



virtual  
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The following report has been designed to provide you with insight into performance over the past 12 months. We have analysed every transaction within your accounts to identify areas of both opportunity and risk that exist within your business.

Should you wish to discuss any of the content further, please do contact us  
on

t:: 0123 4567890 or visit [www.vfd-pro.com](http://www.vfd-pro.com)

# Performance Summary for Demo Company Ltd

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# Performance Summary for Demo Company Ltd

## If you were only to read one thing.....

The points below provide an overview of the performance of your business over the past 12 months, compared to the previous 12 months. The aim is to provide you with the key focus areas for your business going forward.

### What worked well

Your total transactions have increased by 5.3% compared to last year. Up from 4.14k to 4.36k

Your gross profit margin as a % of revenue has increased over the past 12 months (up 1%pts vs the previous year)

Cost of sales for your top 3 cost lines as a % of revenue (61.4%) has decreased by 0.3% over the past 12 months

Overheads as a % of revenue have reduced compared to last year (down 1%pts vs the previous year)

Performance over the past 6 months when extrapolated forward suggests profit for the next 12 months will increase

### What didn't work so well

Your total revenue has decreased by (0.2%) compared to last year. Down from £1003k to £1001k

Your average value per transaction has decreased by (5.2%) compared to last year. Down from £0.24k to £0.23k

You have generated 79 new Customers over the past 12 months, (19.4% worse than in the previous 12 months)

51.1% of your customers last year also bought from you this year, a 4.2%pts drop on the % retained in the previous year

Revenue exposure has increased over the past 12 months, your top 10 Customers generated 57.3% of total revenue (up 6.6% vs the previous year)

You made a profit in 7 of the past 12 months, a decrease of 2 compared to the previous year

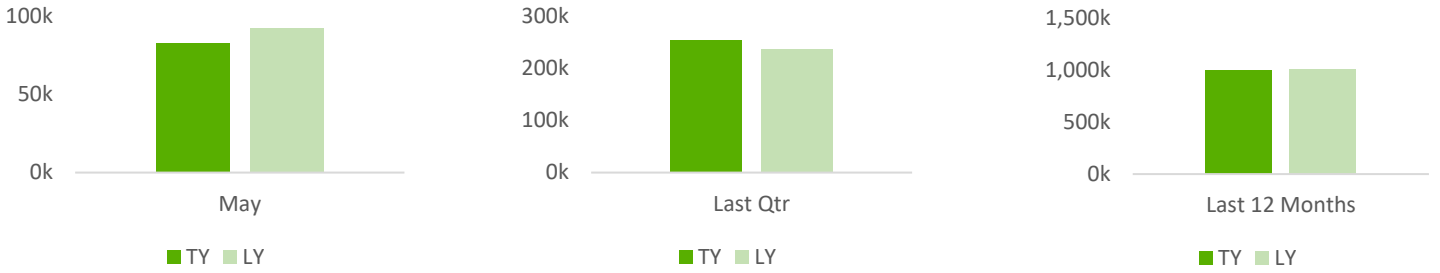
The net worth of your business has decreased by 24.6% (£10.9k) compared to this time last year

The current ratio of your business (current assets / current liabilities) is 1.03, a decrease of 0.16 compared to this time last year

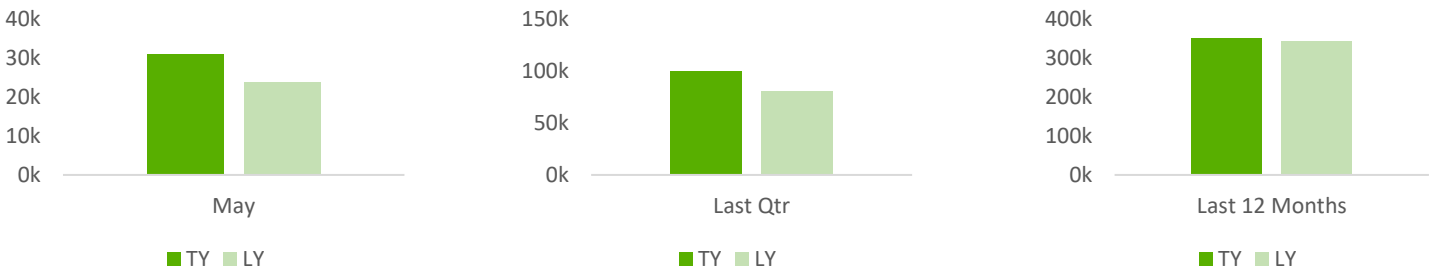
# Performance Summary for Demo Company Ltd

