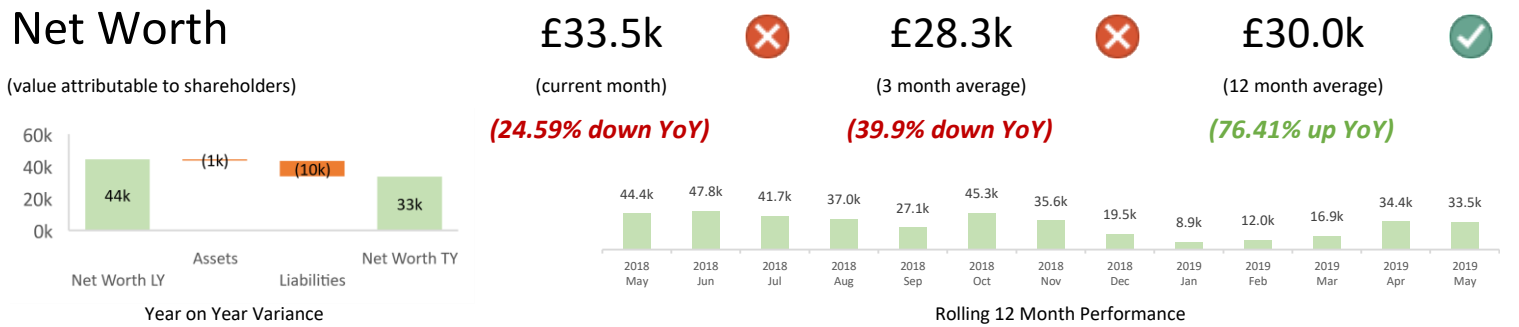
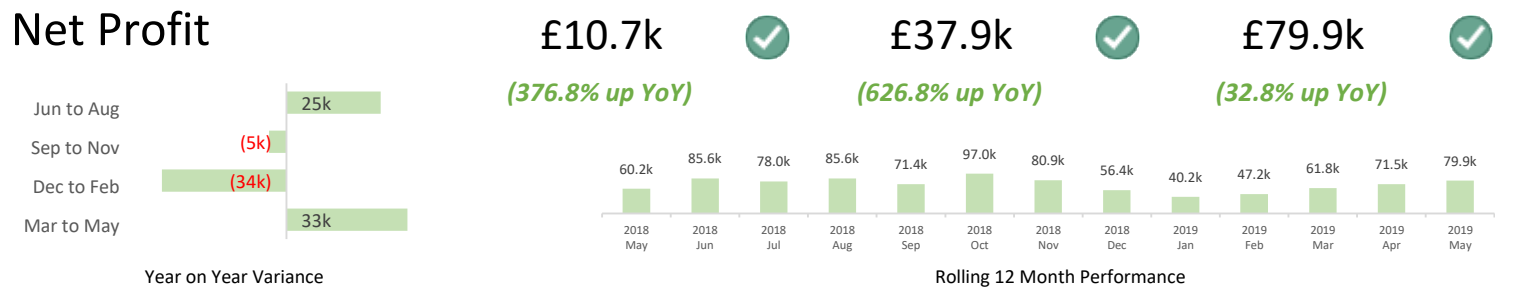
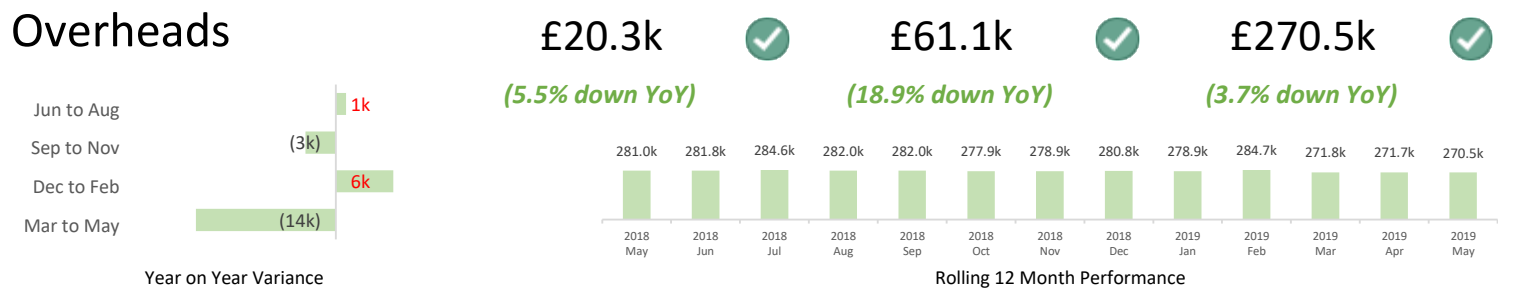
