

CODY JONES

# Power BI & Key Performance Indicators



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A FEW THINGS FIRST

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# Cody Jones

CPA, IMPLEMENTATION TEAM



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**Visual Quiz**  
WHAT DOES THIS REPRESENT?

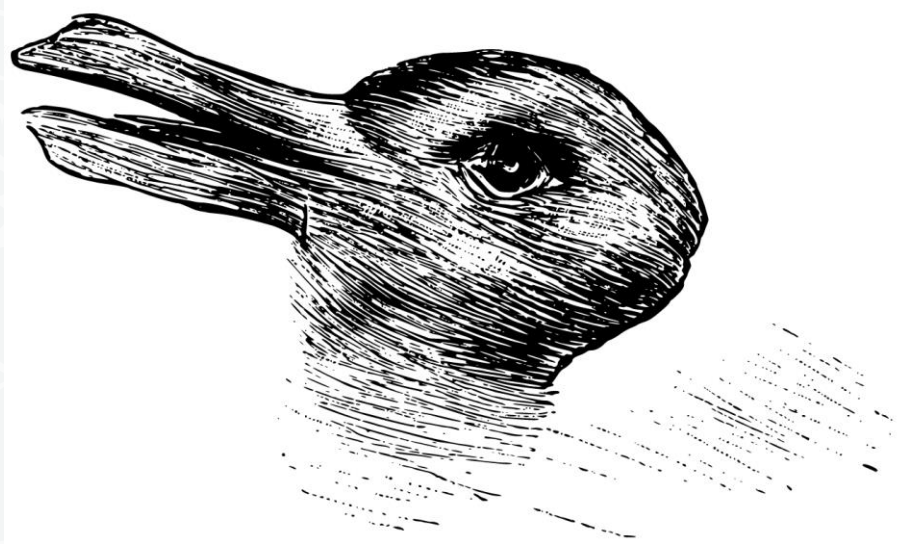
Source: [MoviePalette.com](http://MoviePalette.com)

The logo for InterActiv CONFERENCE, featuring a green square icon and the text "InterActiv CONFERENCE".

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# Visual Quiz

WHAT DOES THIS REPRESENT?



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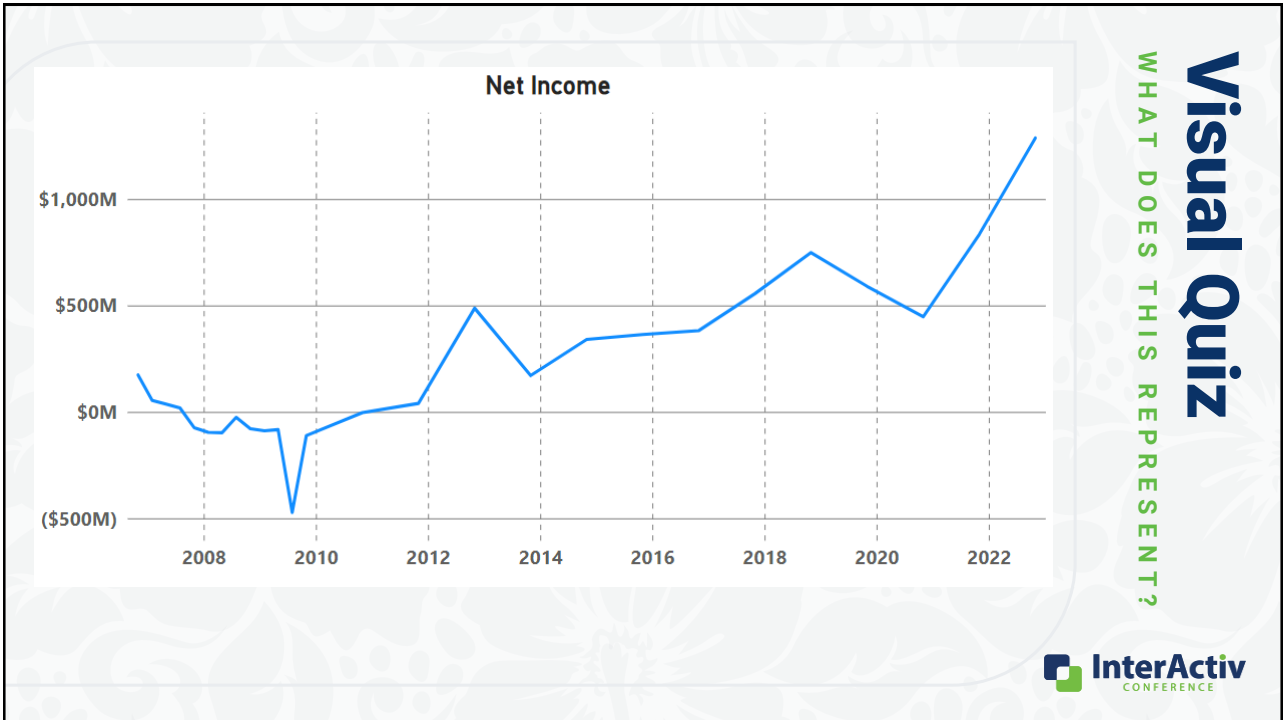
# Visual Quiz