## BUSINESS OVERVIEW

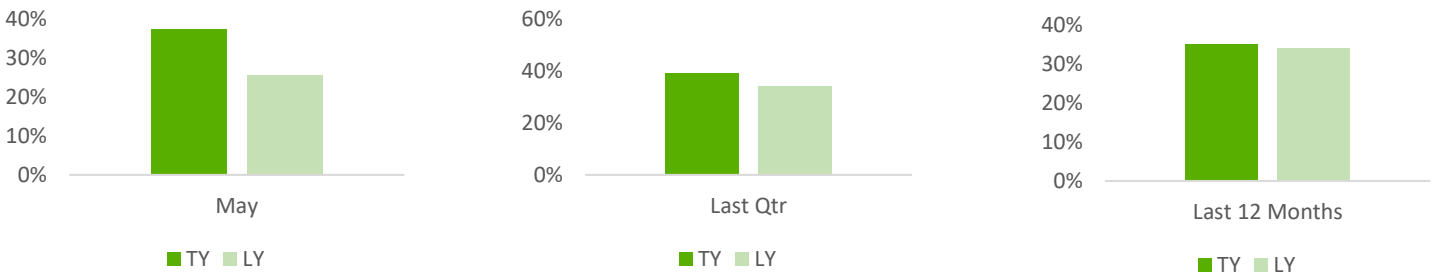
### Revenue Performance



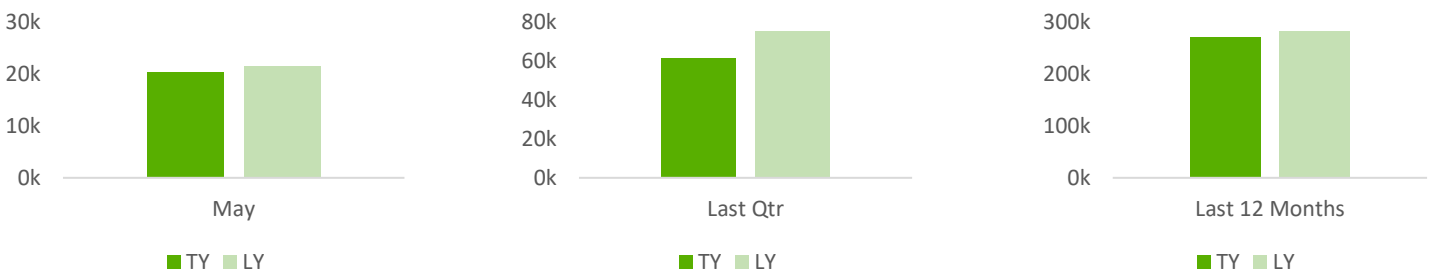
### Gross Margin Performance



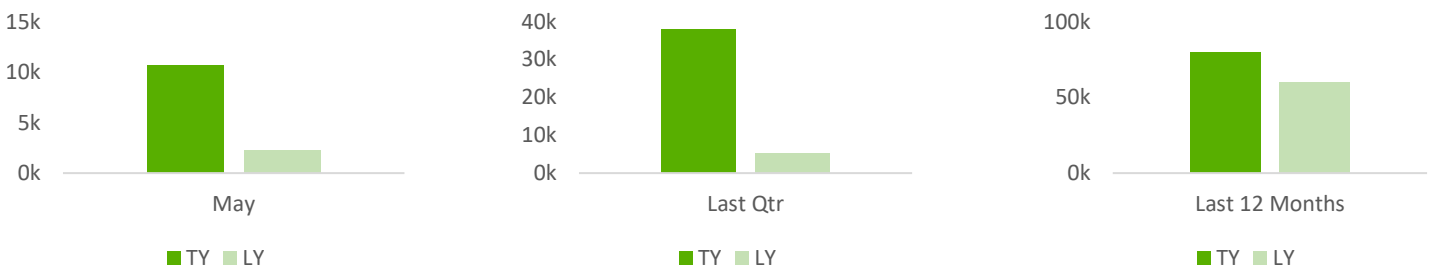
### Gross Margin % Performance



### Overheads Performance



### Net Profit Performance



# Performance Summary for Demo Company Ltd

## EXECUTIVE SUMMARY

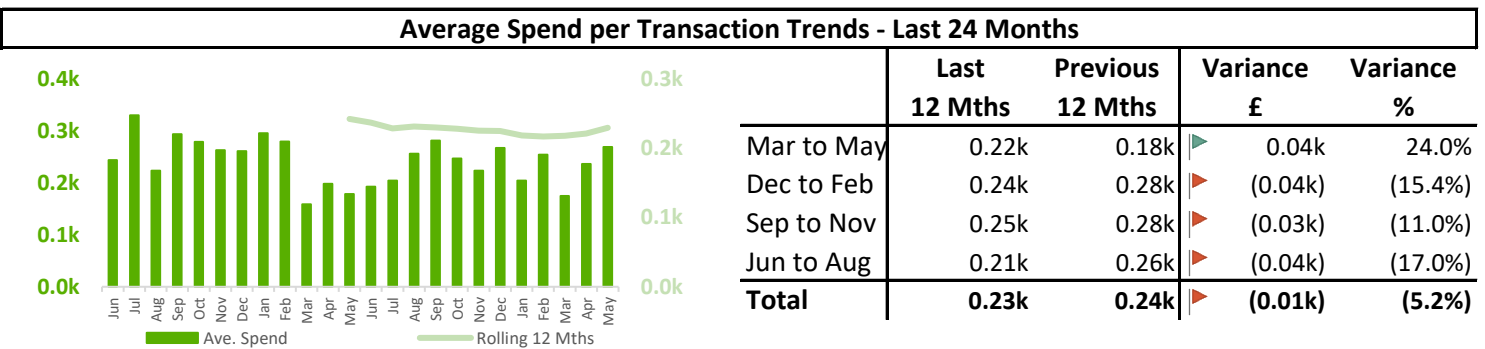
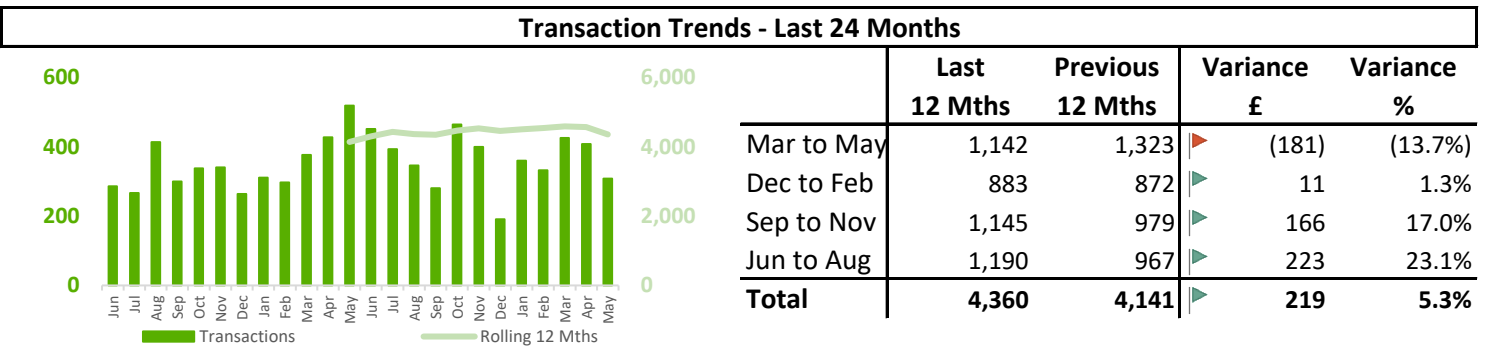
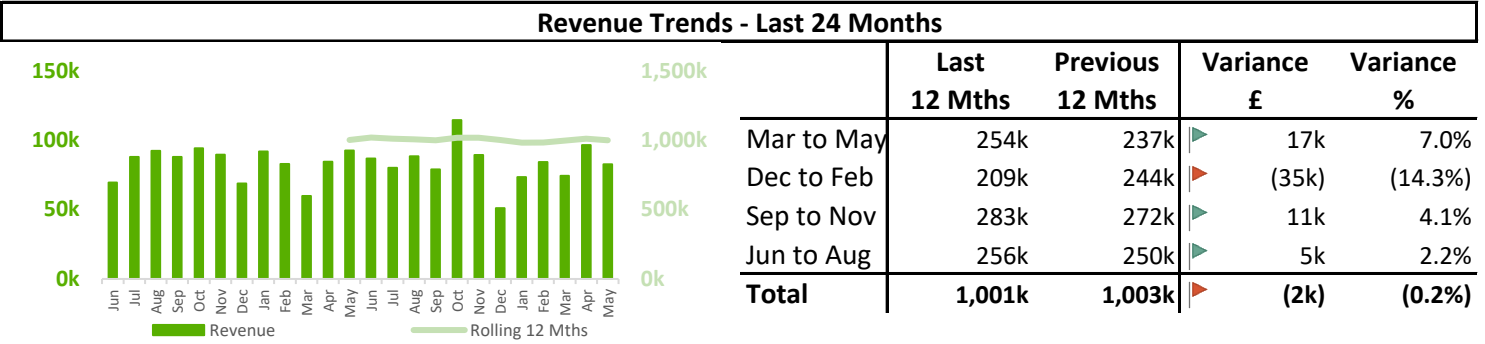
		Last 12 Months	Mvmt	Mvmt %	
<b>Revenue</b>	Revenue movement (past 12 months)	1,001k	(£2k)	(0%)	<b>Profit Impact</b> (£1k)
	Transactions movement * (past 12 months)	4,360	219	5%	
	<i>Revenue Impact</i>		£50k		
<b>Revenue</b>	Average Spend movement (past 12 months)	0.23k	(£0.01k)	(5%)	
	<i>Revenue Impact</i>		(£52k)		
<b>Gross Margin</b>	Gross Margin £ movement (past 12 months)	350k	£9k	3%	<b>Profit Impact</b> £10k
	Gross Margin % sales movement (past 12 months)	35.0%		1%	
<b>Overheads</b>	Overheads £ movement (past 12 months)	271k	(£10k)	(4%)	<b>Profit Impact</b> £10k
	Overheads % sales movement (past 12 months)			(1%)	
<b>Net Profit</b>	Net Profit £ movement (past 12 months)	80k	£20k	33%	
	Net Profit % sales movement (past 12 months)			2%	

\* excludes Manual Journals, Credit Notes and Overpayments

# Performance Summary for Demo Company Ltd

## REVENUE ANALYSIS

Revenue over the last 12 months totalled £1m, which was a -0.2% movement on the previous 12 months. Revenue over the last 3 months totalled £254k, which was a +7% movement on the same quarter last year. Revenue in the best performing quarter over the past 12 mths (Mar to May) totalled £254k, a +16.6k movement on the same quarter last year. Revenue was better than the equivalent period in the previous year in 3 of the 4 quarters over the past 12 months.



