CODY JONES

Power BI &
Key Performance Indicators

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Source: MoviePalette.com

Visual Quiz
WHAT DOES THIS REPRESENT?

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Net Income

Visual Quiz
WHAT DOES THIS REPRESENT?

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Agenda

HERE'S THE PLAN

- Power BI
  - What is it and how you can use it
- Sneak Peek
  - Connect ActivityHD with Power BI
- KPIs
  - Concepts and what insights to look for
- Demos
  - Power BI reports and how to create them
- Scorecards
  - Use Power BI to track and manage all your KPIs

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What is Power BI?

BUSINESS **I**NTELLIGENCE

- Power BI is Microsoft's business intelligence platform where you can:
  - Easily connect to and model data
  - Create immersive and interactive reports
  - Collaborate and share key insights

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What is Power BI?

BUSINESS **I**NTELLIGENCE

Power BI Desktop

Power BI service
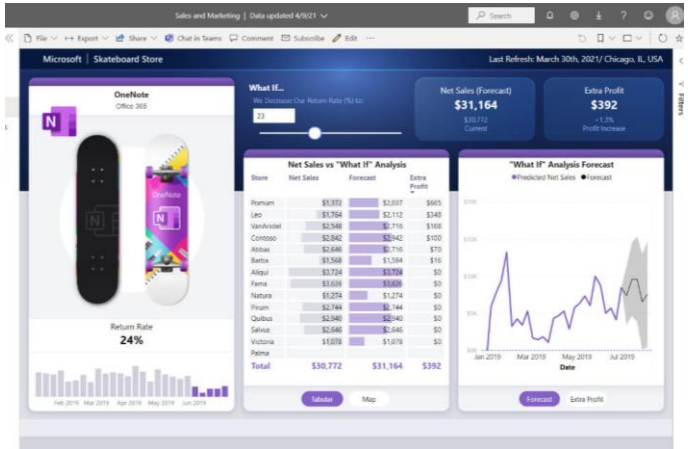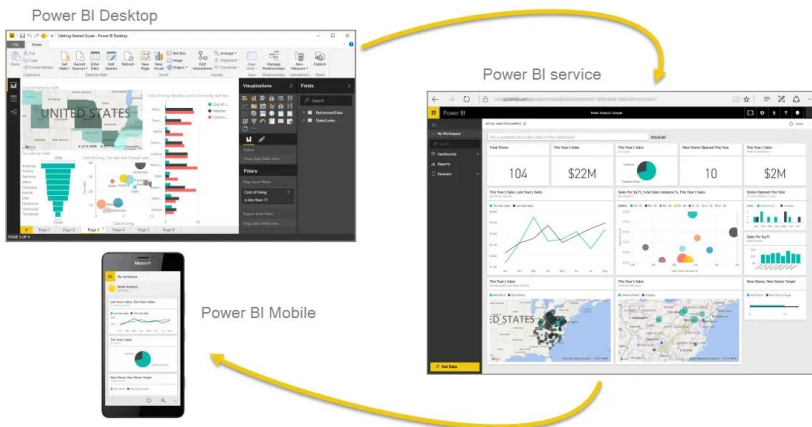
Power BI Mobile

Power BI has different flavors:
- Desktop
- Online
- Mobile

Power BI is FREE***

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Application Program Interface (API)

- API helps other applications 'talk' to each other to share data
- ActivWebAPI
- What's the future of ActivWebAPI?

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Sneak Peek

API AND POWER BI CONNECTORS

Power BI Connector

- Uses API to connect to your data
- Refresh your data
- Share dashboards with Power BI Online

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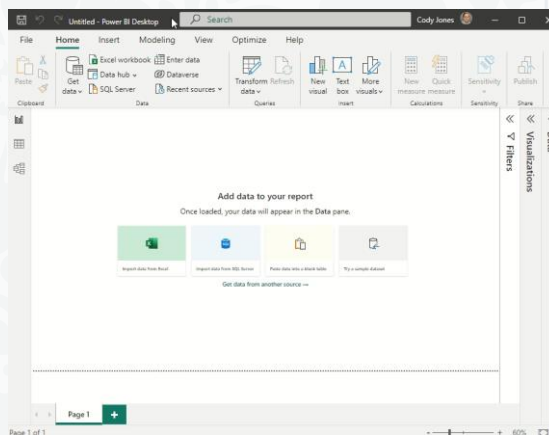
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Copy Data from ActivityHD to Excel connect Power BI to Excel

