniture, Total</b>	<b>10.695,88</b>	<b>21.874,59</b>	<b>128,00</b>	<b>32.570,47</b>	<b>21.874,59</b>	<b>128,00</b>	<b>48,90</b>

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 :

Code	Name	Budgete...	Budgeted Sal...	03.11.10	04.11.10	05.11.10	06.11.10
▶ 1000	Bicycle	0	0,00				
1001	Touring Bicycle	0	0,00				
1100	Front Wheel	0	0,00				
1110	Rim	0	0,00				

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

Name	Description	Blocked	Budget ...	Budget ...	Budget ...
BUDGET 08	Customer Budget		CUSTOM...	SALESPE...	
DEFAULT	Default budget		CUSTOM...		

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)

Name	Description	Blocked	Budget Dimension 1 Code	Budget Dimension 2 Code	Budget Dimension 3 Code
BUDGET 08	Customer Budget		CUSTOM...	SALESPERSON	
▶ BUDGET 10	Budget 10_TEST		AREA	SALESPERSON	
DEFAULT	Default budget		CUSTOM...		

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 :

Code	Name	Budgete...	Budgeted Sal...	03.11.10	04.11.10	05.11.10	06.11.10
10000	The Cannon Group PLC	0	0,00				
20000	Selangorian Ltd.	0	0,00				
30000	John Haddock Insurance Co.	0	0,00				
40000	Deerfield Graphics Company	0	0,00				
50000	Guildford Water Department	0	0,00				
60000	Blanemark Hifi Shop	0	0,00				
61000	Fairway Sound	0	0,00				
▶ 62000	The Device Shop	0	30.000,00			10.000,00	20.000,00
01121212	Spotsmever's Furnishings	0	0,00				

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 3.11.2010 and 4.11.2010.) Try to sell something (Items) with lower amount than 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) .

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

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	<b>Total for all customers</b>	Formula	\$1..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
<b>A4</b>	<b>Total for all customers</b>	<b>53.617,69</b>	<b>3.244,00</b>	<b>30.000,00</b>		<b>-44,05</b>

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