

Customer Sales and GP Analysis

Available in Automated Financial Reporting (AFR) from Advanced Computing, Inc.

The Customer Sales and GP Trends report below is sorted to display customers from largest to smallest in revenue and analyze profitability of those customers. This tutorial illustrates how the report can be navigated for quarterly and monthly detail, account level and transaction detail, and filtered for one or more stores. Product and Market Segment can be integrated with the Customer information.

	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3	Locations	All									
4											
5	Actuals	Column Labels									
6		SALES				SALES Total	GROSS PROFIT				GROSS PROFIT Total
7	Row Labels	PP SALES	PARTS SALES	SERV SALES	RNTL SALES		PP SALES	PARTS SALES	SERV SALES	RNTL SALES	
8	Griffith Farm										
9	Year-Quarter-Month	5,405,234	14,867,393	10,743,349	1,154,219	32,170,194	-902,218	4,614,170	8,017,854	660,247	12,390,054
10	Calendar 2008	4,566,985	11,511,758	8,067,058	985,984	25,131,784	-432,626	3,484,945	6,043,756	627,154	9,723,231
11	Calendar 2009	838,249	3,355,635	2,676,291	168,236	7,038,411	-469,593	1,129,225	1,974,098	33,092	2,666,823
12	Ulmer Excavation & Landscapi										
13	Year-Quarter-Month	22,219,911	34,960	8,699	851	22,264,421	2,962,886	9,422	6,007	851	2,979,166
14	Calendar 2008	18,147,858	25,720	7,051		18,180,629	1,947,102	6,871	5,077		1,959,050
15	Calendar 2009	4,072,054	9,240	1,649	851	4,083,793	1,015,784	2,552	930	851	1,020,116
16	Red Gap Contractors LLC										
17	Year-Quarter-Month	10,059,753	2,129,159	833,504	30,637	13,053,052	2,395,868	592,150	619,285	11,253	3,618,557
18	Calendar 2008	10,059,139	1,762,066	820,918	30,359	12,672,481	2,395,767	482,074	612,104	10,976	3,500,921
19	Calendar 2009	614	367,093	12,586	277	380,571	101	110,076	7,181	277	117,636
20	Aikman's Backhoe & Dozer Ser										
21	Year-Quarter-Month	3,729,176	2,159,792	416,807	52,619	6,358,394	1,379,157	561,678	317,928	52,293	2,311,055
22	Calendar 2008	2,880,398	1,578,271	290,986	43,777	4,793,431	1,420,791	402,750	224,966	43,451	2,091,958
23	Calendar 2009	848,778	581,521	125,822	8,842	1,564,963	-41,634	158,928	92,962	8,842	219,098
24	Phillip A Picariello Inc										
25	Year-Quarter-Month	5,021,834	7,671	7,461	7,154	5,044,120	-969,753	2,235	5,738	6,537	-955,243
26	Calendar 2008	4,915,361	4,290	4,841	7,154	4,931,646	-959,137	1,261	3,783	6,537	-947,556
27	Calendar 2009	106,473	3,381	2,620		112,474	-10,617	974	1,955		-7,688
28	Chad A Kucera										
29	Year-Quarter-Month	3,524,865	30,410	6,640	24,329	3,586,243	238,074	9,060	4,893	22,556	274,584
30	Calendar 2008	2,720,212	24,291	4,163	16,773	2,765,440	126,454	7,093	2,972	15,034	151,554
31	Calendar 2009	804,653	6,118	2,477	7,556	820,804	111,621	1,967	1,921	7,522	123,030
32	Woodville Supply Co Inc										
33	Year-Quarter-Month	2,787,671	216,471	96,449	17,836	3,118,427	452,743	58,493	73,159	17,634	602,030
34	Calendar 2008	2,199,199	186,866	73,849	14,932	2,474,846	437,194	49,480	56,280	14,730	557,683
35	Calendar 2009	588,472	29,605	22,600	2,904	643,582	15,549	9,014	16,879	2,904	44,347
36	Garri Middendorf Farm										

