ASCEND 2021

PRODUCED BY OATUG ORACLE APPLICATIONS & TECHNOLOGY USERS GROUP OHUG ORACLE HCM USERS GROUP

"Improve Your Reporting for Executive Eyes"

OAC Methods for Effective Presentations

Session ID:

Prepared by:

Jeff Silverman

Sr Manager

Grant Thornton, LLP

Remember to complete your evaluation for this session within the app!

ascendusersconference.com // #Ascend2021

Introduction

- Jeff Silverman is Sr. Manager with Grant Thornton, LLP as a leader in its Business Analytics practice. He is certified in over 20 different technologies and specializes in assessment and planning of analytic solutions. Jeff has acted in CIO/Sr IT roles for multiple clients in transition.

- Currently a Military Intelligence Lieutenant Colonel in the US Army Reserves, he previously led US Strategic Command's Big Data Initiative and has commanded a Military Intelligence Battalion of 500 intelligence operatives.

- Jeff was recently published on CFO Magazine, Insight Magazine, and multiple technology and leadership blogs

Grant Thornton

CFO

About Grant Thornton

Office locations

59 offices spread across 30 states and Washington D.C.

People

More than **8,500** professionals in the U.S.

Reach

Serve 36% of companies on the 2018 Fortune 500 list and 25% of companies on the Russell 2000 list

Partners

594 partners serving more than 8,000 clients in the nation

Our services

• Assurance • Tax • Advisory

Revenue

GT U.S. net revenue equals **$1.9 billion**

What we do

A full suite of services provided by professionals with the right experience

Financial statement audits
SEC registrants (public companies)
Private companies
Employee business plans
Not-for-profit organizations
Government

Public finance services
Cash flow and yield verification
Arbitrage rebate compliance

Accounting consulting services
U.S. GAAP
Implementation of new standards
IFRS reporting and conversions
Fresh start
Other comprehensive bases of accounting

Examination and reviews
Conflict minerals reporting
Sustainability reporting
Vendor compliance
Service organization controls
HIPAA/HITECH security and privacy controls
Cybersecurity controls
Other subject matters

Partnerships
Federal, multistate and foreign tax returns
Loan staff and outsourcing services

Tax accounting and risk advisory
Accounting for income taxes
Tax function optimization
Global compliance and reporting

Federal tax
Corporate tax
M&A
Accounting methods
Cost segregation
Interest and penalty services
Research tax credits
Section 199 – DPAD
Fixed asset services

Business consulting and technology
Financial management
Strategy and performance improvement
Technology strategy and management
Business Applications

Business risk services
Risk advisory services
Forensic advisory services
Data analytics

Transaction advisory
Diligence
Corporate finance
Operations
Tax

State and Local Tax
Controversy
Credits and incentives
Real and personal property tax
Reorganizations, M&A
Sales, use and other transactional tax
Unclaimed property (escheat)

International tax
BEPS analysis and perspective
Global growth strategy
Transfer pricing
Cross-border structuring
Legal entity optimization
Global tax compliance

Private wealth services
Corporate executives
Business owners
Family office services

Human capital services
Actuarial
Benefits
Compensation
Employment tax
Global mobility services
Human resource services

Grant Thornton

PRODUCED BY OATUG ORACLE APPLICATIONS & TECHNOLOGY USERS GROUP OHUG ORACLE HCM USERS GROUP

Introduction

Agenda

- Start small
- Proper choice of visualization
- Uniform scaling
- Color coding dimensionality
- In sequence reporting
- Proximity of associated data
- Restraint

Objectives

- Understand core analytic principles
- Determine the best visualization for each scenario

Key Takeaways

- Tool-agnostic analytic principles
- Separate the signal from the noise with correct visualizations

Strategy #1 – Start small

Grant Thornton

Start small

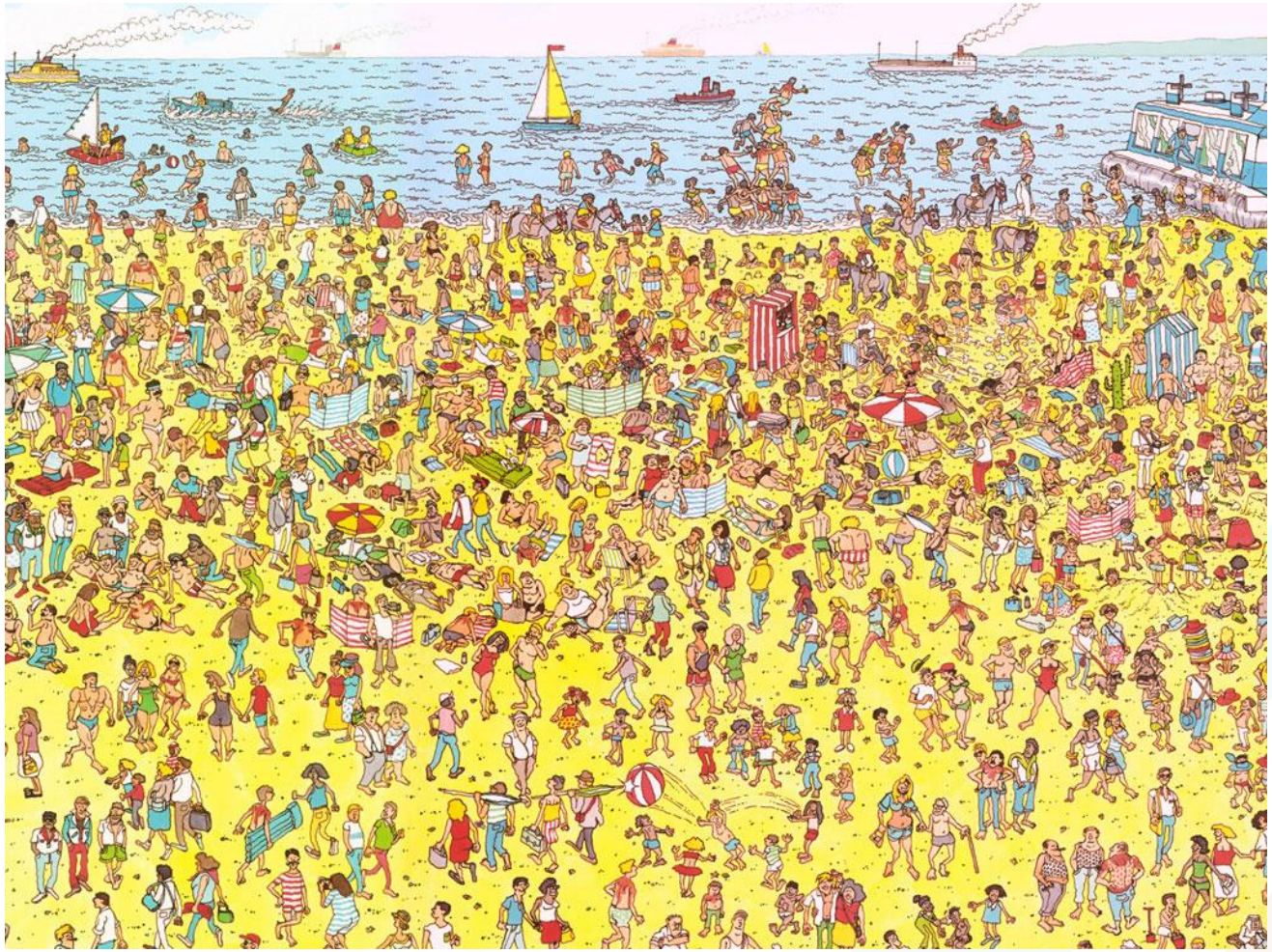
Grant Thornton

Start small

Grant Thornton

Start small

Find Waldo?



Grant Thornton

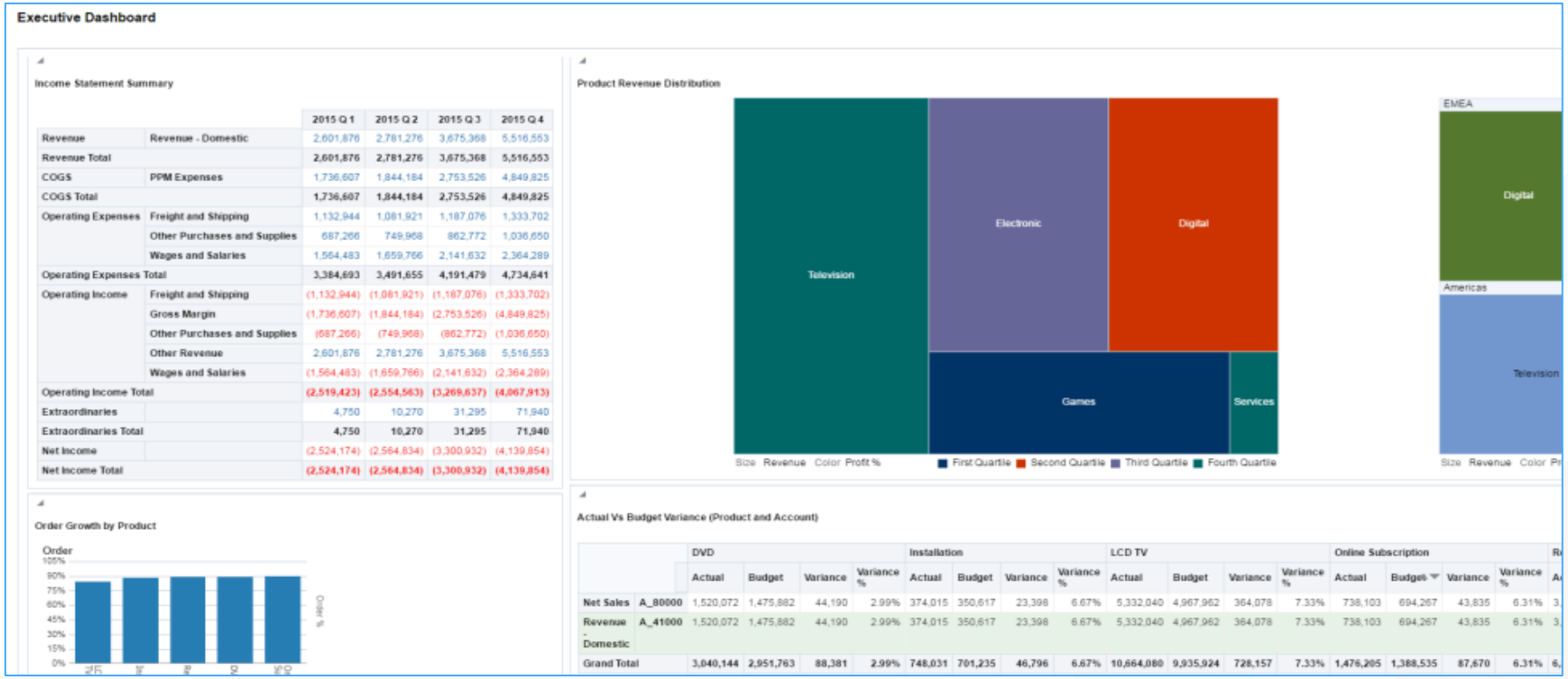
Start small

Find Waldo!