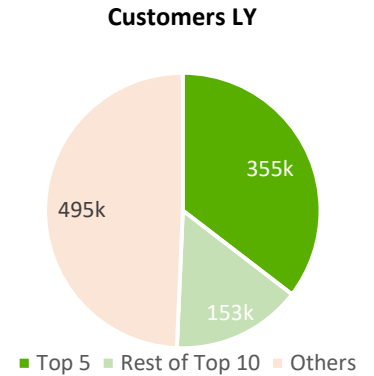
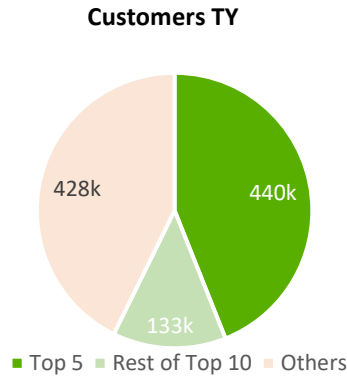
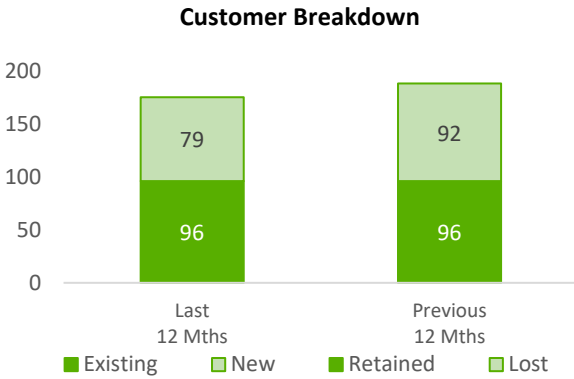
Total transactions within the accounts for the past 12 months was 4360, this was +5.3% compared to the previous 12 months and generated +50.3k revenue. Average spend within the accounts for the past 12 months was 0.2k, this was -5.2% compared to the previous 12 months and drove -52.1k revenue.

Impact of Transactions & Average Spend Movements					
	Trans Impact	Spend Impact	Variance £	Variance %	
Mar to May	(40.2k)	56.8k	17k	7.0%	▲
Dec to Feb	2.6k	(37.5k)	(35k)	(14.3%)	▼
Sep to Nov	41.0k	(29.9k)	11k	4.1%	▲
Jun to Aug	47.9k	(42.5k)	5k	2.2%	▲
<b>Total</b>	<b>50k</b>	<b>(52k)</b>	<b>(2k)</b>	<b>(0.2%)</b>	▼

# Performance Summary for Demo Company Ltd

## CUSTOMER ANALYSIS

Revenue over the past 12 months was generated from 175 customers, 79 of these were new customers (transactions were not present in the previous 12 months) and 96 were existing (transactions were present in the previous 12 months). Of the 188 customers recorded in the previous 12 months, 92 of them did not record any sales in the most recent 12 month period.



57.3% of sales in the last 12 months have come from the top 10 customers (increasing from 50.7% last year), 9 of them were existing customers (£483.2k) whose revenue has increased by 18.8% year on year and 1 of them (£90.4k) were new customers.

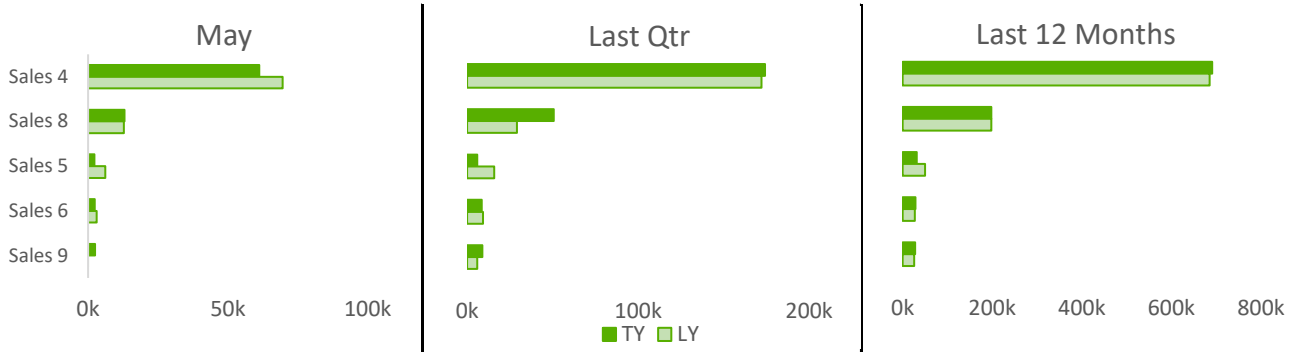
<i>Top 10 Customers Last 12 Mths</i>	<b>TY</b>	<b>% Rev</b>	<b>LY</b>	<b>% Rev</b>	<b>Var £</b>	<b>Var %</b>
Company 00772	219.9k	22.0%	130.3k	13.0%	89.6k	68.8%
Company 00396	90.4k	9.0%				
Company 00372	44.8k	4.5%	57.5k	5.7%	(12.7k)	(22.1%)
Company 00472	42.8k	4.3%	33.7k	3.4%	9.1k	26.9%
Company 00932	42.4k	4.2%	11.0k	1.1%	31.4k	286.1%
Company 00555	37.3k	3.7%	43.8k	4.4%	(6.4k)	(14.7%)
Company 00663	37.1k	3.7%	66.0k	6.6%	(29.0k)	(43.9%)
Company 00717	22.7k	2.3%	18.1k	1.8%	4.6k	25.5%
Company 00970	18.2k	1.8%	12.5k	1.2%	5.8k	46.2%
Company 00841	17.9k	1.8%	33.7k	3.4%	(15.7k)	(46.7%)
<b>Top 10 Customers</b>	<b>574k</b>	<b>57%</b>	<b>407k</b>	<b>41%</b>	<b>167k</b>	<b>41%</b>
<b>The Rest</b>	<b>428k</b>	<b>43%</b>	<b>596k</b>	<b>59%</b>	<b>(169k)</b>	<b>(28%)</b>
<b>Total</b>	<b>1,001k</b>	<b>100%</b>	<b>1,003k</b>	<b>100%</b>	<b>(2k)</b>	<b>(0%)</b>

<i>Customers Largest Decrease in Revenue</i>	<b>TY</b>	<b>% Rev</b>	<b>LY</b>	<b>% Rev</b>	<b>Var £</b>	<b>Var %</b>
Company 00437	0.0k	0.0%	57.6k	5.7%	(58k)	(100%)
Company 00663	37.1k	3.7%	66.0k	6.6%	(29k)	(44%)
Company 00530	2.8k	0.3%	28.4k	2.8%	(26k)	(90%)
Company 00537	3.1k	0.3%	27.4k	2.7%	(24k)	(89%)
Company 00613	0.0k	0.0%	22.5k	2.2%	(22k)	(100%)
Company 00626	9.9k	1.0%	29.1k	2.9%	(19k)	(66%)
Company 00729	9.4k	0.9%	28.1k	2.8%	(19k)	(67%)
Company 00841	17.9k	1.8%	33.7k	3.4%	(16k)	(47%)
Company 00691	0.5k	0.1%	14.5k	1.4%	(14k)	(96%)
Company 00372	44.8k	4.5%	57.5k	5.7%	(13k)	(22%)
<b>Total</b>	<b>125k</b>	<b>13%</b>	<b>365k</b>	<b>36%</b>	<b>(239k)</b>	<b>(66%)</b>