WHAT DOES THIS REPRESENT?

	Year Ended October 31,			Year Ended October 31,			Year Ended October 31,				
	(Amounts in thousands, except per share data)			(Amounts in thousands, except per share data)			(Amounts in thousands, except per share data)				
<b>Revenues:</b>				<b>Revenues:</b>			<b>Revenues</b>				
Completed contract	\$4,495,600	\$5,945,169	\$5,759,301	Completed contract	\$3,106,293	\$4,495,600	\$5,945,169	Cost of revenues	1,951,312	3,119,805	4,116,904
Percentage of completion	139,493	170,111		Percentage of completion	41,873	139,493	170,111	Selling, general and administrative	321,158	429,894	516,729
Land sales	11,886	8,173	34,124	Land sales	10,047	11,886	8,173	Goodwill impairment		3,233	8,973
	4,646,979	6,123,453	5,793,425		3,158,213	4,646,979	6,123,453		2,272,470	3,552,932	4,642,606
<b>Cost of revenues:</b>				<b>Cost of revenues:</b>				<b>Loss from operations</b>	(517,160)	(404,766)	(7,513)
Completed contract	3,905,907	4,263,200	3,902,697	Completed contract	2,995,718	3,905,907	4,263,200	<b>Other:</b>			
Percentage of completion	108,954	132,268		Percentage of completion	56,221	108,954	132,268	Loss from unconsolidated			
Land sales	8,069	6,997	24,416	Land sales	4,818	8,069	6,997	entities	(7,518)	(186,393)	(40,353)
Interest	102,447	121,993	125,283	Interest	88,861	102,447	121,993	Interest and other income	41,906	124,372	118,546
	4,125,377	4,524,458	4,052,396		3,129,618	4,125,377	4,524,458	Expenses related to early			
Selling, general and administrative	516,729	573,404	482,786	Selling, general and administrative	429,894	516,729	573,404	retirement of debt		(13,693)	
Goodwill impairment	8,973			Goodwill impairment	3,233	8,973		(Loss) income before income taxes	(496,465)	(466,787)	70,680
(Loss) income from operations	(4,100)	1,025,591	1,258,243	(Loss) income from operations	(400,532)	(4,100)	1,025,591	Income tax provision (benefit)	259,360	(168,977)	35,029
<b>Other:</b>				<b>Other:</b>				<b>Net (loss) income</b>	\$ (755,825)	\$ (297,810)	\$ 35,651
(Loss) earnings from unconsolidated entities	(40,353)	48,361	27,744	(Loss) earnings from unconsolidated entities	(186,393)	(40,353)	48,361	(Loss) earnings per share:			
Interest and other income	115,133	52,664	41,197	Interest and other income	120,138	115,133	52,664	Basic	\$ (4.68)	\$ (1.88)	\$ 0.23
Expenses related to early retirement of debt			(4,056)	(Loss) income before income taxes	(466,787)	70,680	1,126,616	Diluted	\$ (4.68)	\$ (1.88)	\$ 0.22
Income before income taxes	70,680	1,126,616	1,323,138	Income tax (benefit) provision	(168,977)	35,029	439,403	Weighted-average number of shares:			
Income taxes	35,029	439,403	517,018	Net (loss) income	\$ (297,810)	\$ 35,651	\$ 687,213	Basic	161,549	158,730	155,318
<b>Net income</b>	\$ 35,651	\$ 687,213	\$ 806,110	(Loss) earnings per share:				Diluted	161,549	158,730	164,166
<b>Earnings per share:</b>				Basic	\$ (1.88)	\$ 0.23	\$ 4.45				
Basic	\$ 0.23	\$ 4.45	\$ 5.23	Diluted	\$ (1.88)	\$ 0.22	\$ 4.17				
Diluted	\$ 0.22	\$ 4.17	\$ 4.78	Weighted-average number of shares:							
<b>Weighted average number of shares:</b>				Basic	158,730	155,318	154,300				
Basic	155,318	154,300	154,272	Diluted	158,730	164,166	164,852				
Diluted	164,166	164,852	168,352								