Grant Thornton

Start small

What's wrong with this picture?



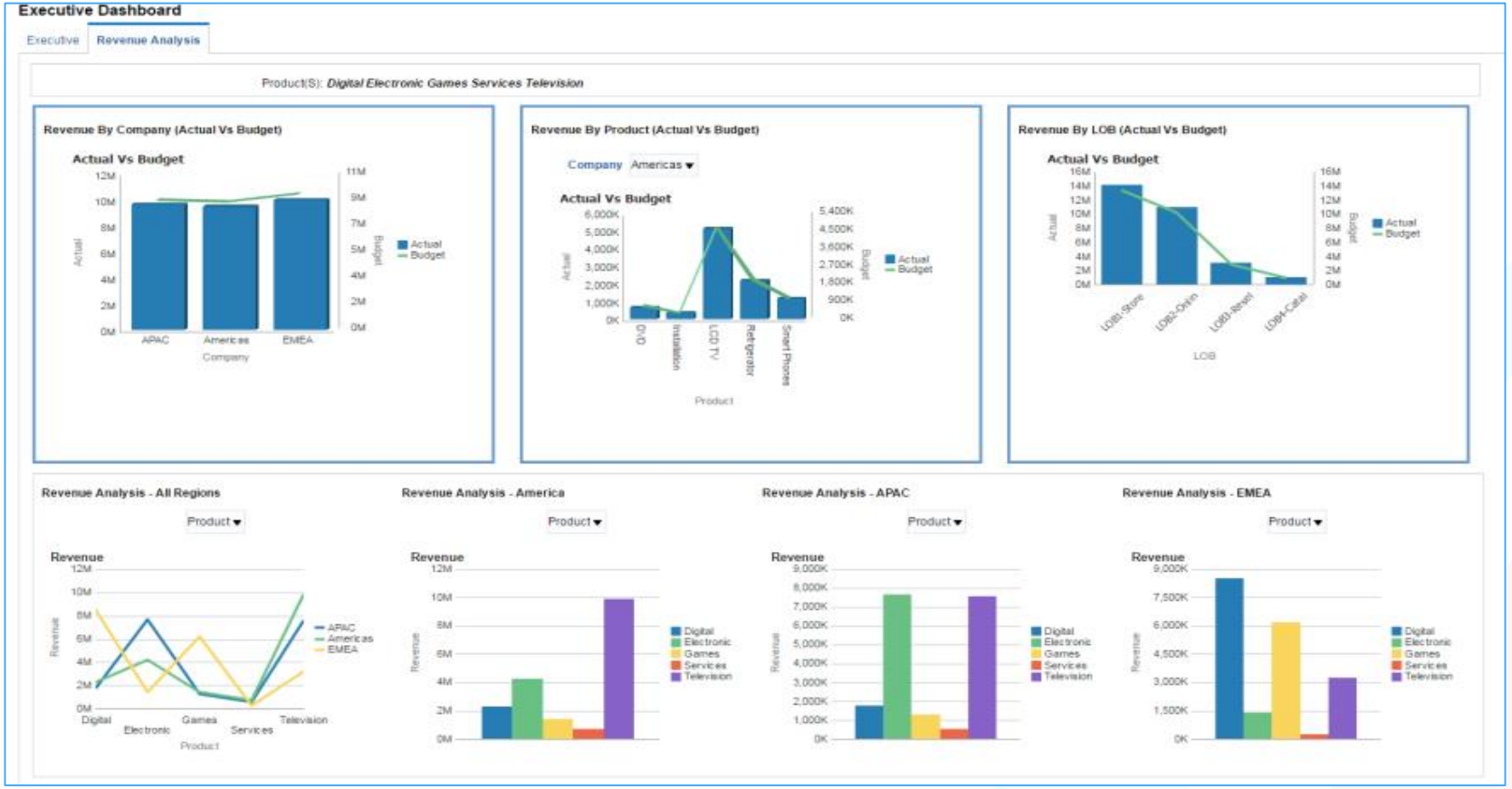
		2015 Q1	2015 Q2	2015 Q3	2015 Q4
Revenue	Revenue - Domestic	2,601,876	2,781,276	3,675,368	5,516,553
Revenue Total		2,601,876	2,781,276	3,675,368	5,516,553
COGS	PPM Expenses	1,736,607	1,844,184	2,753,526	4,849,825
COGS Total		1,736,607	1,844,184	2,753,526	4,849,825
Operating Expenses	Freight and Shipping	1,132,944	1,081,921	1,187,076	1,333,702
	Other Purchases and Supplies	687,266	749,968	862,772	1,036,650
	Wages and Salaries	1,564,483	1,659,766	2,141,632	2,364,289
Operating Expenses Total		3,384,693	3,491,655	4,191,479	4,734,641
Operating Income	Freight and Shipping	(1,132,944)	(1,081,921)	(1,187,076)	(1,333,702)
	Gross Margin	(1,736,607)	(1,844,184)	(2,753,526)	(4,849,825)
	Other Purchases and Supplies	(687,266)	(749,968)	(862,772)	(1,036,650)
	Other Revenue	2,601,876	2,781,276	3,675,368	5,516,553
	Wages and Salaries	(1,564,483)	(1,659,766)	(2,141,632)	(2,364,289)
Operating Income Total		(2,519,423)	(2,554,563)	(3,269,637)	(4,067,913)
Extraordinaries		4,750	10,270	31,295	71,940
Extraordinaries Total		4,750	10,270	31,295	71,940
Net Income		(2,524,174)	(2,564,834)	(3,300,932)	(4,139,854)
Net Income Total		(2,524,174)	(2,564,834)	(3,300,932)	(4,139,854)

		DVD				Installation				LCD TV				Online Subscription			
		Actual	Budget	Variance	Variance %	Actual	Budget	Variance	Variance %	Actual	Budget	Variance	Variance %	Actual	Budget	Variance	Variance %
Net Sales	A_80000	1,520,072	1,475,882	44,190	2.99%	374,015	350,617	23,398	6.67%	5,332,040	4,967,962	364,078	7.33%	738,103	694,267	43,835	6.31%
Revenue - Domestic	A_41000	1,520,072	1,475,882	44,190	2.99%	374,015	350,617	23,398	6.67%	5,332,040	4,967,962	364,078	7.33%	738,103	694,267	43,835	6.31%
Grand Total		3,040,144	2,951,763	88,381	2.99%	748,031	701,235	46,796	6.67%	10,664,080	9,935,924	728,157	7.33%	1,476,205	1,388,535	87,670	6.31%

Grant Thornton

Start small

What's right about this picture?



Grant Thornton

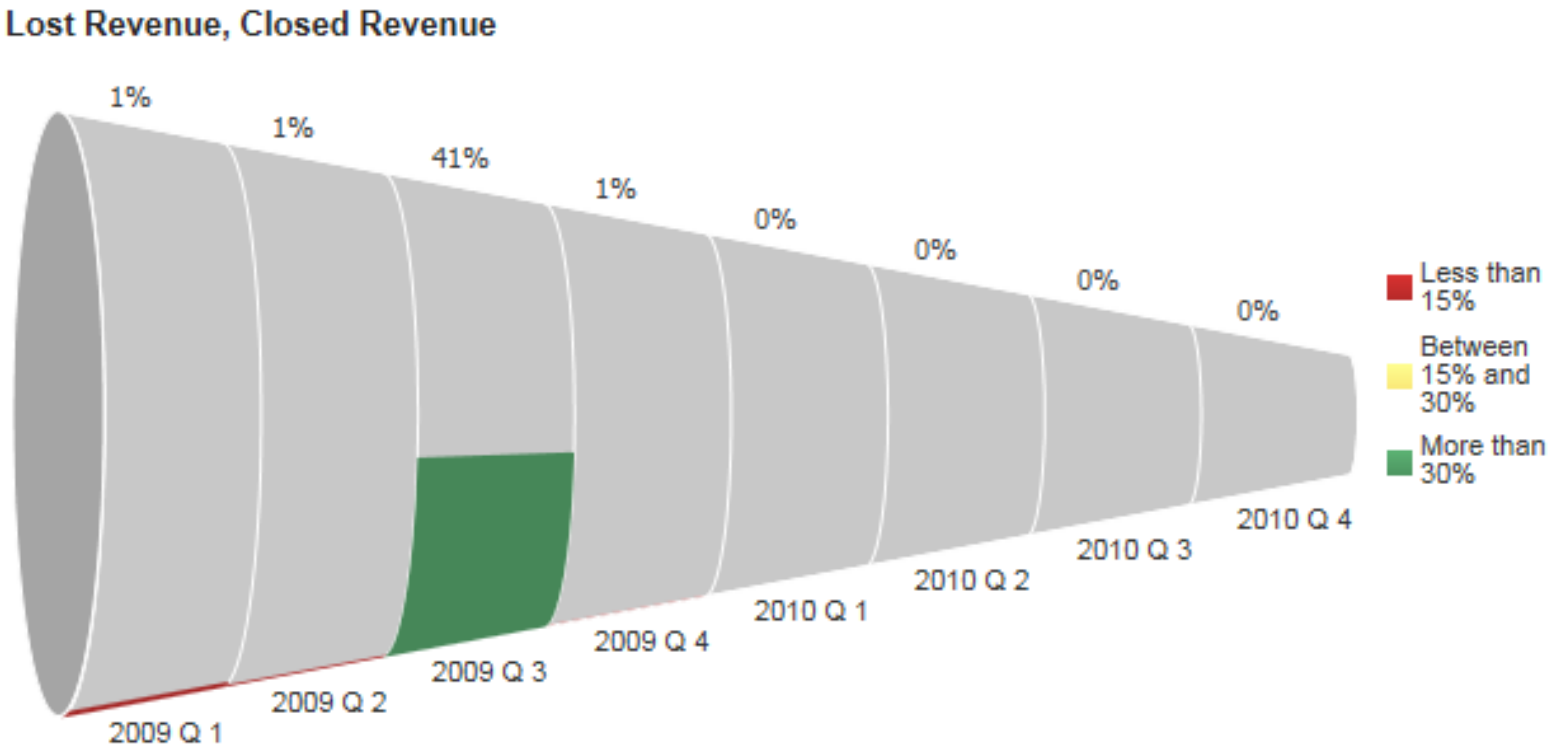
PRODUCED BY OATUG ORACLE APPLICATIONS & TECHNOLOGY USERS GROUP OHUG ORACLE HCM USERS GROUP

Strategy #2 – Proper choice of visualization

Grant Thornton

Proper choice of visualization

What's wrong with this picture?