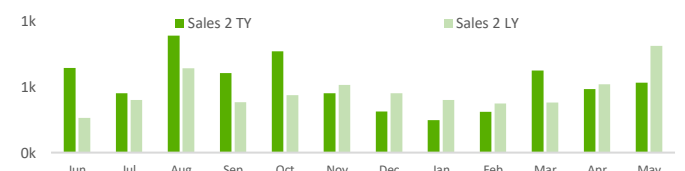
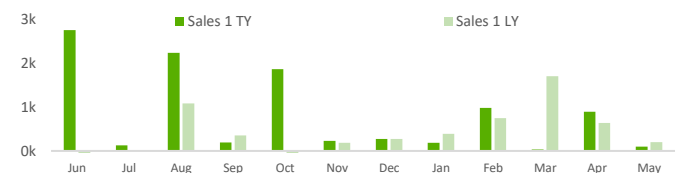
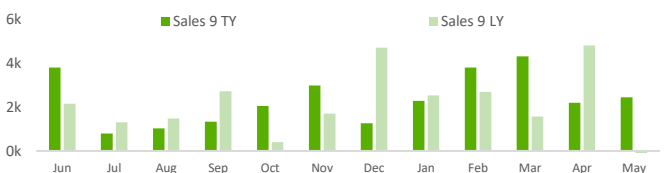
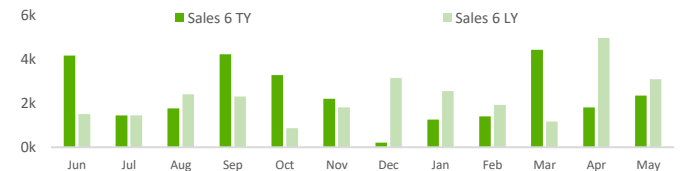
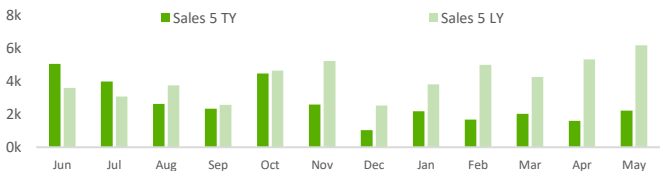
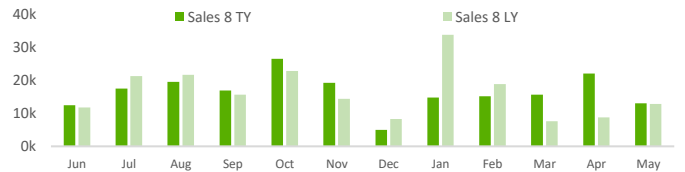
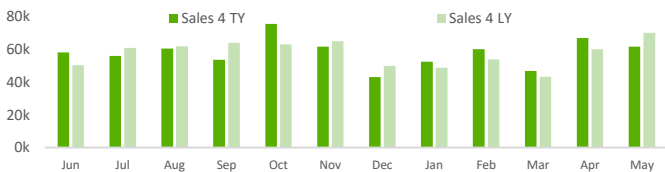
# Performance Summary for Demo Company Ltd

## REVENUE CHANNEL PERFORMANCE

Total revenue over the past 12 months (£1001.2k) was £-1.8k (-0.2%) broadly similar to the previous year. Revenue in the latest quarter was higher than the same quarter last year. The largest increase over the past 12 months has come from Sales 4, with the largest decrease experienced in Sales 5.



	May		Last Qtr		Last 12 Months	
	TY	Var %	TY	Var %	TY	Var %
Sales 4	61k	(12%)	174k	1%	691k	1%
Sales 8	13k	2%	51k	74%	198k	0%
Sales 5	2k	(64%)	6k	(63%)	32k	(36%)
Sales 6	2k	(24%)	9k	(7%)	29k	5%
Sales 9	2k		9k	50%	28k	10%
Sales 1	0k	(51%)	1k	(60%)	10k	91%
Sales 10	1k	254%	2k	309%	7k	13%
Sales 2	1k	(35%)	2k	(4%)	6k	13%
Sales 7			0k		0k	
Sales 3			0k	3,340%	0k	5,660%
Other						
<b>Total Sales</b>	<b>83k</b>	<b>(11%)</b>	<b>254k</b>	<b>7%</b>	<b>1,001k</b>	<b>(0%)</b>



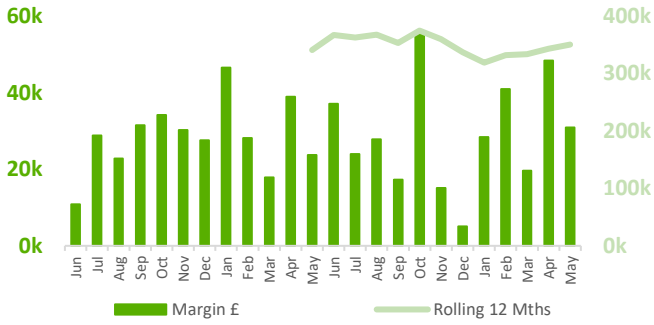


# Performance Summary for Demo Company Ltd

## MARGIN ANALYSIS

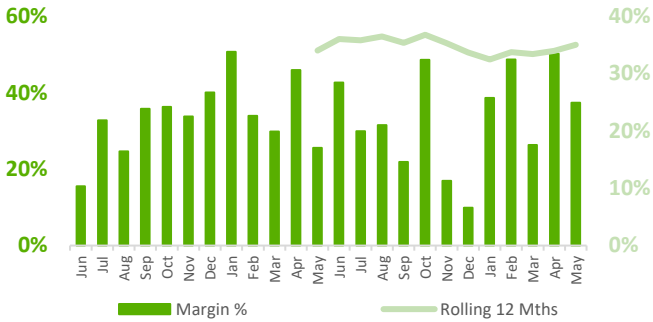
Margin £ over the last 12 months totalled £350k, which was a +9.3k movement on the previous 12 months. Margin £ over the last 3 months (Quarter 4) totalled £99k, which was a +18.5k movement on the same quarter last year. Margin £ was better than the equivalent period in the previous year in 2 of the 4 quarters over the past 12 months. Margin % over the last 12 months totalled 35%, which was a +1% pts movement on the previous 12 months.

### Gross Margin £ Trends - Last 24 Months



	Last 12 Mths	Previous 12 Mths	Variance £	Variance %
Mar to May	99k	80k	19k	23.0%
Dec to Feb	74k	102k	(28k)	(27.2%)
Sep to Nov	88k	96k	(8k)	(8.1%)
Jun to Aug	89k	62k	26k	42.4%
<b>Total</b>	<b>350k</b>	<b>341k</b>	<b>9k</b>	<b>2.7%</b>

### Gross Margin % Trends - Last 24 Months



	Last 12 Mths	Previous 12 Mths	Variance %
Mar to May	39.0%	33.9%	5.1%
Dec to Feb	35.6%	42.0%	(6.3%)
Sep to Nov	31.1%	35.3%	(4.2%)
Jun to Aug	34.8%	25.0%	9.8%
<b>Total</b>	<b>35.0%</b>	<b>34.0%</b>	<b>1.0%</b>