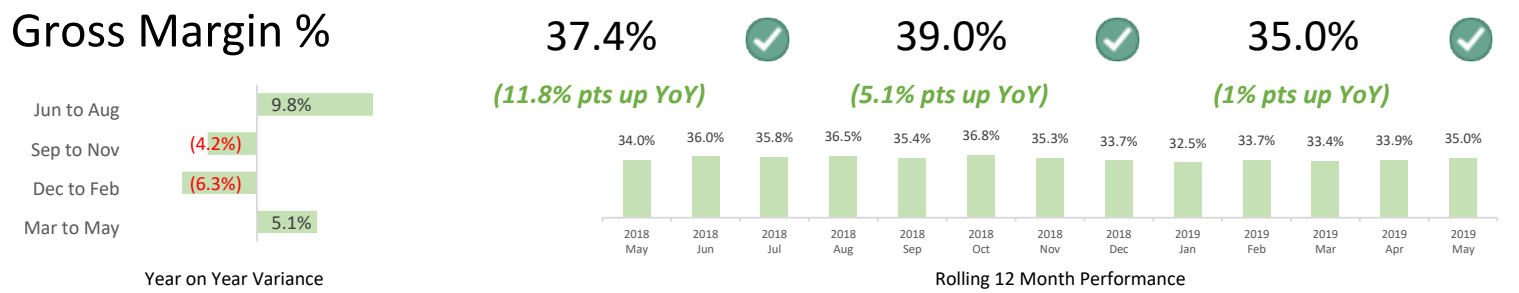
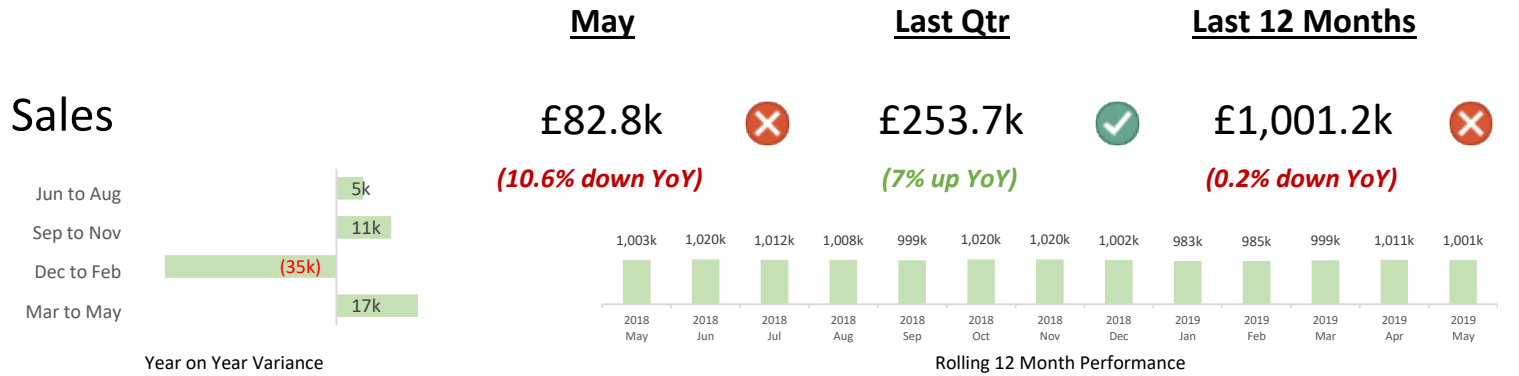