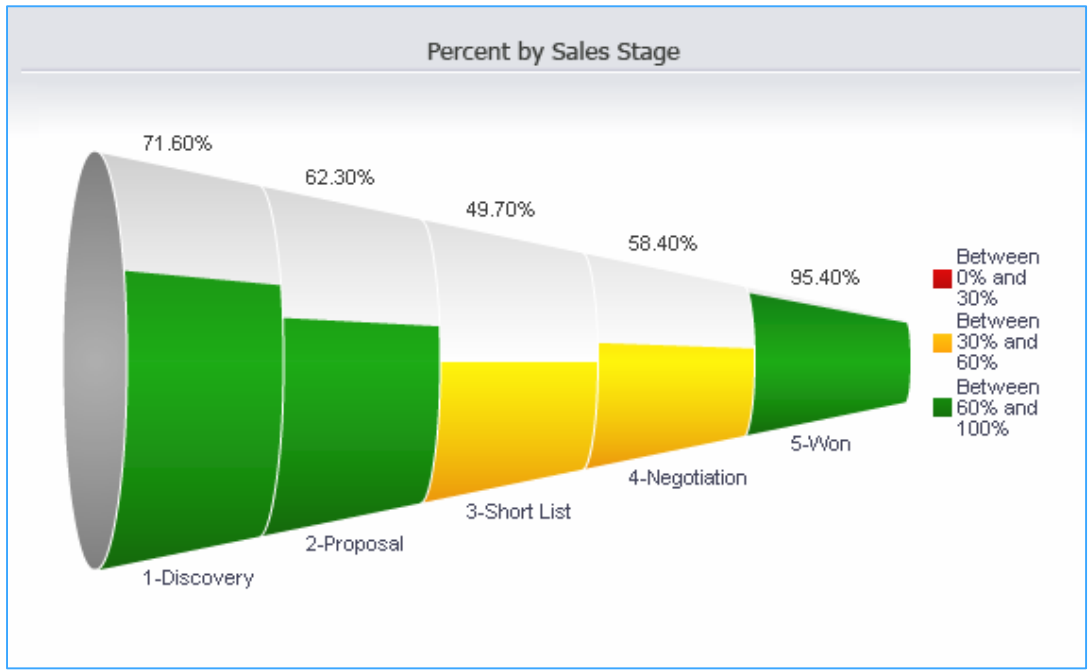


Grant Tho...

PRODUCED BY OATUG ORACLE APPLICATIONS & TECHNOLOGY USERS GROUP OHUG ORACLE HCM USERS GROUP

Proper choice of visualization

Sales funnel



Description

A sales funnel is the visual representation of the buying process that companies lead customers through when purchasing products, with each section showing the continuous degradation of values through the funnel. A sales funnel is divided into several steps, which differ depending on the particular sales model.

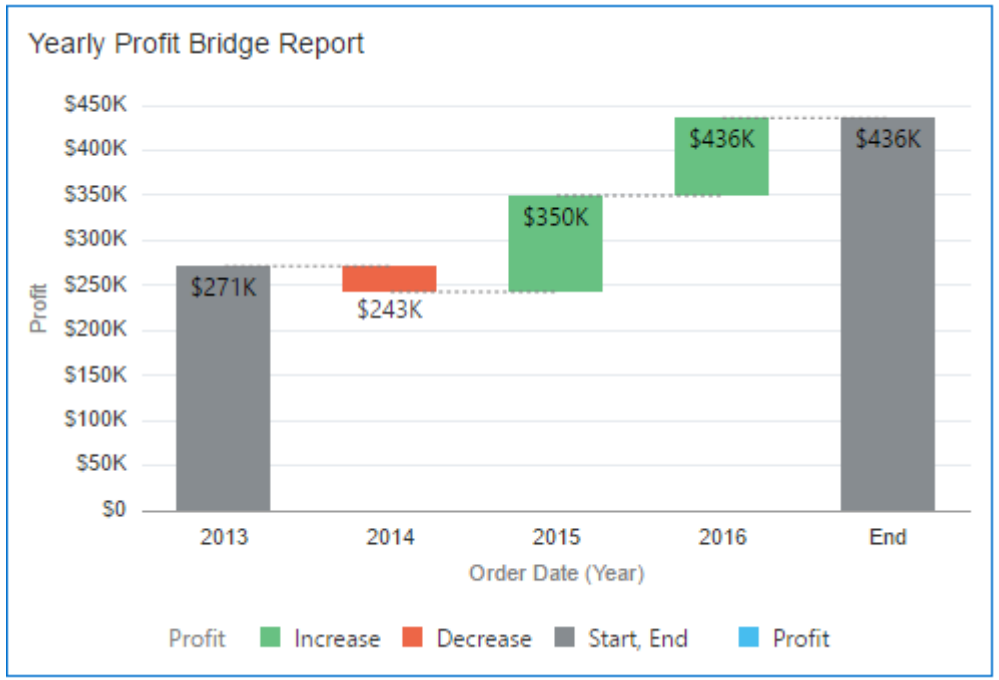
Use

Enables users to view a summary of the open opportunities in the pipeline. Each section of the funnel graphic can represent a separate sales opportunity stage or multiple stages. A funnel section can be explored to view all current open opportunities that can be forecasted in that stage or group of stages in the sales cycle.

Grant Thornton

Proper choice of visualization

Waterfall



Description

Waterfall graphics show how an initial value is increased and decreased by a series of intermediate values. They are favorites of financial and accounting departments to show contributions and profitability.

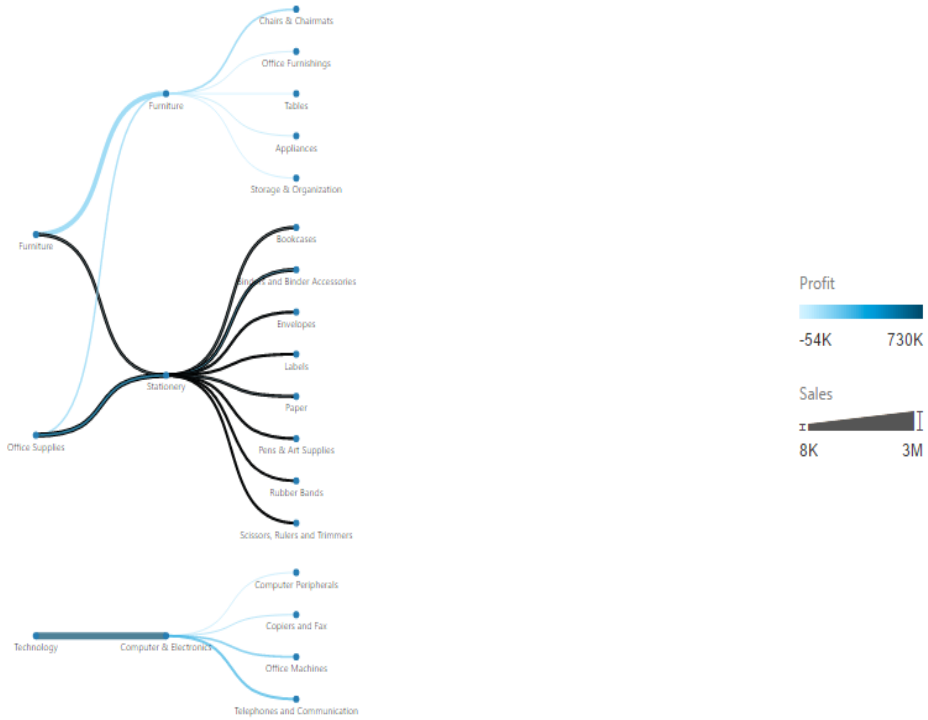
Use

Provides a quick view of how certain facts (i.e. Profit) or dimensions (i.e. Order Date(Year)) contribute to an initial value. For example, showing incremental contributions of profit by department.

Grant Thornton

Proper choice of visualization

Hierarchy Trees (Sansa)



Description

A strategy tree shows an objective and its supporting objectives and KPIs hierarchically. Identifies which objectives are built upon each other.

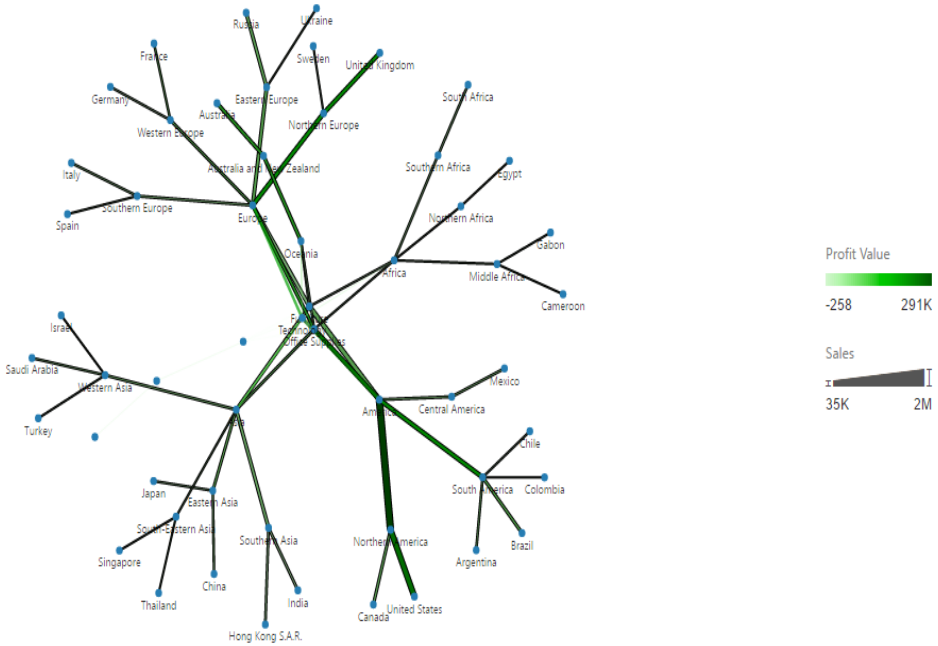
Use

Provide Business analysts with a simple way to visualize strategies for entire scorecards, as well as individual objectives.