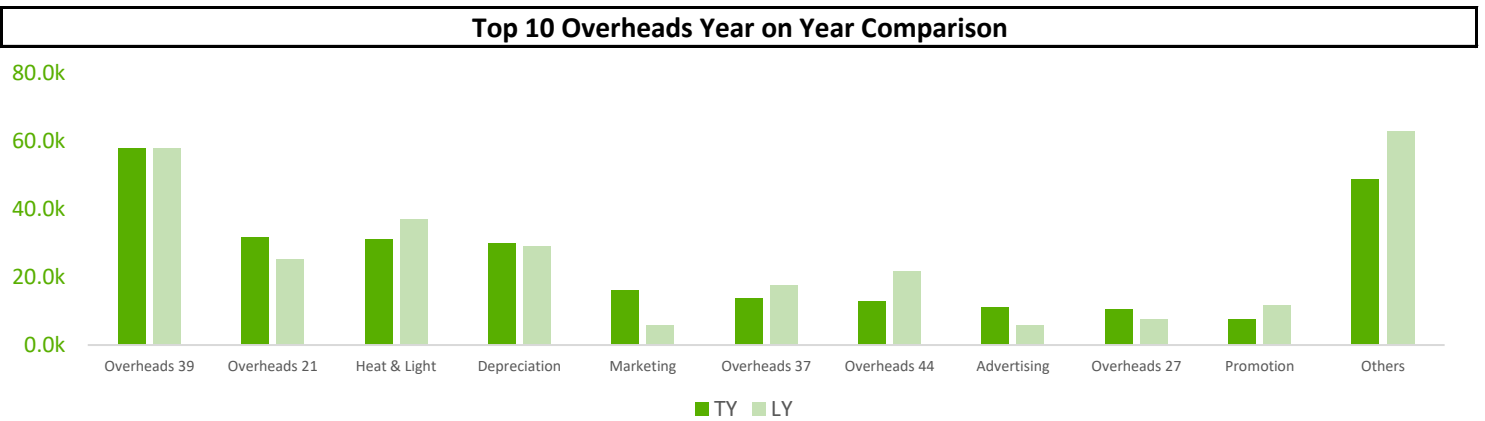
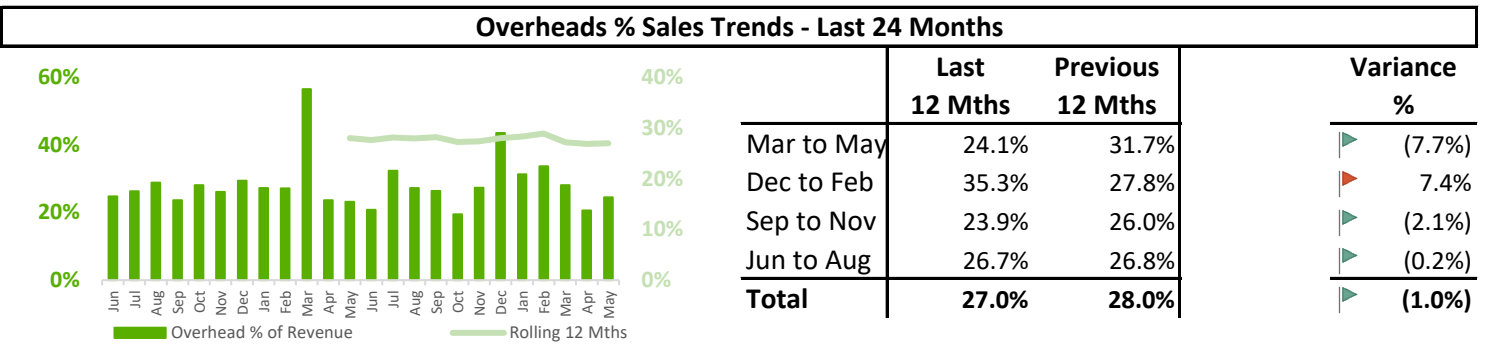
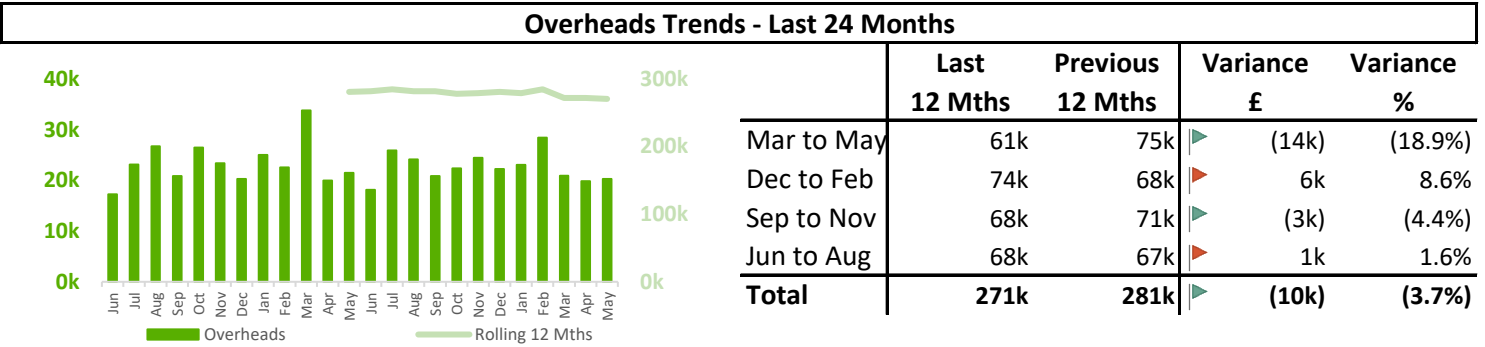


Top 10 Cost of Sales Spend Last 12 Mths	TY	% Rev	LY	% Rev	Var £	Var % Rev
Cost of Sales 8	419.6k	41.9%	429.8k	42.9%	10.2k	(0.9%)
Cost of Sales 5	173.6k	17.3%	163.7k	16.3%	(9.8k)	1.0%
Cost of Sales 7	21.6k	2.2%	24.8k	2.5%	3.3k	(0.3%)
Cost of Sales 4	11.2k	1.1%	17.2k	1.7%	5.9k	(0.6%)
Cost of Sales 2	8.1k	0.8%	10.0k	1.0%	1.9k	(0.2%)
Cost of Sales 1	4.7k	0.5%	4.6k	0.5%	(0.1k)	0.0%
Cost of Sales 9	4.6k	0.5%	4.0k	0.4%	(0.7k)	0.1%
Cost of Sales 3	4.0k	0.4%	2.6k	0.3%	(1.4k)	0.1%
Cost of Sales 6	3.5k	0.3%	5.2k	0.5%	1.8k	(0.2%)
Others	0.0k	0.0%	0.0k	0.0%	0.0k	0.0%
<b>Total</b>	<b>651k</b>	<b>65.0%</b>	<b>662k</b>	<b>66.0%</b>	<b>11k</b>	<b>(1.0%)</b>

# Performance Summary for Demo Company Ltd

## OVERHEADS ANALYSIS

Overheads over the last 12 months totalled £271k, which was a -3.7% movement on the previous 12 months. Overheads over the last 3 months totalled £61k, which was a -18.9% movement on the same quarter last year. Overheads as a proportion of revenue have decreased over the past 12 months, moving from 28% to 27%.