In the meantime…

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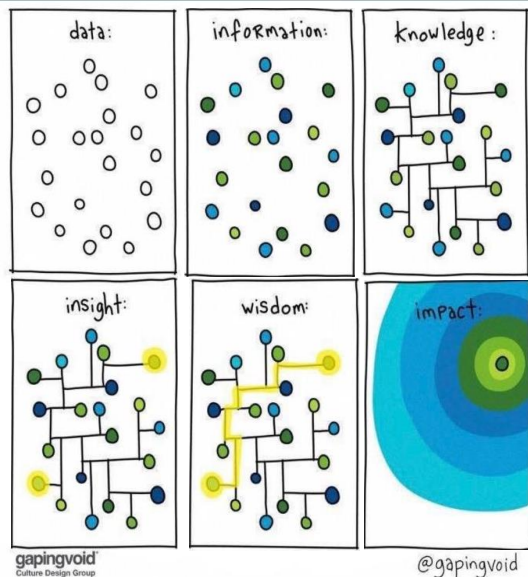
What are KPIs?

KEY PERFORMANCE INDICATORS

- KPIs provide a way to measure how well a company (project or individual) is performing in relation to their strategic goals and objectives

- KPIs help navigate whether a company is on track towards its goals

- KPIs are decision-making tools

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4 Important KPI Types
MAKE SUCCESSFUL BUSINESS DECISIONS

- Customer Satisfaction
- Employee Satisfaction
- Internal Process Quality
- Financial Performance Indicators

Source: Benard Marr & Co.

Financial KPIs
THERE'S A LOT!

| Gross Profit	LOB Revenue	Net Profit	EBITDA	NPAT	Acid Test	Gross Margin	Revenue Growth
Debt Ratio	Operating Cash Flow	Working Capital	AR Turnover	ROI	ROA	EPS	Net Profit Margin
Liquidity	Leverage	Current AR	Current AP	DSO	DIO	CRJ	Interest Coverage
Debt to Equity	SGA Ratio	DPO	Audit Cycle Time	Revenue Concentration	Expense Concentration	Budget Variance	Resource Utilization
Bad Debt	Expected Cash Collection	Discount Captured	LOB Expense	Quick Ratio	MRR	ARR	Burn Rate

How to develop KPIs

USE A TREE!

Start from your overall strategic goals and then break them down into measurable outcomes
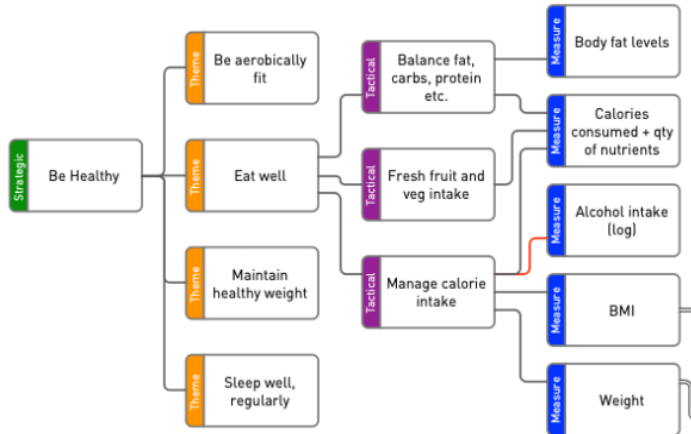
Source: MadeToMeasureKPIs.com from Build a Killer KPI Tree in 7 Steps - Made to Measure KPIs

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How to develop KPIs

USE A TREE!
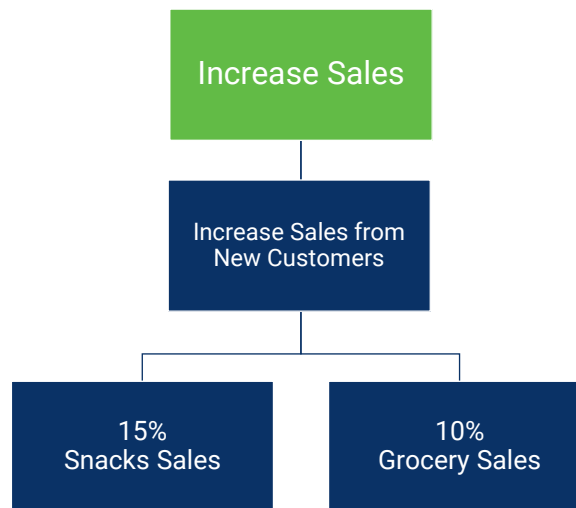
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AR / Sales Demo