Grant Thornton

Proper choice of visualization

Strategy maps



Profit Value

-258 291K

Sales

35K 2M

Description

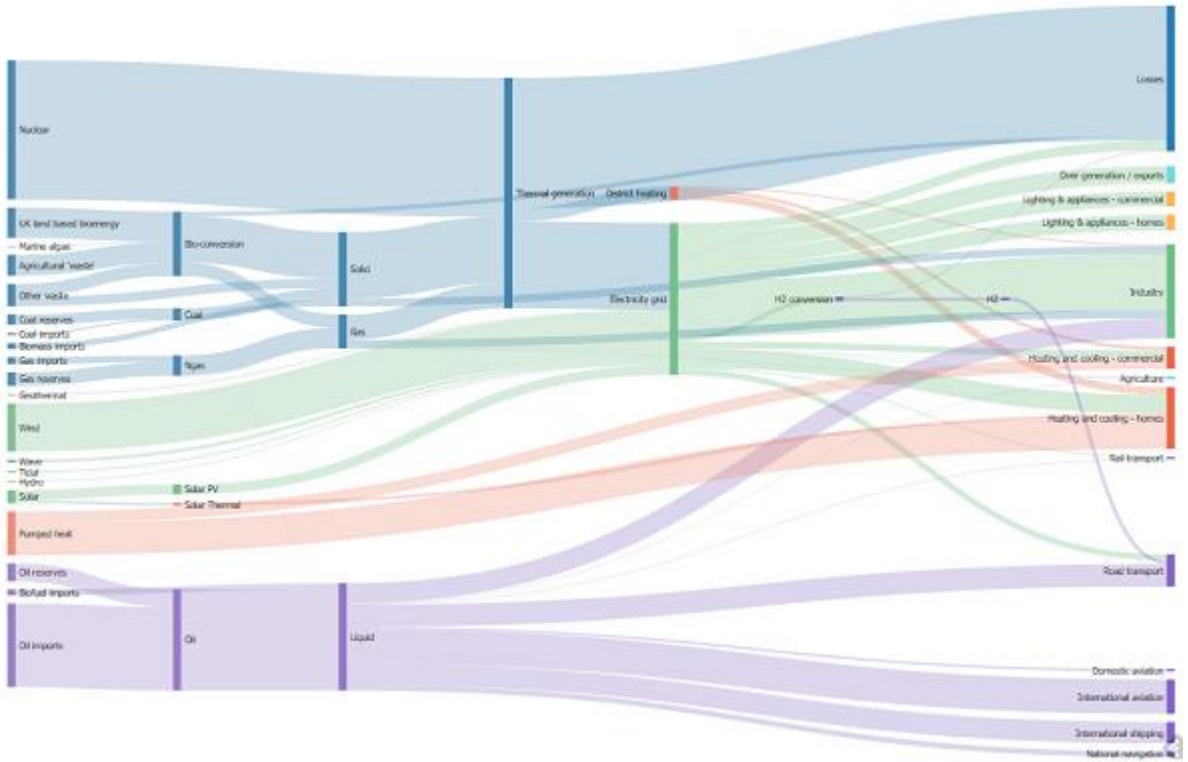
A strategy map shows how the objectives that have been defined for a scorecard and the KPIs that measure their progress are aligned by perspectives. It also indicates cause and effect relationships between objectives and other objectives or KPIs with connecting lines.

Use

Allows analysts to ensure associated objectives and KPIs relate to each other and identify cause and effect relationships. Provides a holistic view strategies, particularly when used in conjunction with strategy trees.

Grant Thornton

Sankey Diagrams



Description

A Sankey diagram shows how relationships of one set of dimensions to another.

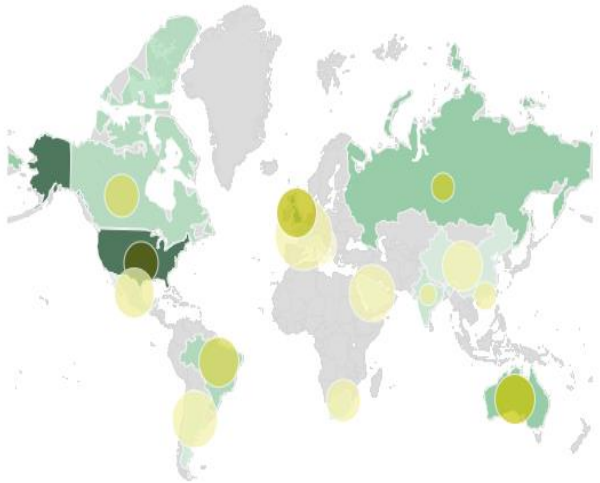
Use

Allows analysts to examine the relationship of given dimensions to each other. For example how products distribute to customers.

Grant Thornton

Proper choice of visualization

Geospatial/geoprompting



Description

Geospatial reporting provides comparisons with a map backdrop or comparison of distances between. Geoprompting provides heat map alerts for users and prompts them to select areas and drill to greater detail.

Use

Provides a perfect visualization of regional sales, revenue, profit, etc. Particularly helpful for trend investigation.

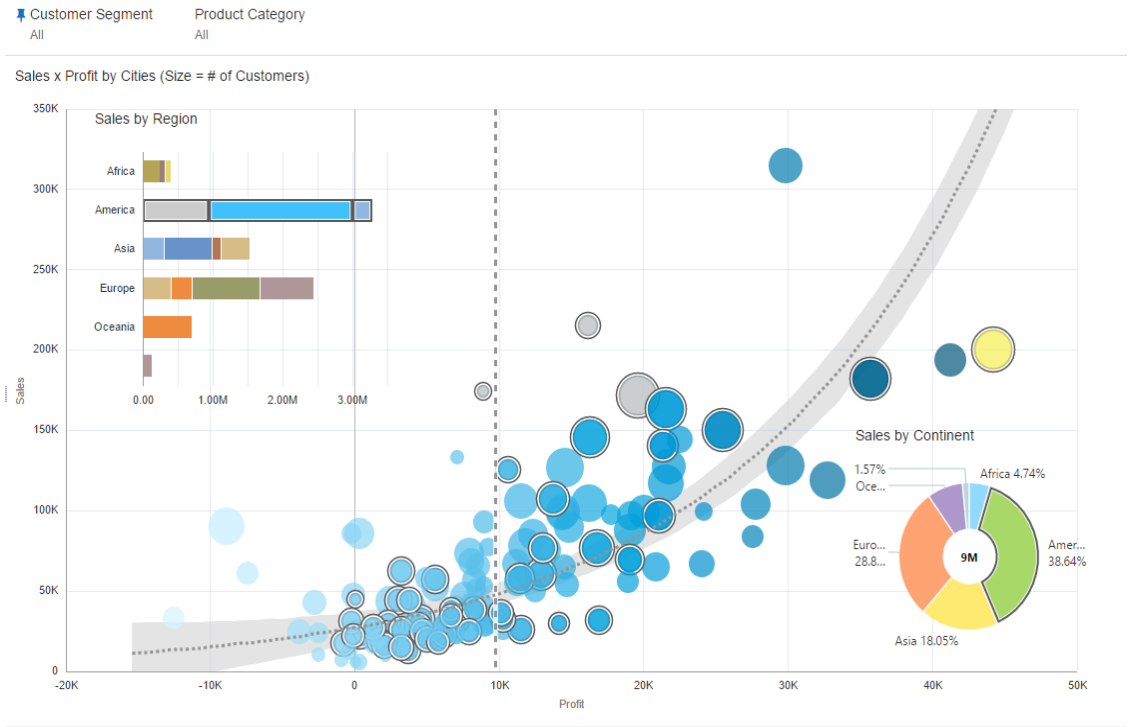
Grant Thornton

Quick Vignette

Grant Thornton

Proper choice of visualization

80-20 relationships



Description

This report measures how the upper group of a specific population set contributes in descending order of value. Filters enable users to set a percentage limit of value for the top group, and the report renders the corresponding percentage of the population that makes up that value.

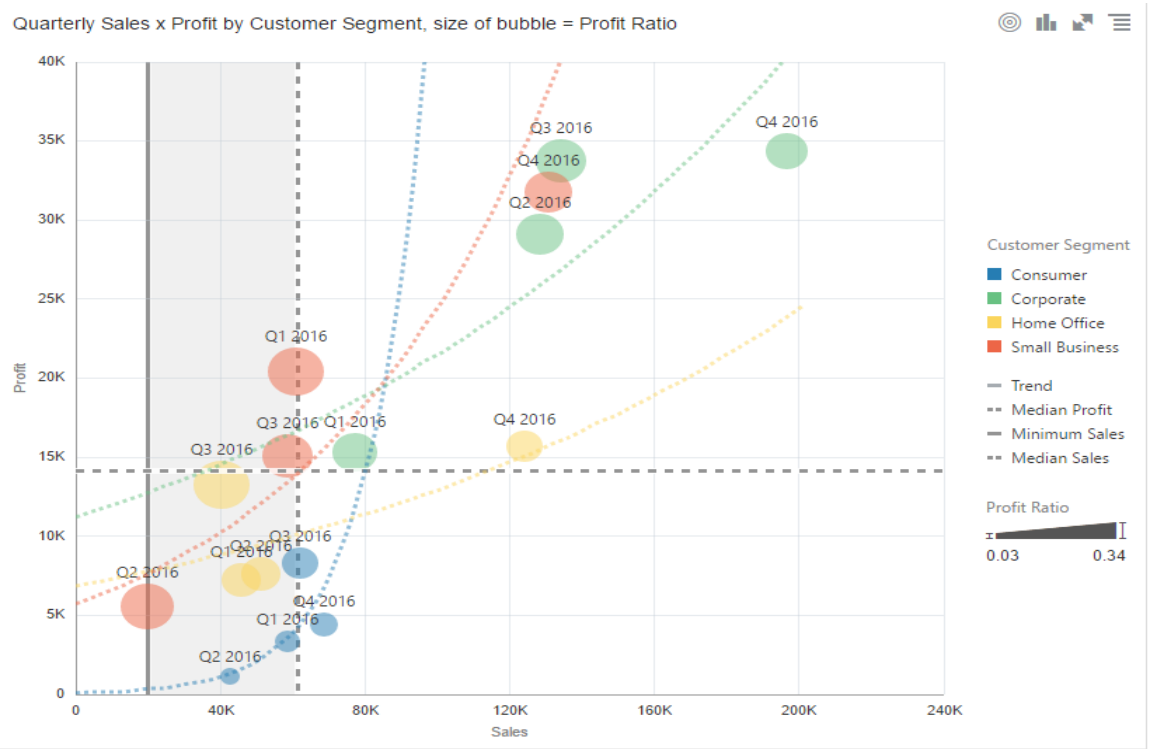
Use

Provides analysts the ability to the identify the most impactful contributors to a metric out of a population, allowing the business to focus on more important relationships.

Grant Thornton

Proper choice of visualization

Bubble chart



Description

Bubble charts are used in scatter plot scenarios where more than two variables can be used. Data points are depicted by the location and size of round data markers (bubbles). Bubble charts are useful to segment populations of data, apply quadrant labels and prompt users for further investigation.