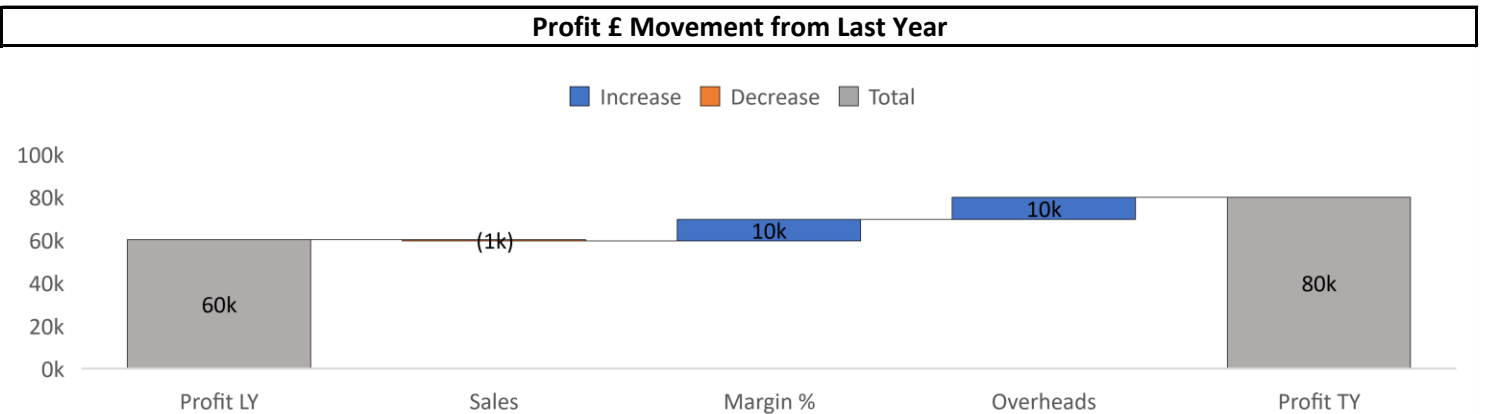
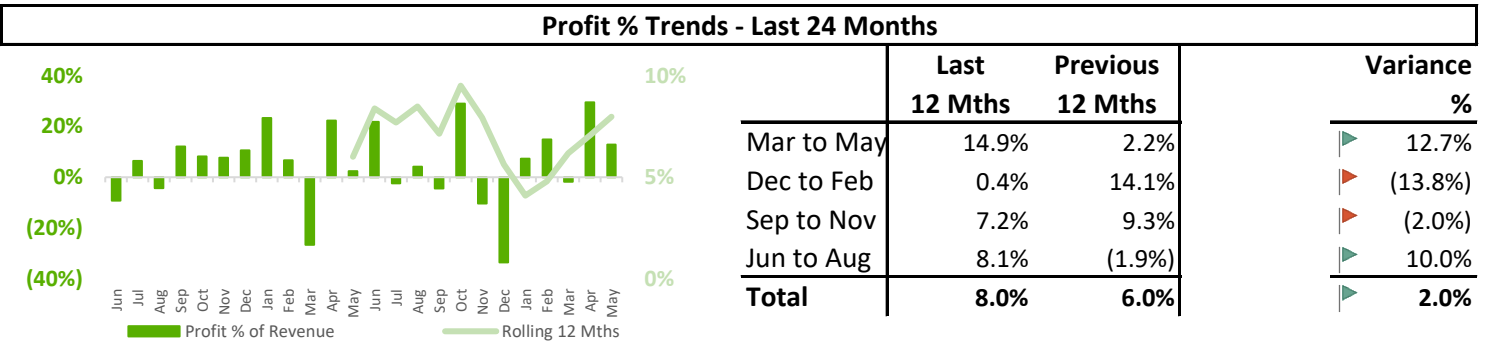
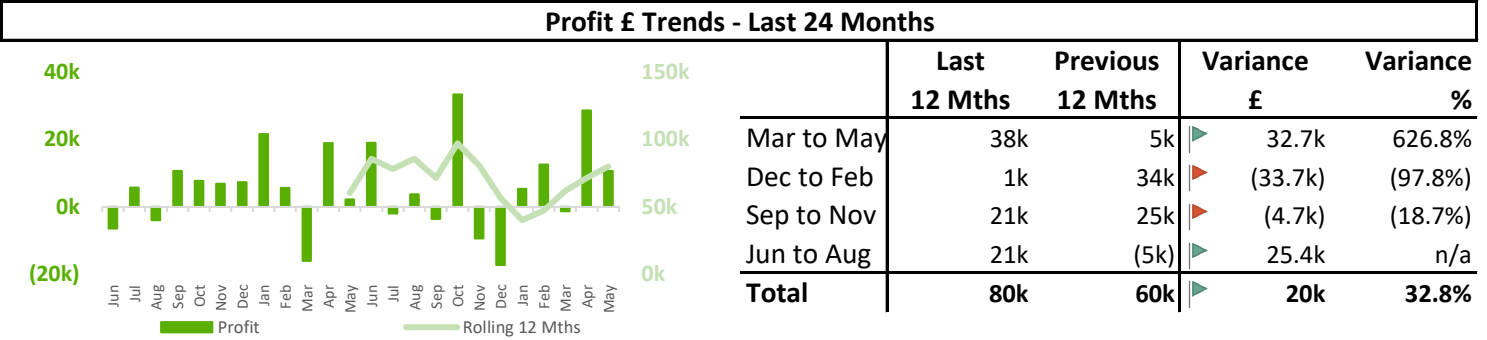


Top 10 Overheads	TY	% Rev	LY	% Rev	Var £	Var % Rev
Overheads 39	57.8k	5.8%	57.8k	5.8%	0.0k	0.0%
Overheads 21	31.6k	3.2%	25.1k	2.5%	6.5k	0.7%
Heat & Light	31.1k	3.1%	37.0k	3.7%	(5.9k)	(0.6%)
Depreciation	30.0k	3.0%	29.1k	2.9%	0.9k	0.1%
Marketing	15.9k	1.6%	5.8k	0.6%	10.2k	1.0%
Overheads 37	13.6k	1.4%	17.4k	1.7%	(3.8k)	(0.4%)
Overheads 44	12.9k	1.3%	21.5k	2.1%	(8.6k)	(0.9%)
Advertising	11.2k	1.1%	5.8k	0.6%	5.4k	0.5%
Overheads 27	10.4k	1.0%	7.4k	0.7%	3.0k	0.3%
Promotion	7.4k	0.7%	11.5k	1.1%	(4.1k)	(0.4%)
<b>Total</b>	<b>222k</b>	<b>22.2%</b>	<b>218k</b>	<b>21.8%</b>	<b>3k</b>	<b>0.4%</b>
<b>Others</b>	<b>48.8k</b>	<b>4.9%</b>	<b>62.6k</b>	<b>6.2%</b>	<b>(13.9k)</b>	<b>(1.4%)</b>
<b>Total Overheads</b>	<b>271k</b>	<b>27.0%</b>	<b>281k</b>	<b>28.0%</b>	<b>(10k)</b>	<b>(1.0%)</b>

# Performance Summary for Demo Company Ltd

## PROFIT ANALYSIS

Profit over the last 12 months totalled £80k, which was a +19.7k movement on the previous 12 months. Profit over the last 3 months totalled £38k, which was a +32.7k movement on the same quarter last year. Profit as a proportion of revenue has increased over the past 12 months, moving from 6% to 8%. 7 of the past 12 months have generated a profit, with the remainder generating a loss.



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.

# Performance Summary for Demo Company Ltd

## FORECAST EXTRAPOLATION

If recent trends continue, revenue over the next 12 months will decrease from £1001.2k to £964.7k, recent margin % trends suggest 37.5% is achievable and applying the average monthly overhead spend over the past 6 months of £22.5k to the next 12 months, delivers an expected net profit for the next 12 months of £92.2k.