Business Overview for Demo Company Ltd - May 2019

Over the last 12 months profit has increased compared to the previous 12 months by +£19.7k. An adverse sales variance decreased profit by (£0.6k), margin % increased by +1% points which in turn increased profit by +£9.9k, overheads have reduced compared to last year which has increased profit by +£10.4k.



Business Overview for Demo Company Ltd - May 2019

Sales Drivers

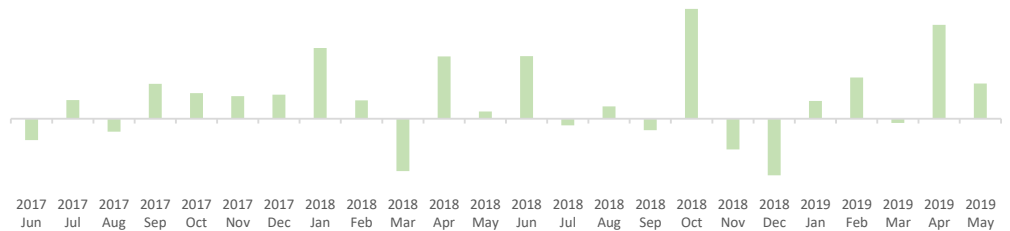
	<u>Last</u> <u>12 Months</u>	<u>Previous</u> <u>12 Months</u>	<u>Var</u>	<u>Impact on Sales</u>	
Total Transactions	4,360	4,141	✓	£50.3k	(£52.1k)
Average Value Per Transaction	0.23k	0.24k	✗	<i>Sales Increase</i>	<i>Sales Decrease</i>
Total Sales	1,001k	1,003k	✗	(due to number of transactions)	(due to average transaction Value)

Customer Drivers

New Customers Acquired	79	98	✗	(£108.7k)	(£44.6k)
Existing Customers Retained	96	90	✓		
Retention Rate	51.1%	55.2%	✗	<i>Sales lost</i> (due to 19 fewer customers acquired)	<i>Sales lost</i> (due to 4.2% fewer customers retained)
Lost Customers (from previous year)	92	73	✗		
Proportion of Customers lost	48.9%	44.8%	✗		

Profitability

7
(months generating a profit)
2 fewer than last year



Current Ratio

1.0

(current assets / current liabilities)

0.2 lower than last year

Debtor Days

71.8

(Sales / Accounts Receivable / 365 Days)

2.9 days longer than last year

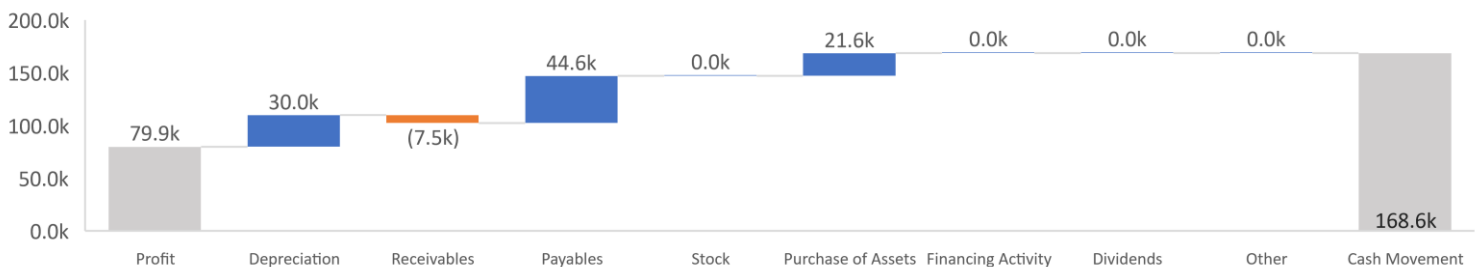
Creditor Days

38.2

(Accounts Payable / Expenditure / 365 Days)

18.1 days longer than last year

Cash Movement



If you would like to discuss how Demo Accountants can help you better understand what's going on in your business, please do not hesitate to contact us on t: 0123 4567890