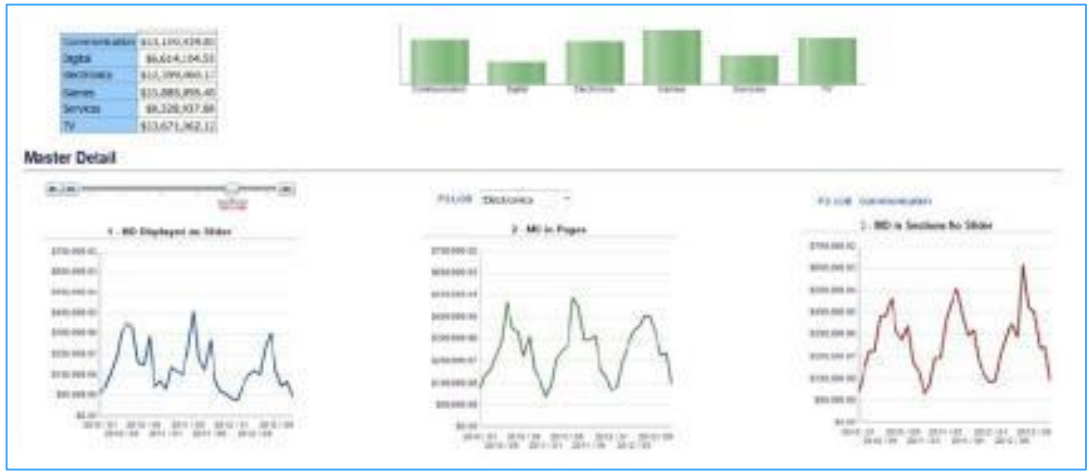
Use

Bubble graphs are used to show correlations among three types of values, especially when a number of data items exist and a view of their general relationship is desired.

Grant Thornton

Proper choice of visualization

Master/detail views



Description

The master/detail linking allows users the ability to establish a relationship between two or more views; one view is called the master and will drive changes in one or more views called detail views.

Use

Provides users with the ability to view master/detail relationships and how filters may effect them.

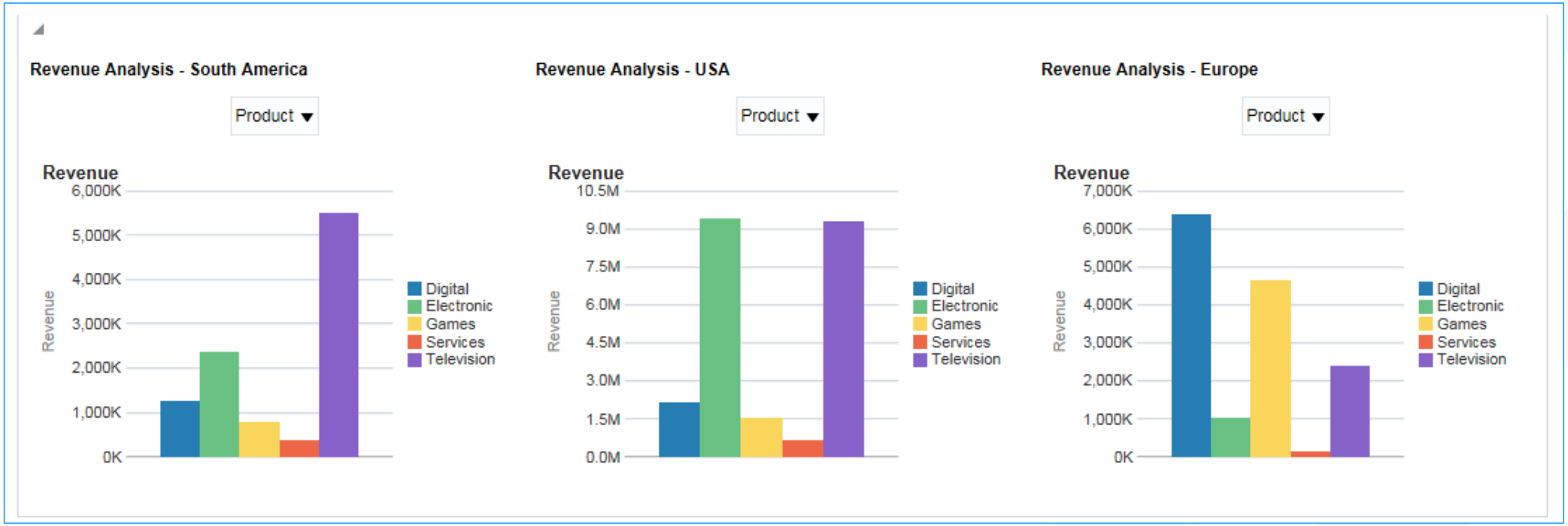
Grant Thornton

Strategy #3 – Uniform Scaling

Grant Thornton

Uniform scaling

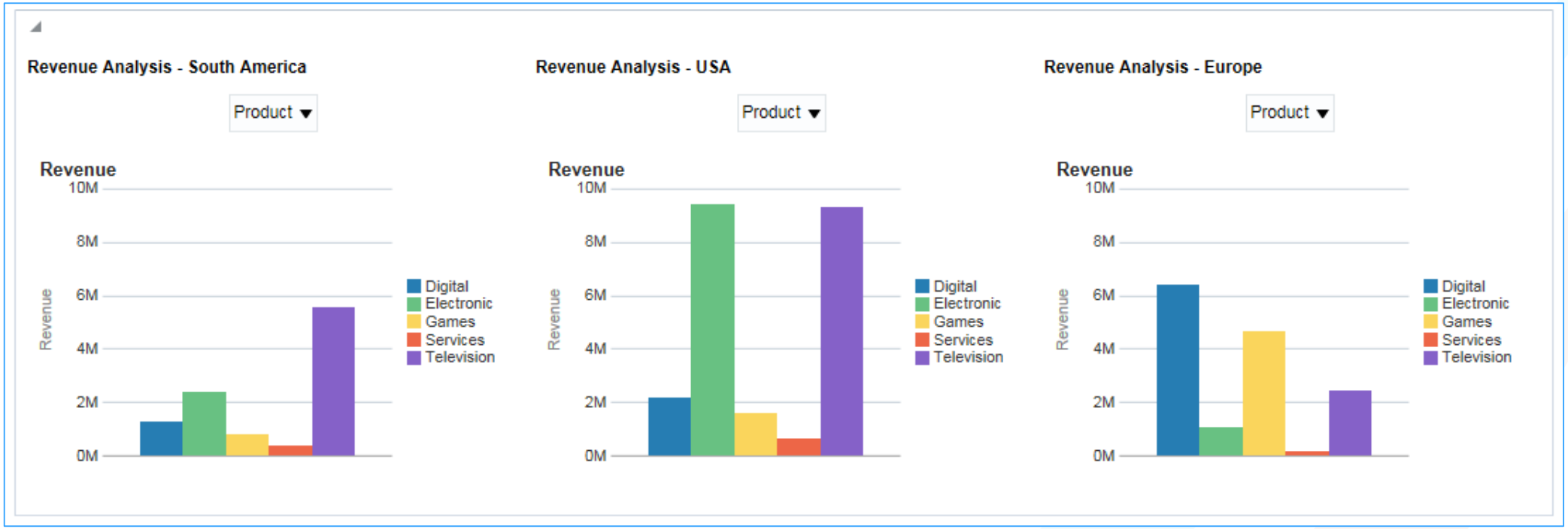
What's wrong with this picture?



Grant Thornton

Uniform scaling

What's right about this picture?



Grant Thornton

Strategy #4 – Color coding dimensionality

Grant Thornton

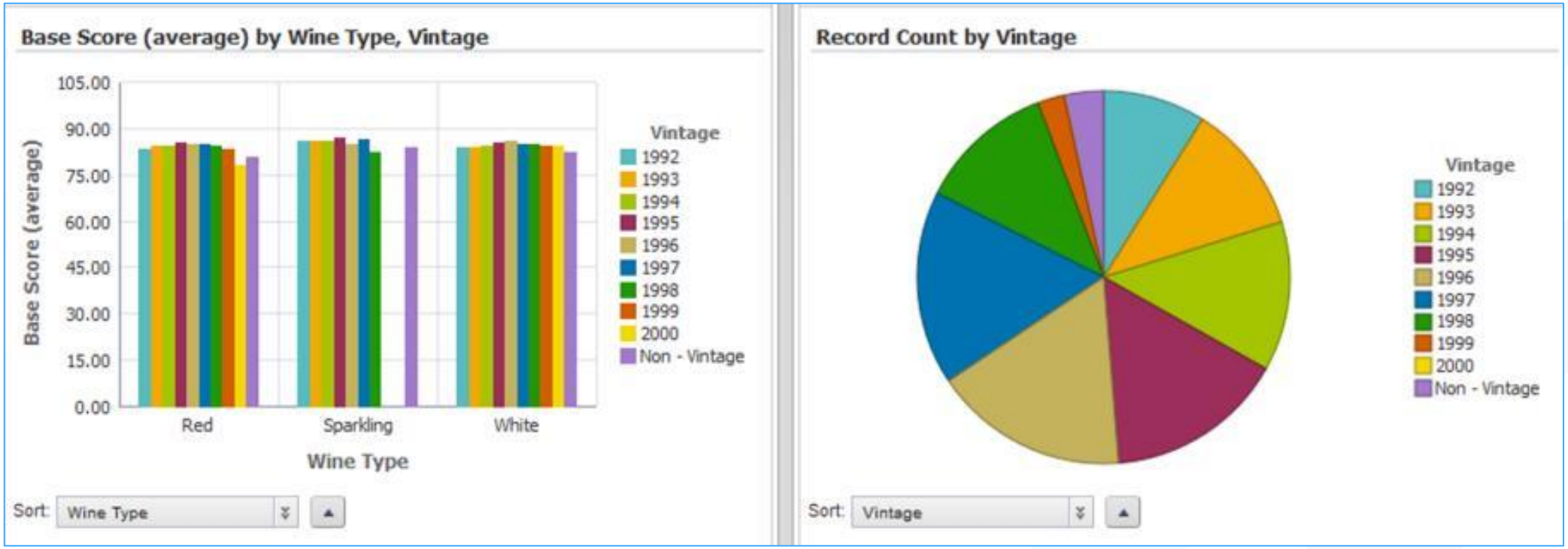
Color coding dimensionality

Revenue and Profit Margin Trend

Pivot Table

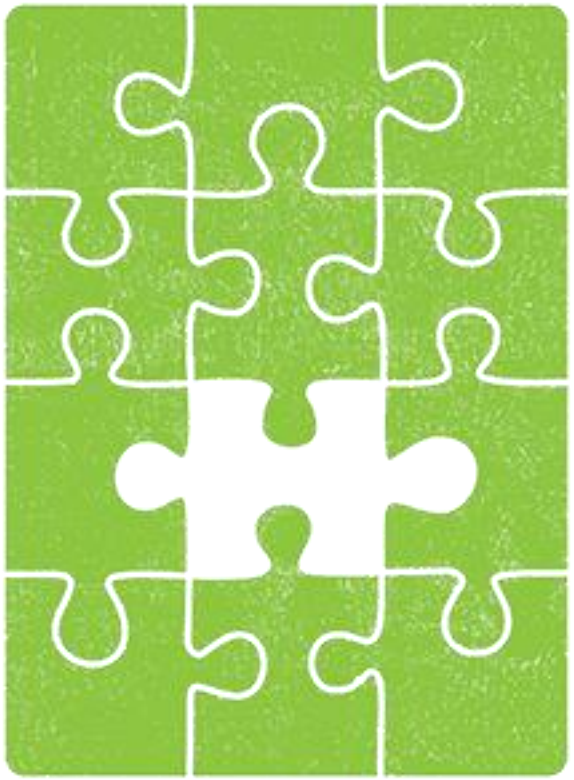
	Period	Revenue	Profit Margin %	Budget
APAC	Jan	1196758.15	1.14	1166337.51
	Feb	1044110.43	0.14	1029529.45
	Mar	1154423.85	2.96	1131340.29
	Apr	1180475.73	2.66	1130690.30
	May	1180475.73	2.66	1130689.15
	Jun	1180475.73	2.66	1130690.30
	Jul	1560398.95	5.24	1456880.95
	Aug	1560398.95	5.24	1456900.95
	Sep	1560398.95	5.24	1456933.25
	Oct	2374520.14	12.26	2171539.00
	Nov	2374520.14	12.26	2171562.00
	Dec	2374520.14	12.26	2171612.00
Americas	Jan	1183835.68	1.63	1153408.94
	Feb	1032663.68	0.61	1014311.49