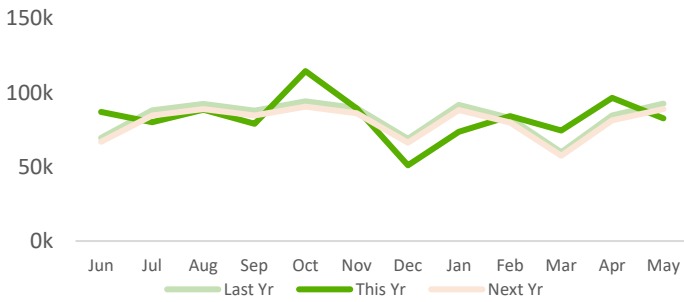
	Last Year	This Year	Next Year
Revenue	£1,003.0k	£1,001.2k	£964.7k
YoY%		(0.2%)	(3.6%)
Cost of Sales	£661.8k	£650.8k	£603.0k
Gross Margin	£341.2k	£350.5k	£361.7k
Gross Margin %	34.0%	35.0%	37.5%
Total Overheads	£281.0k	£270.5k	£269.5k
<b>Net Profit</b>	<b>£60k</b>	<b>£80k</b>	<b>£92k</b>
<b>Net Profit %</b>	<b>6.0%</b>	<b>8.0%</b>	<b>9.6%</b>

*Average sales over the past 6 months adjusted for seasonality*

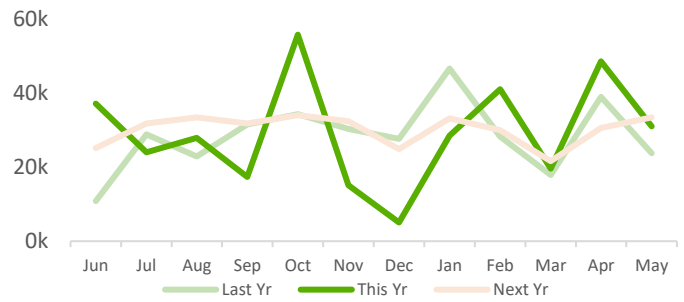
*Average margin % achieved over the past 6 months applied*

*Average spend over the past 6 months applied*

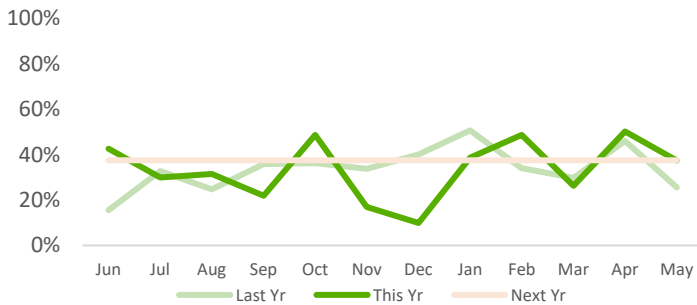
Revenue Forecast



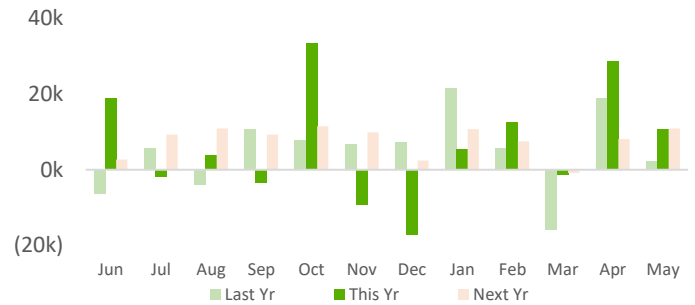
Gross Margin Forecast



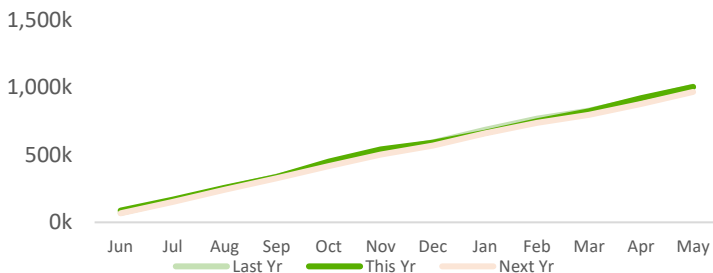
Gross Margin % Forecast



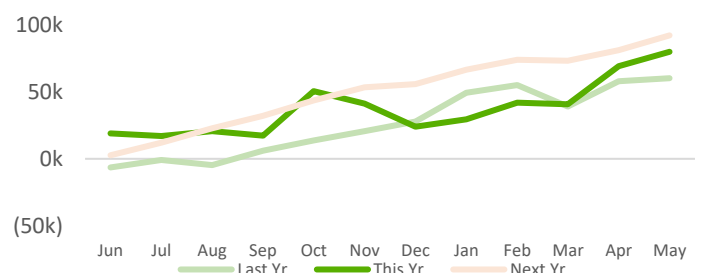
Net Profit Forecast



Cumulative Revenue Forecast



Cumulative Net Profit Forecast



# Performance Summary for Demo Company Ltd

## BALANCE SHEET ANALYSIS

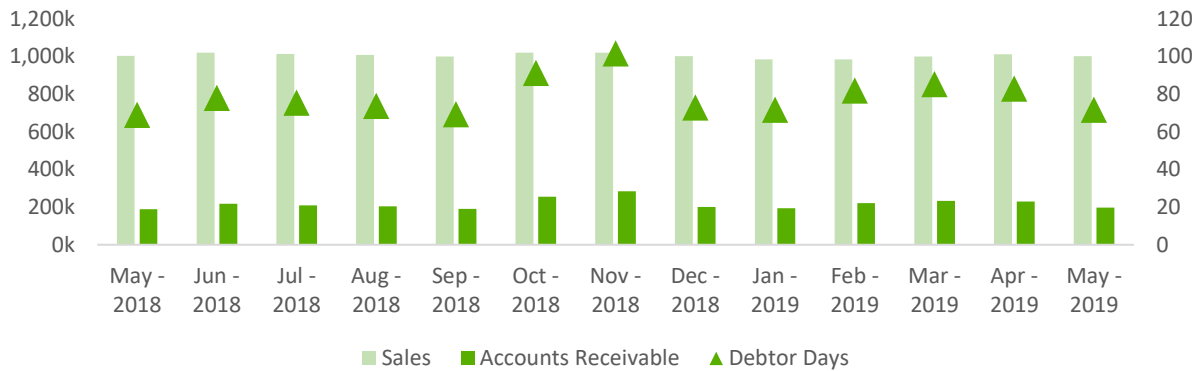
The company's Net Worth has decreased over the past 12 months by £-10.9k (from £44.4k to £33.5k). This has been driven by a £-21.6k reduction in Fixed Assets, a £20.6k increase in Current Assets, a £39.5k increase in Current Liabilities and a £-29.6k reduction in Long Term Liabilities. The Current Ratio (the number of times current assets covers short term obligations) has reduced from 1.19 to 1.03, the minimum we would expect a business to operate at is 1. The Cash Ratio represents the company's immediate ability to cover its' short term obligations this has improved from -0.54 to -0.33. The Total Debt to Equity ratio measures the degree to which operations are funded by borrowed money or unpaid debt, a high ratio means a greater risk of bankruptcy if business declines. The company's Debt to Equity ratio has increased from 4.48 to 6.23.