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AR / Sales Demo [mp4]

Similar AP KPIs

- Expenses by Supplier (or Concentration)

- Discounts Captured

- Days Outstanding

- Aged AP Analysis

- Expenses by Month

Important AR KPIs

- Revenue by Customer (or Concentration)

- Growth Rate

- Days Outstanding

- Aged AR Analysis

- Revenue by Month

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Net Income Demo
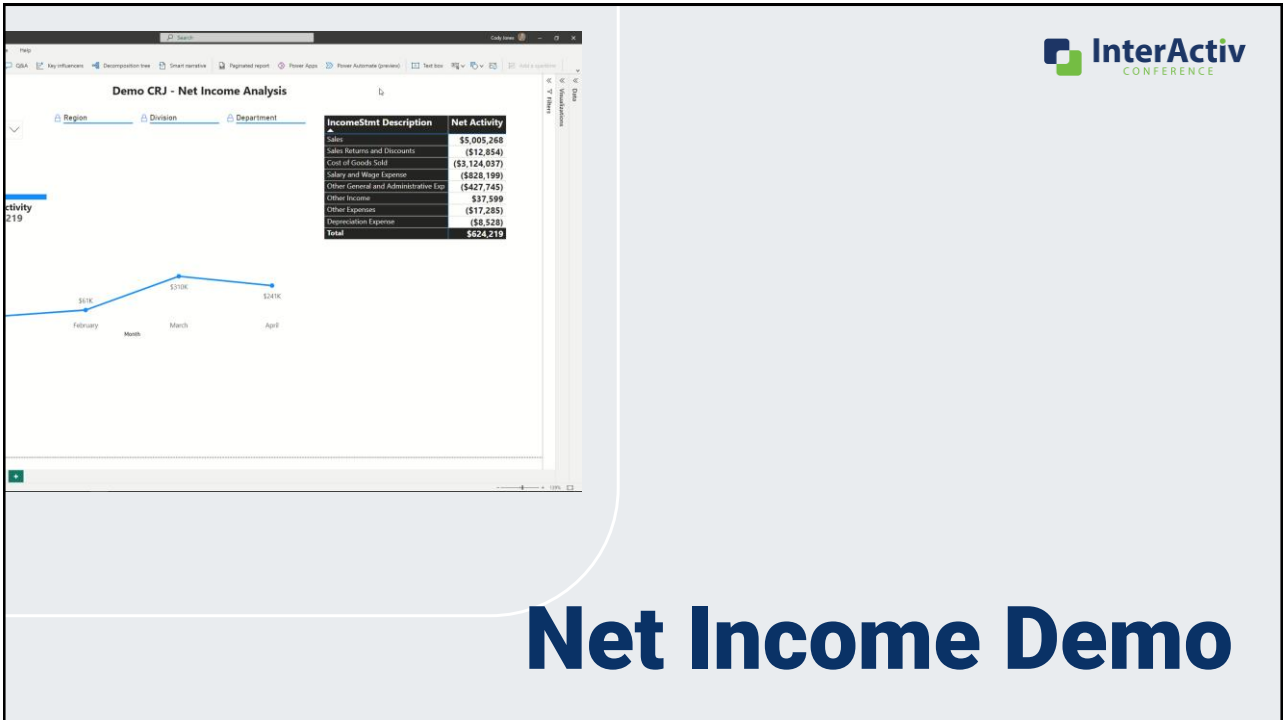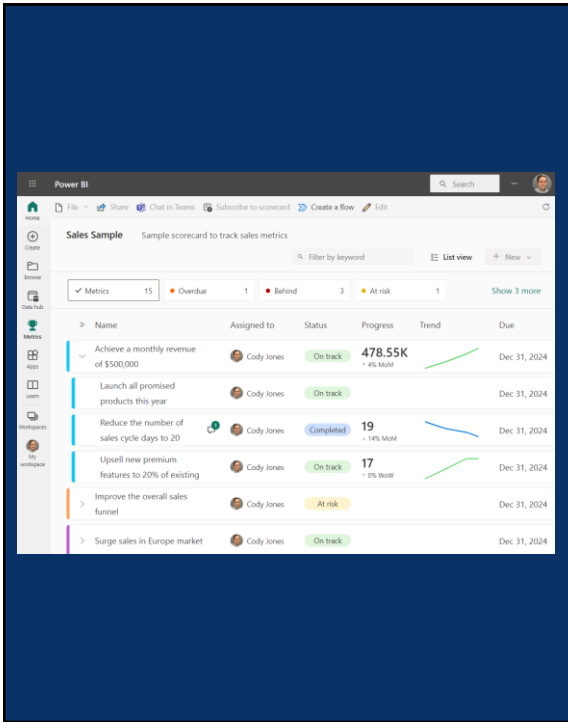
Important Net Income KPIs