Color coding dimensionality



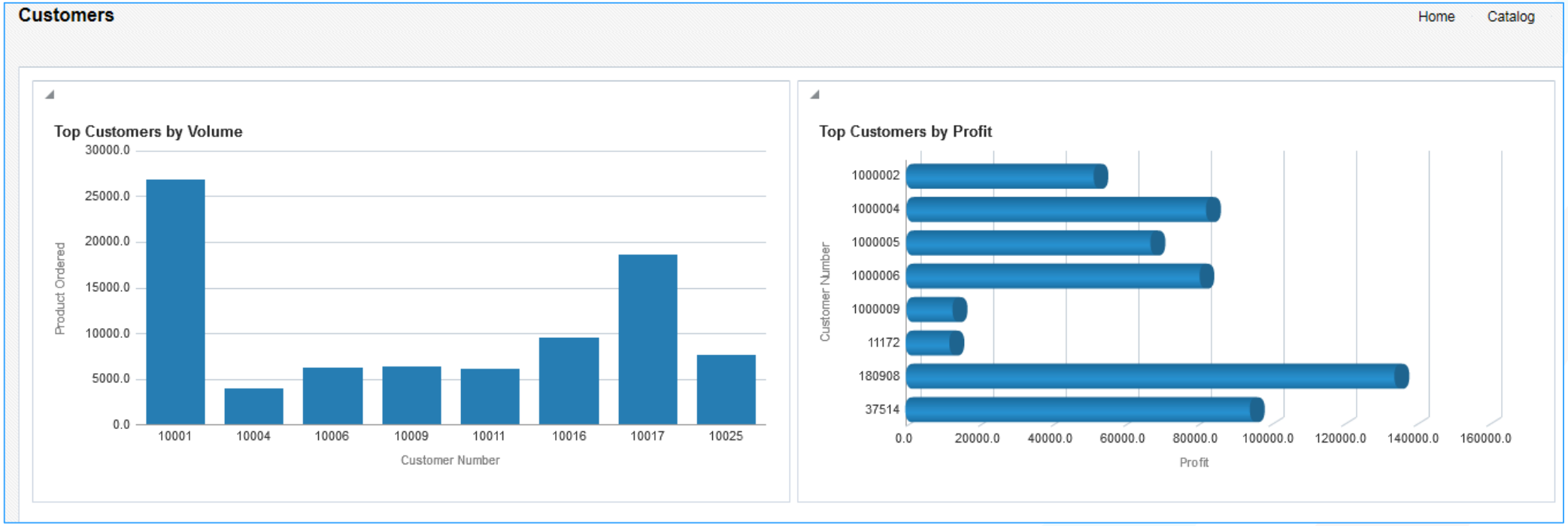
Grant Thornton

Strategy #5 – In sequence reporting



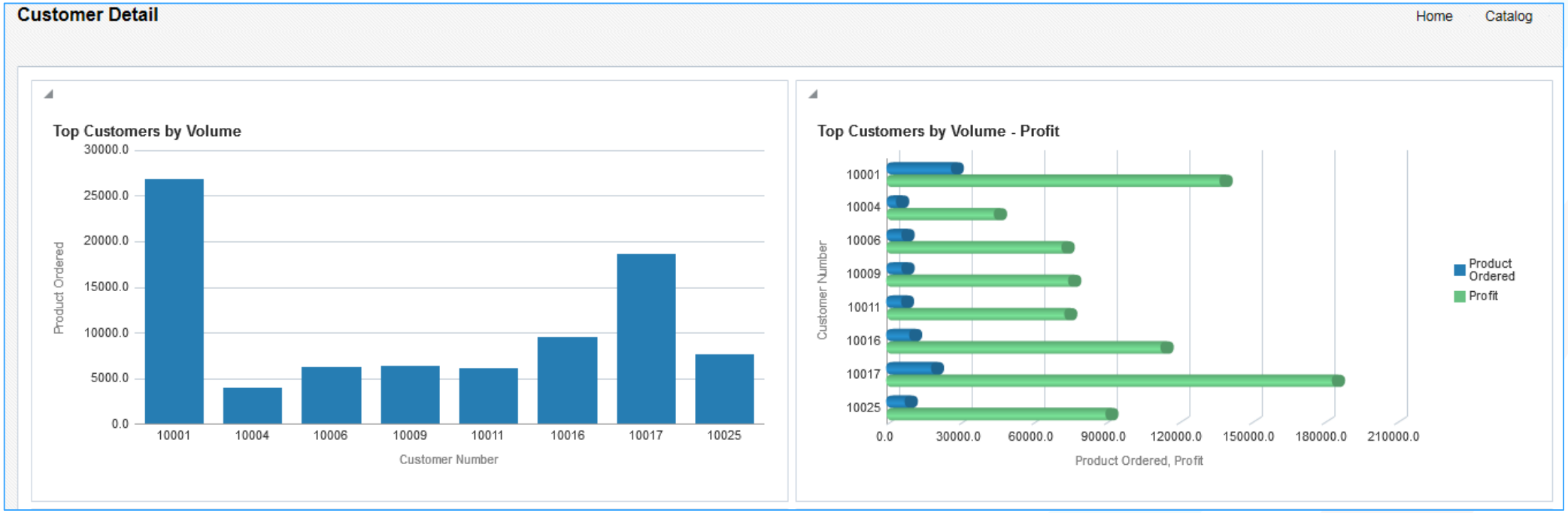
Grant Thornton

In sequence reporting



Grant Thornton

In sequence reporting

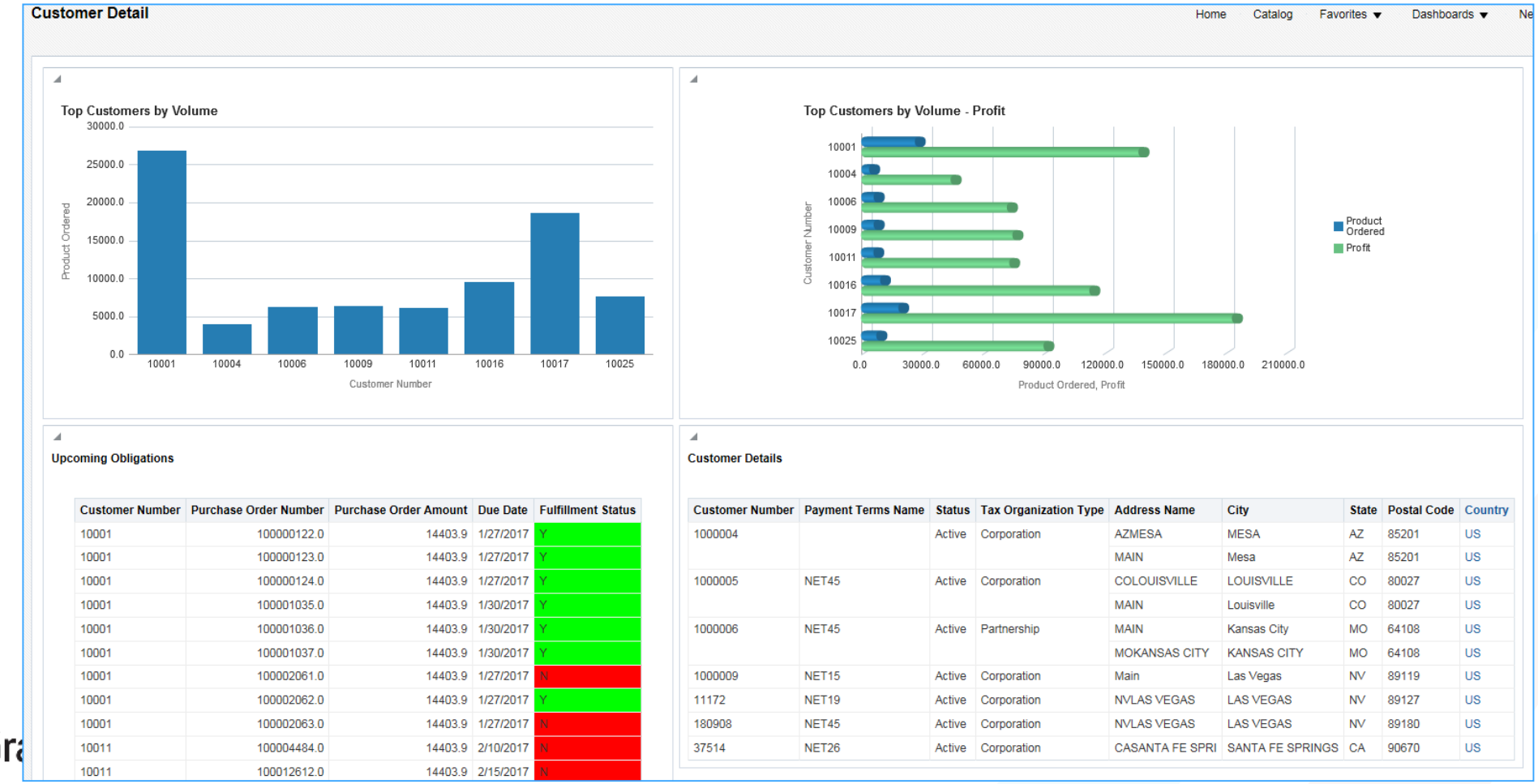


Grant Thornton

Strategy #6 – Proximity of associated data

Grant Thornton

Proximity of associated data



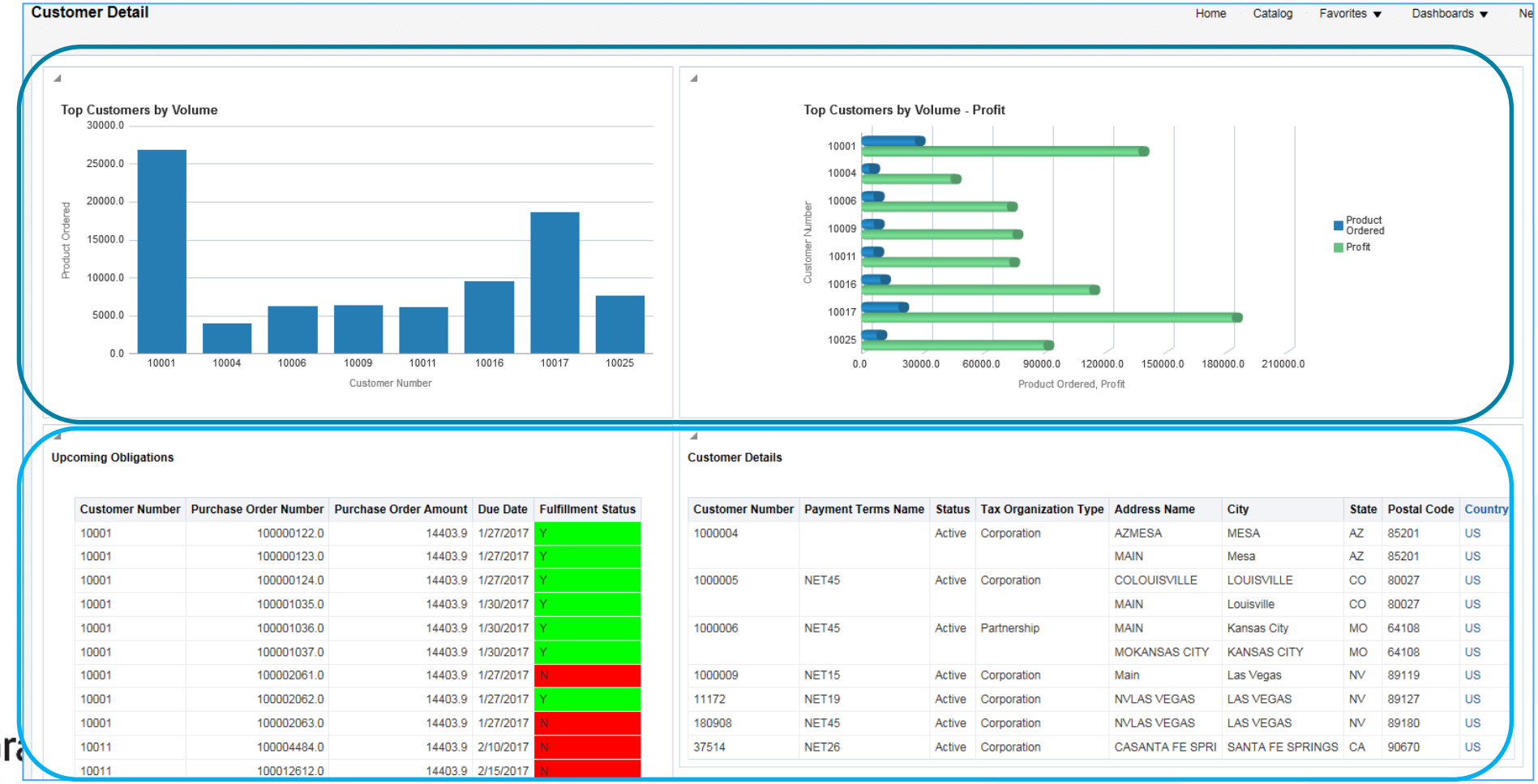
Upcoming Obligations

Customer Number	Purchase Order Number	Purchase Order Amount	Due Date	Fulfillment Status
10001	100000122.0	14403.9	1/27/2017	Y
10001	100000123.0	14403.9	1/27/2017	Y
10001	100000124.0	14403.9	1/27/2017	Y
10001	100001035.0	14403.9	1/30/2017	Y
10001	100001036.0	14403.9	1/30/2017	Y
10001	100001037.0	14403.9	1/30/2017	Y
10001	100002061.0	14403.9	1/27/2017	N
10001	100002062.0	14403.9	1/27/2017	Y
10001	100002063.0	14403.9	1/27/2017	N
10011	100004484.0	14403.9	2/10/2017	N
10011	100012612.0	14403.9	2/15/2017	N

Customer Details

Customer Number	Payment Terms Name	Status	Tax Organization Type	Address Name	City	State	Postal Code	Country
1000004		Active	Corporation	AZMESA	MESA	AZ	85201	US
				MAIN	Mesa	AZ	85201	US
1000005	NET45	Active	Corporation	COLOUISVILLE	LOUISVILLE	CO	80027	US
				MAIN	Louisville	CO	80027	US
1000006	NET45	Active	Partnership	MAIN	Kansas City	MO	64108	US
				MOKANSAS CITY	KANSAS CITY	MO	64108	US
1000009	NET15	Active	Corporation	Main	Las Vegas	NV	89119	US
11172	NET19	Active	Corporation	NVLAS VEGAS	LAS VEGAS	NV	89127	US