Quarterly and Monthly Detail - The plus sign in front of any year can be clicked for quarterly and monthly detail for each customer. Calendar Year 2009 detail is shown below:

	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3	Locations	All									
4											
5	Actuals	Column Labels									
6		SALES				SALES Total	GROSS PROFIT				GROSS PROFIT Total
7	Row Labels	PP SALES	PARTS SALES	SERV SALES	RNTL SALES		PP SALES	PARTS SALES	SERV SALES	RNTL SALES	
8	Griffith Farm										
9	Year-Quarter-Month	5,405,234	14,867,393	10,743,349	1,154,219	32,170,194	-902,218	4,614,170	8,017,854	660,247	12,390,054
10	Calendar 2008	4,566,985	11,511,758	8,067,058	985,984	25,131,784	-432,626	3,484,945	6,043,756	627,154	9,723,231
11	Calendar 2009	838,249	3,355,635	2,676,291	168,236	7,038,411	-469,593	1,129,225	1,974,098	33,092	2,666,823
12	Quarter 1, 2009	823,196	2,888,086	2,338,894	146,135	6,196,312	-301,605	986,602	1,720,728	26,791	2,432,516
13	CP 2009/01	129,738	1,084,866	836,653	57,791	2,109,048	96,620	392,931	617,290	42,174	1,149,014
14	CP 2009/02	232,778	748,946	627,875	45,806	1,655,405	107,034	252,051	458,152	34,266	851,503
15	CP 2009/03	460,680	1,054,275	874,366	42,537	2,431,858	-505,259	341,620	645,287	-49,649	431,999
16	Quarter 2, 2009	15,053	467,549	337,397	22,100	842,099	-167,988	142,624	253,370	6,302	234,307
17	CP 2009/04	15,053	467,549	337,397	22,100	842,099	-167,988	142,624	253,370	6,302	234,307
18	Ulmer Excavation & Landscapi										
19	Year-Quarter-Month	22,219,911	34,960	8,699	851	22,264,421	2,962,886	9,422	6,007	851	2,979,166
20	Calendar 2008	18,147,858	25,720	7,051		18,180,629	1,947,102	6,871	5,077		1,959,050
21	Calendar 2009	4,072,054	9,240	1,649	851	4,083,793	1,015,784	2,552	930	851	1,020,116
22	Quarter 1, 2009	3,778,711	3,240	1,649		3,783,599	958,832	937	930		960,699
23	CP 2009/01	810,956	550			811,506	48,061	167			48,227
24	CP 2009/02	965,569	1,512	533		967,614	67,554	416	383		68,352
25	CP 2009/03	2,002,186	1,177	1,116		2,004,479	843,218	355	547		844,119
26	Quarter 2, 2009	293,342	6,000		851	300,193	56,953	1,615		851	59,418
27	CP 2009/04	293,342	6,000		851	300,193	56,953	1,615		851	59,418
28	Red Gap Contractors LLC										
29	Year-Quarter-Month	10,059,753	2,129,159	833,504	30,637	13,053,052	2,395,868	592,150	619,285	11,253	3,618,557
30	Calendar 2008	10,059,139	1,762,066	820,918	30,359	12,672,481	2,395,767	482,074	612,104	10,976	3,500,921
31	Calendar 2009	614	367,093	12,586	277	380,571	101	110,076	7,181	277	117,636
32	Quarter 1, 2009	614	292,603	6,243	277	299,738	101	89,461	2,043	277	91,882
33	CP 2009/01	614	96,945	-8,407	277	89,430	101	33,936	-8,656	277	25,658
34	CP 2009/02		67,330	8,015		75,346		22,658	5,716		28,373
35	CP 2009/03		128,328	6,635		134,963		32,867	4,983		37,850
36	Quarter 2, 2009		74,000	6,243		80,243		20,645	6,438		26,763

Account Detail is available for all accounts in the Operating Statement by clicking the plus sign(s) in front of desired account group(s). The Sales and Gross Profit accounts in Prime Product Sales for the Griffith Farm customer are shown below after swapping the years and accounts in the rows and columns. The report can be scrolled, or Excel's "Find" feature used to display account detail for other customers:

Customer Sales & GP - Trends				
Locations	All			
Actuals	Column Labels			
	Year-Quarter-Month			
Row Labels	Calendar 2008	Calendar 2009	Year-Quarter-Month Total	
Griffith Farm				
SALES	25,131,784	7,038,411	32,170,194	
PP SALES	4,566,985	838,249	5,405,234	
400100 : New PP Direct	1,957,701	724,321	2,682,022	
400200 : New PP Rent Conv	1,101,690		1,101,690	
400300 : New PP Rent w/Opt	16,380		16,380	
400400 : New PP Rent to Rent	567,133	90,489	657,622	
400600 : New PP Lease Con	2,552		2,552	
400700 : Used PP Direct	604,044	4,111	608,156	
401000 : Used PP Rent to Rent	170,804	21,785	192,590	
401200 : Used PP Lease Conv	112,805		112,805	
401450 : PP Service Fees	-1,064	1,890	826	
401500 : Prime Product Other	3,634	110	3,744	
401600 : Misc (Migratory Fee)	8,913	63	8,975	
401710 : PP Rental Dam Rec	11,926	2,090	14,016	
401720 : PP Rental Fuel Rec	4,338	-3,623	715	
401730 : PP Re-rent	1,644		1,644	
401740 : Prime Prod Freight		-3,623	-3,623	
401790 : PP Rental Prot/Ins	4,485	635	5,120	
PARTS SALES	11,511,758	3,355,635	14,867,393	
SERV SALES	8,067,058	2,676,291	10,743,349	
RNTL SALES	985,984	168,236	1,154,219	
GROSS PROFIT	9,723,231	2,666,823	12,390,054	
PP SALES	-432,626	-469,593	-902,218	
GP00100 : New PP Direct	821,334	16,590	837,924	
GP00200 : New PP Rent Conv	102,784	-11,327	91,457	
GP00300 : New PP Rent w/Opt	3,276		3,276	

Transaction Detail for any Customer and Sales Account can be displayed. **Griffith Farm's** Prime Product transactions in **2009** will be used in this example. To view transaction detail:

- *Right-click* the desired cell for sales detail, such as **New Prime Product Direct** in cell C5167 above. A menu appears.
- **Select Additional Actions > Document Drillthrough** from the menu. AFR provides the transaction detail as specified by the dealer in a new worksheet as shown below:

Data returned for 'Document Drillthrough' ([Measures].[Actuals],[Customer Dimension].[Customer Name].&[Griffith Farm],[Account Dimension].[Accounts].&[332],[T						
Doc Type	Doc Num	Doc Date	Input Date	User Code	Customer Vendor #	Amount
GLCV	483999	Jan 28 2009 12:00AM	Jan 31 2009 12:47AM	H51CODA	000	-5544.00
GLCV	483999	Jan 28 2009 12:00AM	Jan 31 2009 12:47AM	H51CODA	000	-133772.71
GLCV	483999	Jan 28 2009 12:00AM	Jan 31 2009 12:47AM	H51CODA	000	133772.71
GLEE	3	Mar 19 2009 12:00AM	Mar 19 2009 10:36AM	FRETECA	000	-0.62
GLEE	3	Mar 19 2009 12:00AM	Mar 19 2009 10:36AM	FRETECA	000	0.62
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	-135907.07
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	45302.36
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	45302.36
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	45302.36
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-70847.60
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	23615.87
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	23615.87
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	23615.87
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-6851.25
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-6053.44
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.82
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.81
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.81
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.81
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-55601.91
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	18533.97

- Click on the **down arrow in cell G3**. A menu appears.
- Click **Sort by Largest to Smallest** in the menu as shown below:

The transaction detail appears sorted by **Amount** as shown below:

To learn more, please contact Carl Salerno at 847-650-2275 or salernoc@advci.com.

5 Revere Drive – Suite 200 Northbrook, IL 60062