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# Agenda

## HERE'S THE PLAN

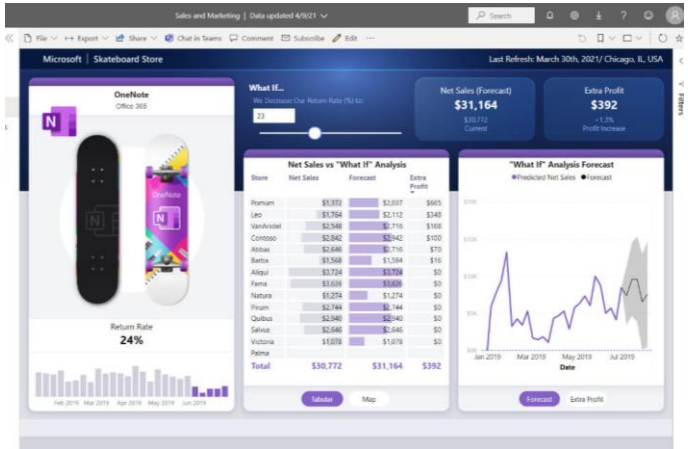
- Power BI
  - What is it and how you can use it
- Sneak Peek
  - Connect ActivityHD with Power BI
- KPIs
  - Concepts and what insights to look for
- Demos
  - Power BI reports and how to create them
- Scorecards
  - Use Power BI to track and manage all your KPIs

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# What is Power BI?

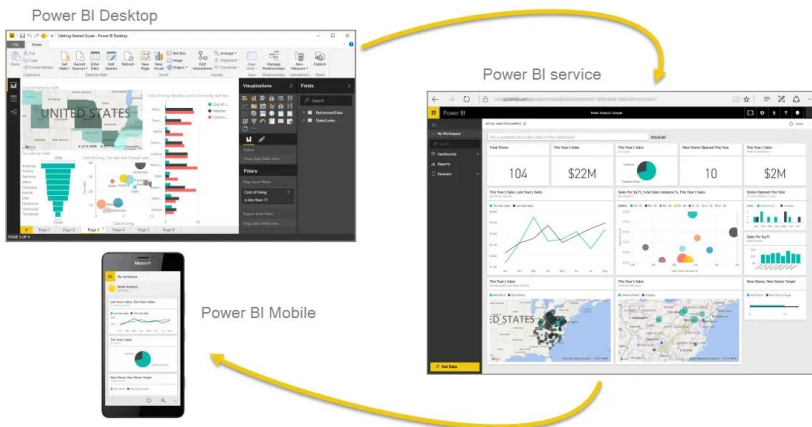
## BUSINESS INTELLIGENCE

- 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



# What is Power BI?

## BUSINESS INTELLIGENCE



Power BI has different flavors:

- Desktop
- Online
- Mobile

Power BI is FREE\*\*\*



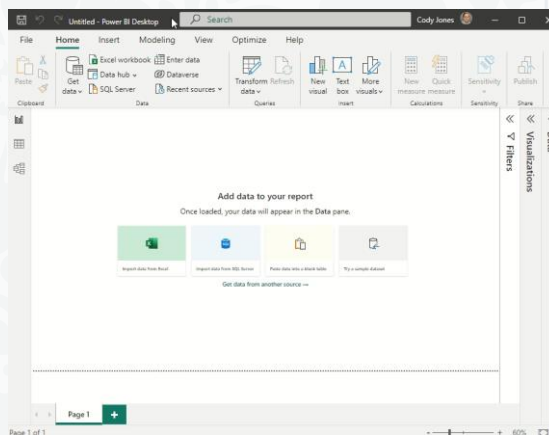
## Application Program Interface (API)

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

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## Power BI Connector

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



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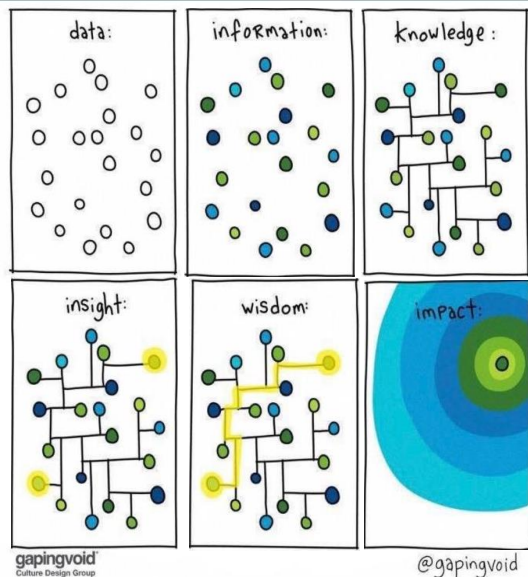
## Copy Data from ActivityHD to Excel connect Power BI to Excel



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.



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## 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

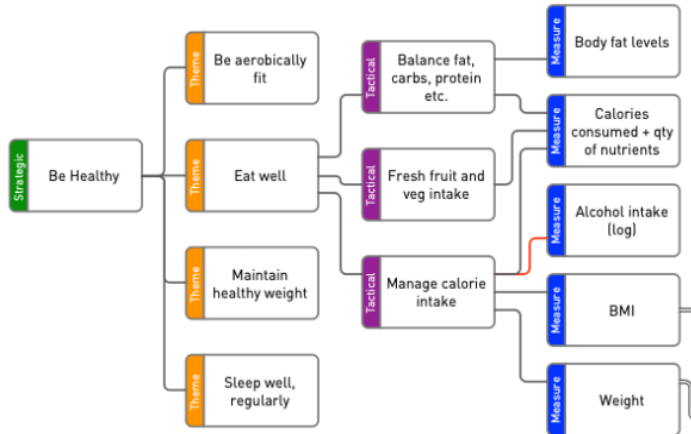
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# How to develop KPIs

## USE A TREE!

Start from your overall strategic goals and then break them down into measurable outcomes



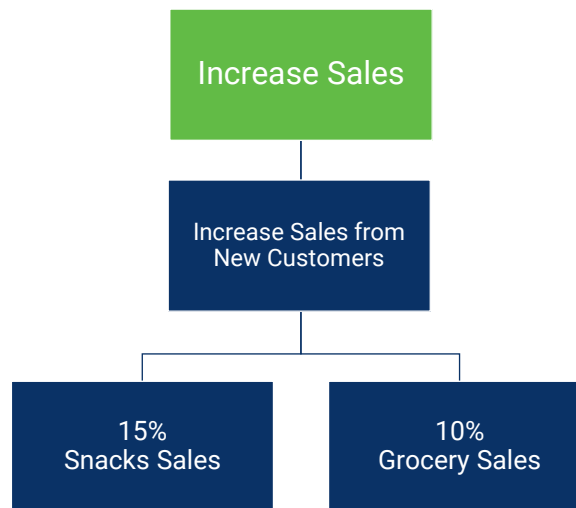
Source: MadeToMeasureKPIs.com from Build a Killer KPI Tree in 7 Steps - Made to Measure KPIs