180908	NET45	Active	Corporation	NVLAS VEGAS	LAS VEGAS	NV	89180	US
37514	NET26	Active	Corporation	CASANTA FE SPRI	SANTA FE SPRINGS	CA	90670	US

Proximity of associated data



Customer Number	Purchase Order Number	Purchase Order Amount	Due Date	Fulfillment Status
10001	100000122.0	14403.9	1/27/2017	Y
10001	100000123.0	14403.9	1/27/2017	Y
10001	100000124.0	14403.9	1/27/2017	Y
10001	100001035.0	14403.9	1/30/2017	Y
10001	100001036.0	14403.9	1/30/2017	Y
10001	100001037.0	14403.9	1/30/2017	Y
10001	100002061.0	14403.9	1/27/2017	N
10001	100002062.0	14403.9	1/27/2017	Y
10001	100002063.0	14403.9	1/27/2017	N
10011	100004484.0	14403.9	2/10/2017	N
10011	100012612.0	14403.9	2/15/2017	N

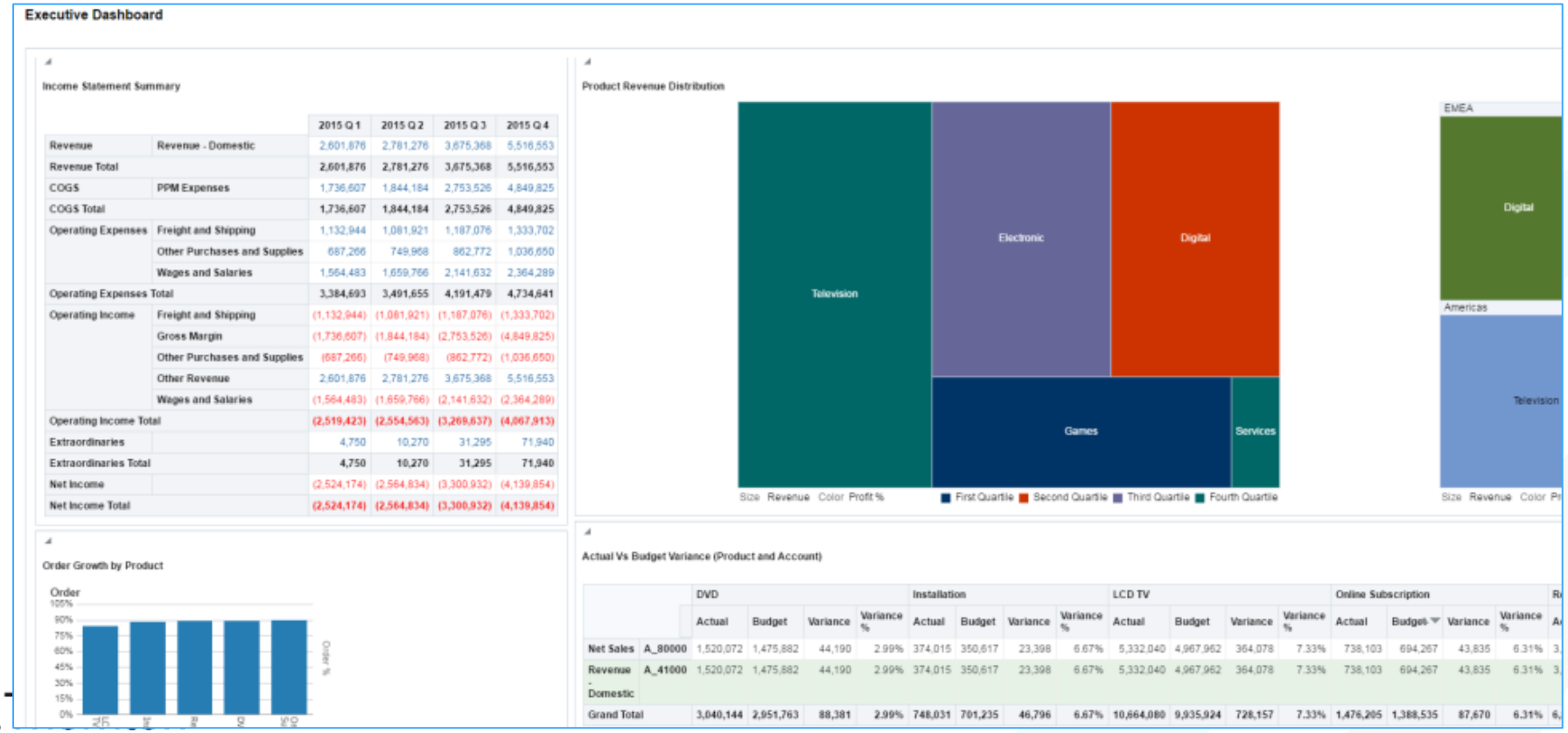
Customer Number	Payment Terms Name	Status	Tax Organization Type	Address Name	City	State	Postal Code	Country
1000004		Active	Corporation	AZMESA	MESA	AZ	85201	US
				MAIN	Mesa	AZ	85201	US
1000005	NET45	Active	Corporation	COLOUISVILLE	LOUISVILLE	CO	80027	US
				MAIN	Louisville	CO	80027	US
1000006	NET45	Active	Partnership	MAIN	Kansas City	MO	64108	US
				MOKANSAS CITY	KANSAS CITY	MO	64108	US
1000009	NET15	Active	Corporation	Main	Las Vegas	NV	89119	US
11172	NET19	Active	Corporation	NVLAS VEGAS	LAS VEGAS	NV	89127	US
180908	NET45	Active	Corporation	NVLAS VEGAS	LAS VEGAS	NV	89180	US
37514	NET26	Active	Corporation	CASANTA FE SPRI	SANTA FE SPRINGS	CA	90670	US

Strategy #7 – Restraint

Grant Thornton

Restraint

Remember what is wrong with this picture?