- EBIDTA/NPAT
- Gross Margin
- Net Income by Organization (department)
- Net Income by Month

How to Track and Manage KPIs

POWER BI MAKES IT EASY!
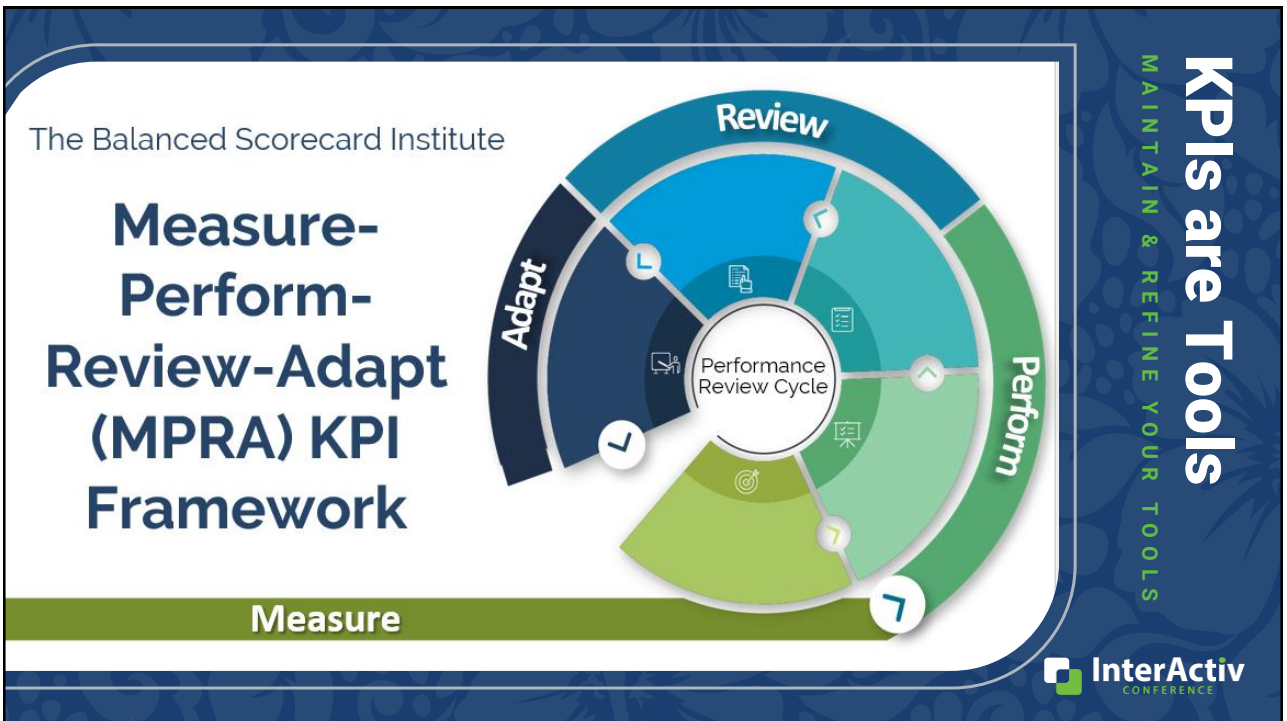
Power BI Metrics

- Use scorecards to track KPIs
- Assign team members to check in
- Set email notifications when KPIs are at risk

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The Balanced Scorecard Institute

Measure-Perform-Review-Adapt (MPRA) KPI Framework

Review

Adapt

Perform

Performance Review Cycle

Measure

KPIs are Tools

MAINTAIN & REFINE YOUR TOOLS

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Conclusion

Next Steps

- What graph, chart, or dashboard would you like use with ActivityHD? (Tell us in the survey comments!)

- When is the best time to learn new tools and implement new technology?

- FREE learning opportunities: Microsoft Learn – Power BI Data Analyst Certification

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THANKS FOR JOINING!

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https://accountingware.com/help

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