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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]

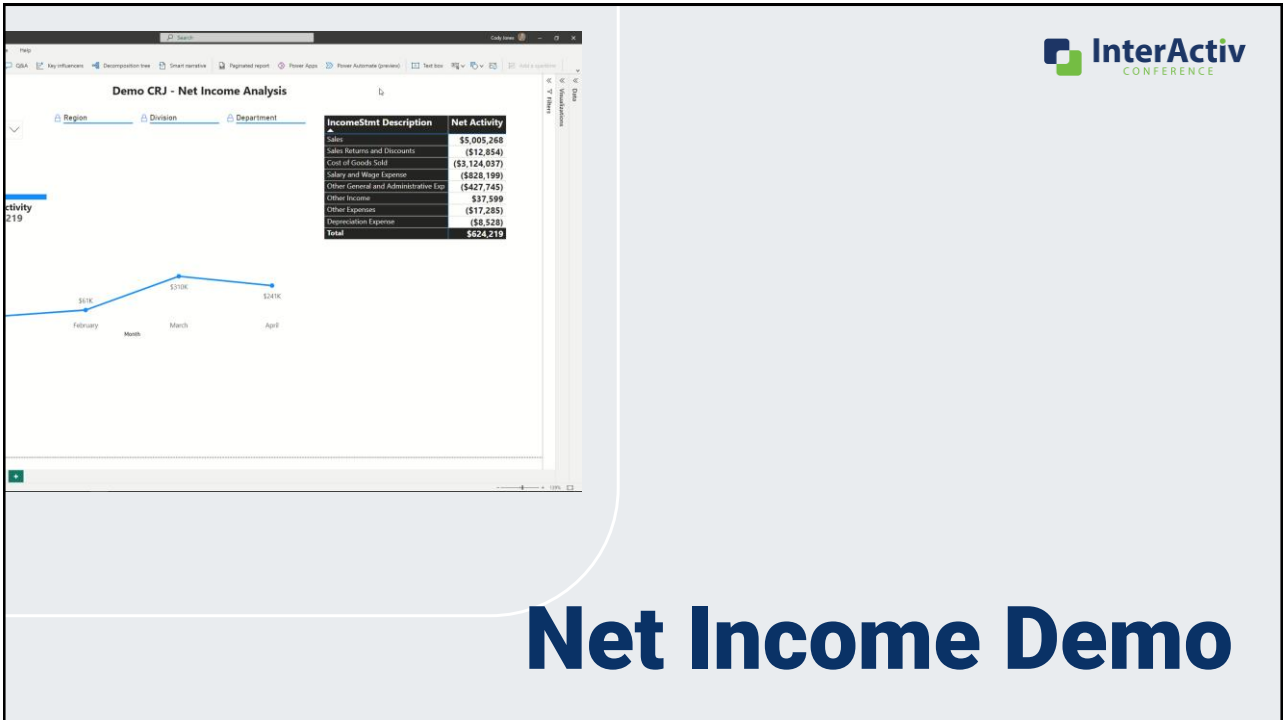
### Similar AP KPIs

- 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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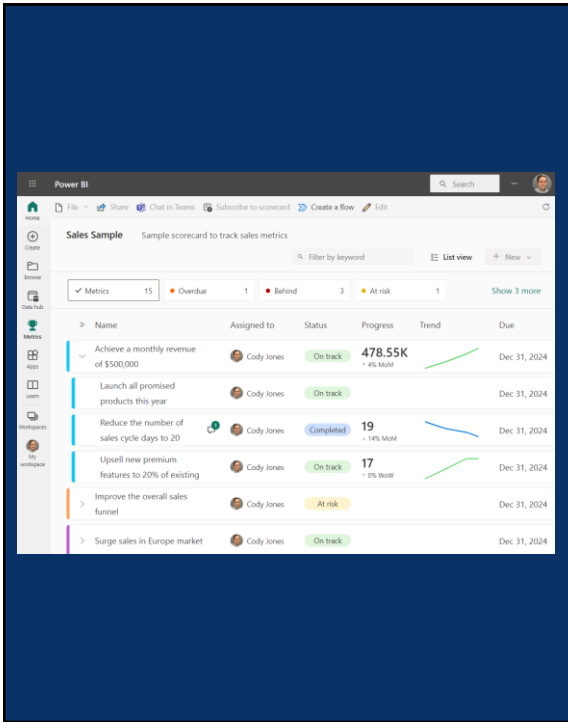
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Net Income Demo [mp4]

## Important Net Income KPIs

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

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# How to Track and Manage KPIs