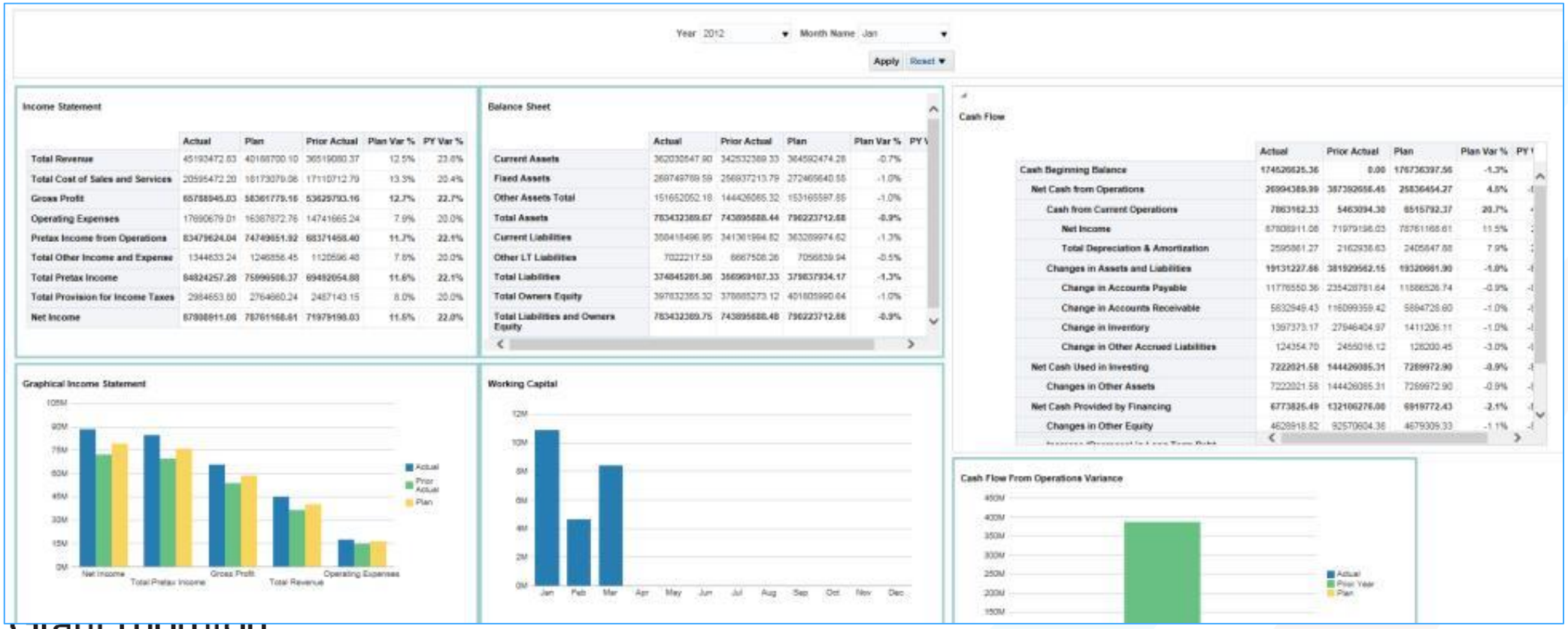


		2015 Q1	2015 Q2	2015 Q3	2015 Q4
Revenue	Revenue - Domestic	2,601,876	2,781,276	3,675,368	5,516,553
Revenue Total		2,601,876	2,781,276	3,675,368	5,516,553
COGS	PPM Expenses	1,736,607	1,844,184	2,753,526	4,849,825
COGS Total		1,736,607	1,844,184	2,753,526	4,849,825
Operating Expenses	Freight and Shipping	1,132,944	1,081,921	1,187,076	1,333,702
	Other Purchases and Supplies	687,266	749,968	862,772	1,036,650
	Wages and Salaries	1,564,483	1,659,766	2,141,632	2,364,289
Operating Expenses Total		3,384,693	3,491,655	4,191,479	4,734,641
Operating Income	Freight and Shipping	(1,132,944)	(1,081,921)	(1,187,076)	(1,333,702)
	Gross Margin	(1,736,607)	(1,844,184)	(2,753,526)	(4,849,825)
	Other Purchases and Supplies	(687,266)	(749,968)	(862,772)	(1,036,650)
	Other Revenue	2,601,876	2,781,276	3,675,368	5,516,553
	Wages and Salaries	(1,564,483)	(1,659,766)	(2,141,632)	(2,364,289)
Operating Income Total		(2,519,423)	(2,554,563)	(3,269,637)	(4,067,913)
Extraordinaries		4,750	10,270	31,295	71,940
Extraordinaries Total		4,750	10,270	31,295	71,940
Net Income		(2,524,174)	(2,564,834)	(3,300,932)	(4,139,854)
Net Income Total		(2,524,174)	(2,564,834)	(3,300,932)	(4,139,854)

		DVD				Installation				LCD TV				Online Subscription			
		Actual	Budget	Variance	Variance %	Actual	Budget	Variance	Variance %	Actual	Budget	Variance	Variance %	Actual	Budget	Variance	Variance %
Net Sales	A_80000	1,520,072	1,475,882	44,190	2.99%	374,015	350,617	23,398	6.67%	5,332,040	4,967,962	364,078	7.33%	738,103	694,267	43,835	6.31%
Revenue - Domestic	A_41000	1,520,072	1,475,882	44,190	2.99%	374,015	350,617	23,398	6.67%	5,332,040	4,967,962	364,078	7.33%	738,103	694,267	43,835	6.31%
Grand Total		3,040,144	2,951,763	88,381	2.99%	748,031	701,235	46,796	6.67%	10,664,080	9,935,924	728,157	7.33%	1,476,205	1,388,535	87,670	6.31%

Restraint

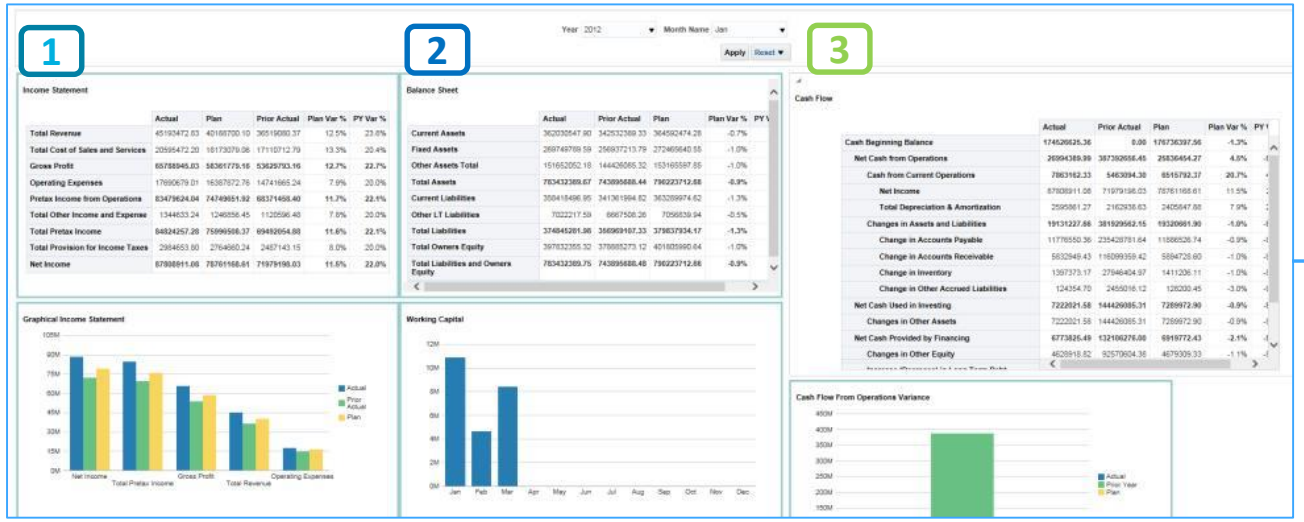
Although better than the first example, this dashboard has too many different elements:



Grant Thornton

Restraint

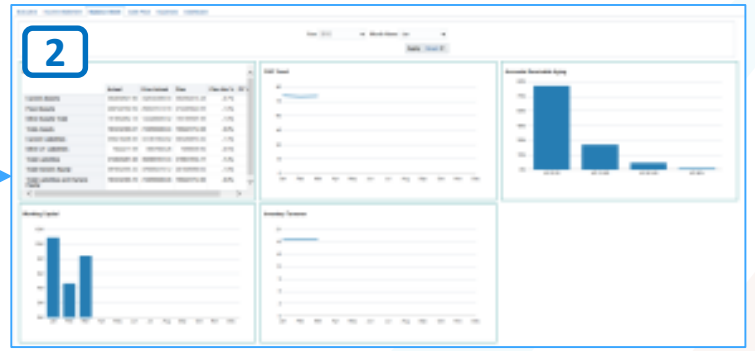
Dashboard combining three elements: 1) Income statement. 2) Balance sheet. 3) Cash flow.



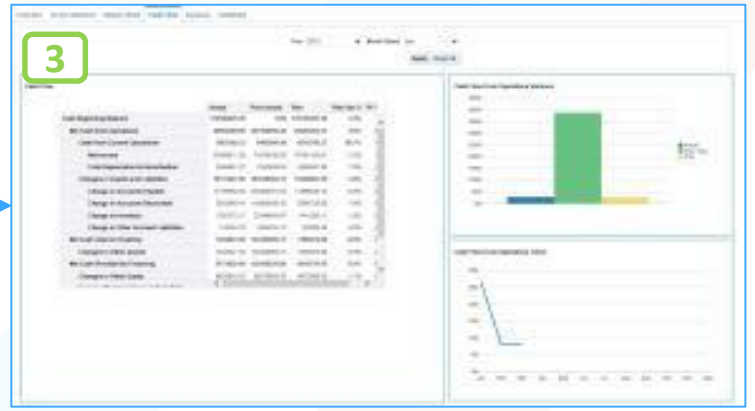
- Reporting becomes much more consumable when split into effective elements/categories.
- Remember to not only start small, but end small as well.

1) Income statement dashboard

2) Balance sheet dashboard



3) Cash flow dashboard



END 2021

Grant Thornton

PRODUCED BY OATUG ORACLE APPLICATIONS & TECHNOLOGY USERS GROUP OHUG ORACLE HCM USERS GROUP

ASCEND 2021

Questions & Answers

PRODUCED BY OATUG ORACLE APPLICATIONS & TECHNOLOGY USERS GROUP OHUG ORACLE HCM USERS GROUP

ASCEND
2021

Jeffrey.Silverman@us.gt.com

Session ID:

Remember to complete your evaluation for this session within the app!