Net Worth		Current Ratio		Cash Ratio		Total Debt to Equity*	
£33k	✗	1.0	✗	(0.3)	✓	6.2	✗

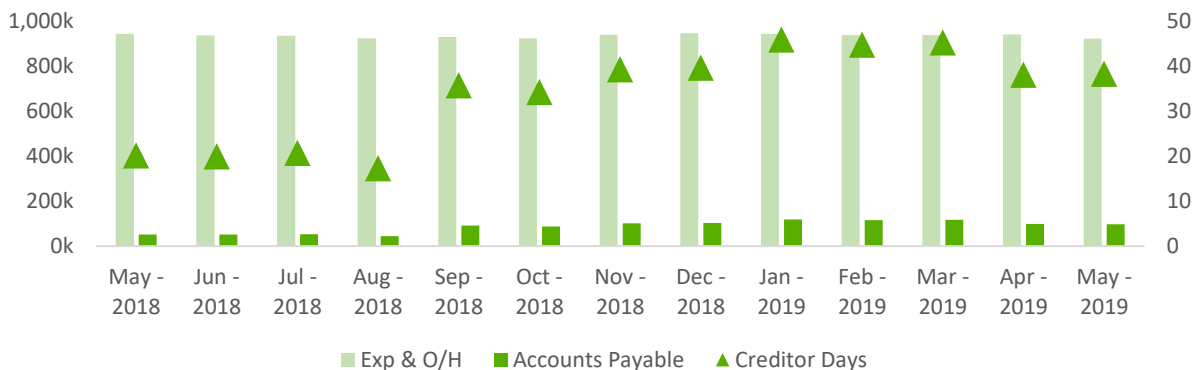
indicators display the movement compared to this time last year

Total Liabilities divided by Net Worth

	LY May	TY May	Vs LY £	Vs LY %
Fixed Assets	96.6k	75.0k	(21.6k)	(22%)
Current Assets	146.6k	167.2k	20.6k	14%
Current Liabilities	123.6k	163.0k	39.5k	32%
Long Term Liabilities	75.2k	45.7k	(29.6k)	(39%)
<b>Net Worth</b>	<b>44k</b>	<b>33k</b>	<b>(10.9k)</b>	<b>(25%)</b>



Debtor Days = (Sales (£1001k) / (Accounts Receivable (£196.9k) / 365 Days) = 71.8 days. This represents an increase of 2.9 days compared to this time last year.



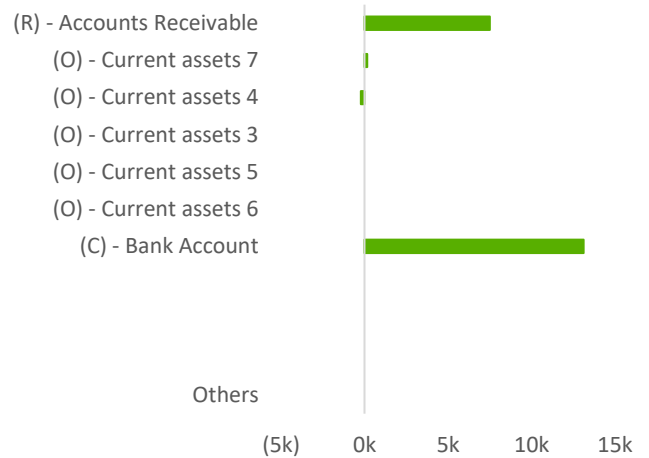
Creditor Days = (Accounts Payable (£97k) / (Cost of Sales (£650.8k) plus Expenses (£270.5k)) / 365 Days) = 38.2 days. This represents an increase of 18.1 days compared to this time last year.

# Performance Summary for Demo Company Ltd

## BALANCE SHEET MOVEMENT

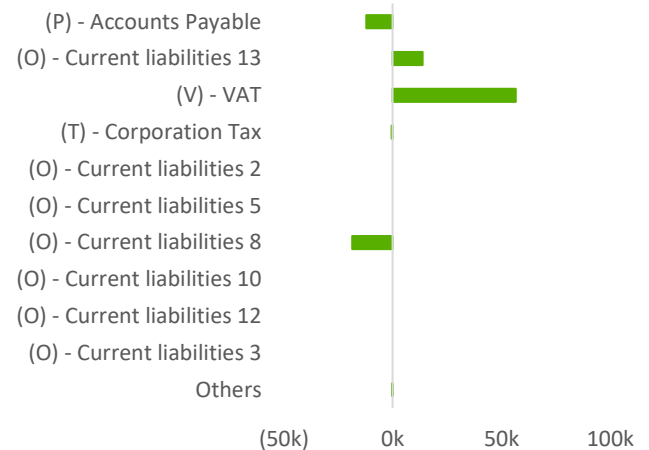
Key Current Assets	LY May	TY May
(R) - Accounts Receivable	189.4k	196.9k
(O) - Current assets 7	23.8k	24.0k
(O) - Current assets 4	0.2k	0.0k
(O) - Current assets 3	0.0k	0.0k
(O) - Current assets 5	0.0k	0.0k
(O) - Current assets 6	0.0k	0.0k
(C) - Bank Account	(66.9k)	(53.7k)
Others	0.0k	0.0k
<b>Current Assets</b>	<b>147k</b>	<b>167k</b>

Current Assets Movement vs LY



Key Current Liabilities	LY May	TY May
(P) - Accounts Payable	72.9k	60.9k
(O) - Current liabilities 13	43.4k	57.2k
(V) - VAT	(21.0k)	35.7k
(T) - Corporation Tax	8.3k	7.9k
(O) - Current liabilities 2	1.4k	1.4k
(O) - Current liabilities 5	0.0k	0.0k
(O) - Current liabilities 8	18.5k	0.0k
(O) - Current liabilities 10	0.0k	0.0k
(O) - Current liabilities 12	0.0k	0.0k
(O) - Current liabilities 3	0.0k	0.0k
Others	0.0k	(0.0k)
<b>Key Current Liabilities</b>	<b>124k</b>	<b>163k</b>

Current Liabilities Movement vs LY



## Classification

In order to prepare some of the ratio analysis above, we have used certain assumptions to categorise your assets and liabilities, these are displayed in brackets before each line. A key to each of these is displayed below.

(C) - Cash, (D) - Debt, (O) - Other, (P) - Payables, (R) - Receivables, (S) - Stock / W.I.P, (T) - Corp Tax, (V) - VAT

# Performance Summary for Demo Company Ltd

## DETAILED BALANCE SHEET ANALYSIS

In order to prepare some of the ratio analysis above, we have used certain assumptions to categorise your assets and liabilities, these are displayed in brackets before each line. A key to each of these is displayed below.

<i>Current Assets</i>	<i>LY</i>	<i>TY</i>	<i>Current Liabilities</i>	<i>LY</i>	<i>TY</i>
(R) - Accounts Receivable	189.4k	196.9k	(P) - Accounts Payable	72.9k	60.9k
(O) - Current assets 7	23.8k	24.0k	(O) - Current liabilities 13	43.4k	57.2k
(O) - Current assets 4	0.2k	0.0k	(V) - VAT	(21.0k)	35.7k
(O) - Current assets 3	0.0k	0.0k	(T) - Corporation Tax	8.3k	7.9k
(O) - Current assets 5	0.0k	0.0k	(O) - Current liabilities 2	1.4k	1.4k
(O) - Current assets 6	0.0k	0.0k	(O) - Current liabilities 5	0.0k	0.0k
(C) - Bank Account	(66.9k)	(53.7k)	(O) - Current liabilities 8	18.5k	0.0k
			(O) - Current liabilities 10	0.0k	0.0k
			(O) - Current liabilities 12	0.0k	0.0k
			(O) - Current liabilities 3	0.0k	0.0k
			(O) - Current liabilities 7	0.0k	0.0k
			(O) - Current liabilities 11	0.0k	0.0k
			(O) - Current liabilities 9	0.0k	(0.0k)

(C) - Cash, (D) - Debt, (O) - Other, (P) - Payables, (R) - Receivables, (S) - Stock / W.I.P, (T) - Corp Tax, (V) - VAT

This report has been produced using data within your accounting system. This report is provided for information purposes and guidance only to aid decision making. No liability can be accepted for loss or other unforeseen impact incurred due to actions taken as a result of the information or comments displayed within it.