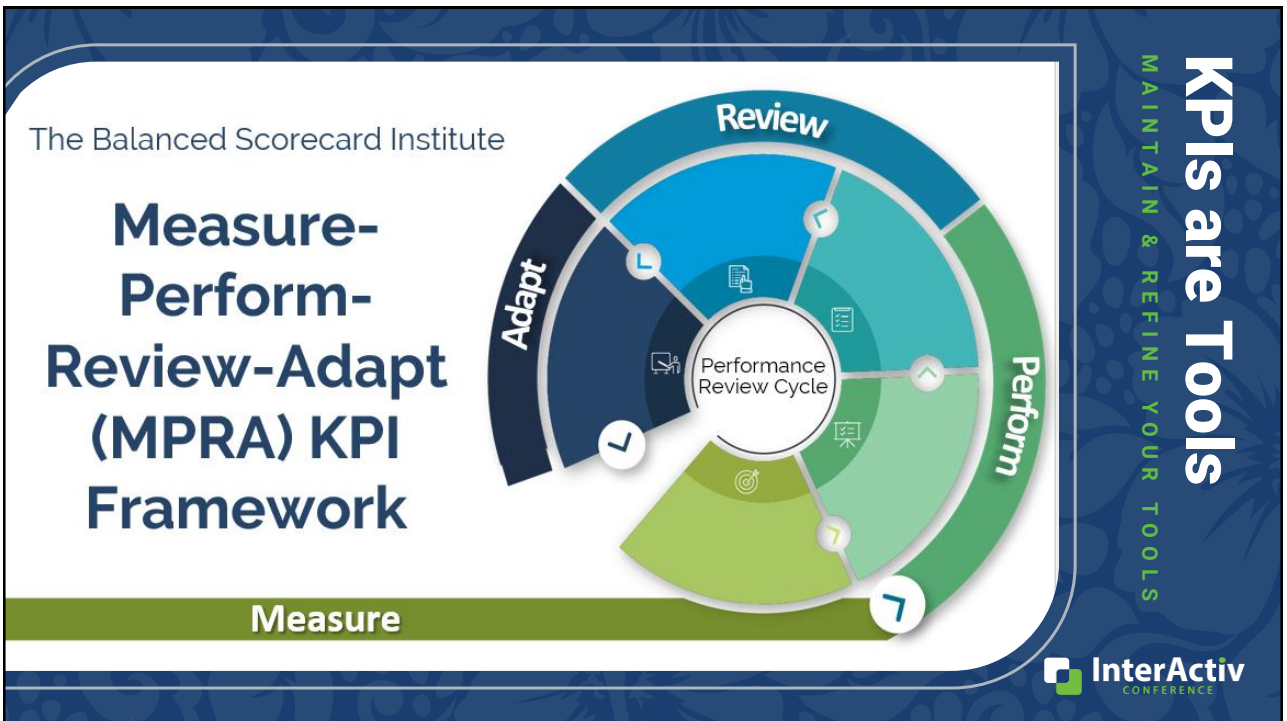
POWER BI MAKES IT EASY!

## 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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# 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!

## Power BI & Key Performance Indicators

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[support@accountingware.com](mailto:support@accountingware.com)  
<https://accountingware.com/help>

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