Fortune 500 Consumer Goods Company

Case Study: P&L Insights

Using great design to reveal actionable insights
and enhance profitability

GET DATA DRIVEN
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CHALLENGE

How can a company go beyond the P&L and uncover the "why" insights?

When our client approached Axis, they were creating P&Ls manually each month.

Not only did financial operations managers spend much of their time creating statements, but the team had little time to do any deeper trend analysis to find the real drivers of profitability. The manual process also called into question the reliability of the data.

Our client was certainly not lacking in information – different groups each created custom reports and spreadsheets. But actionable insights were lost in the noise.

Our client called Axis to design an application that could finally answer "why"?

APPROACH

Axis conducted interviews and research to develop a design that worked.

1. Focus attention on what specific factors drive profitability
2. Uncover customers, suppliers and products that need attention now
3. Track prices and projections and compare them to public index trends

PERSONA 1

Regional VPs
Oversee sales, performance and profitability

Business Goals
1. Increase sales and margins
2. Identify leading and lagging customers
3. Manage to budget and meet targets

PERSONA 2

Director of Sales and Supply
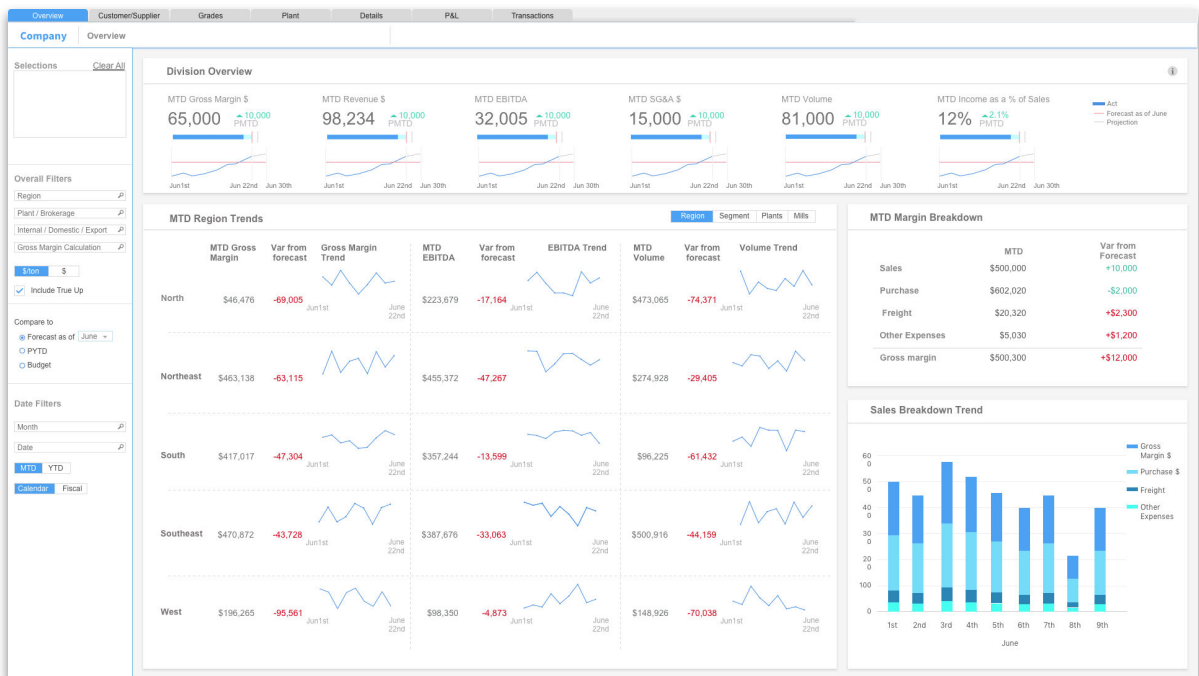Drive profitability by managing sales and supply

Business Goals
1. Convert unprofitable customers
2. Keep prices current with market indexes
3. Track profit by SKU, supplier and customer

SOLUTION

Profitability and operational dashboard

Overview

| Overview | Customer/Supplier | Grades | Plant | Details | P&L | Transactions |

Company | Overview

Division Overview

MTD Gross Margin $	MTD Revenue $	MTD EBITDA	MTD SG&A $	MTD Volume	MTD Income as a % of Sales
65,000 ▲10,000 PMTD	98,234 ▲10,000 PMTD	32,005 ▲10,000 PMTD	15,000 ▲10,000 PMTD	81,000 ▲10,000 PMTD	12% ▲2.1% PMTD

Legend: Act — Forecast as of June — Projection

Selections — Clear All

Overall Filters
- Region
- Plant / Brokerage
- Internal / Domestic / Export
- Gross Margin Calculation
- $/ton $
- ☑ Include True Up

Compare to
- ⦿ Forecast as of June
- ○ PYTD
- ○ Budget

Date Filters
- Month
- Date
- MTD YTD
- Calendar Fiscal

MTD Region Trends

Region | Segment | Plants | Mills

	MTD Gross Margin	Var from forecast	Gross Margin Trend	MTD EBITDA	Var from forecast	EBITDA Trend	MTD Volume	Var from forecast	Volume Trend
North	$46,476	-69,005		$223,679	-17,164		$473,065	-74,371	
Northeast	$463,138	-63,115		$455,372	-47,267		$274,928	-29,405	
South	$417,017	-47,304		$357,244	-13,599		$96,225	-61,432	
Southeast	$470,872	-43,728		$387,676	-33,063		$500,916	-44,159	
West	$196,265	-95,561		$98,350	-4,873		$148,926	-70,038	

MTD Margin Breakdown

	MTD	Var from Forecast
Sales	$500,000	+10,000
Purchase	$602,020	-2,000
Freight	$20,320	+$2,300
Other Expenses	$5,030	+$1,200
Gross margin	$500,300	+$12,000

Sales Breakdown Trend

Legend: Gross Margin $ / Purchase $ / Freight / Other Expenses

X-axis: 1st 2nd 3rd 4th 5th 6th 7th 8th 9th — June

The Overview page is designed for executives, offering a constrained set of choices to guide these high-level users. They quickly see YTD trends and can choose to compare current performance KPIs against budget, forecast or prior year.

Supplier Analysis

The Supplier Analysis page uses strategic toggles to give the user a complete picture of both suppliers and sales. The monthly heat map and scatter plot help quickly uncover trouble spots in volume and margin in different areas.
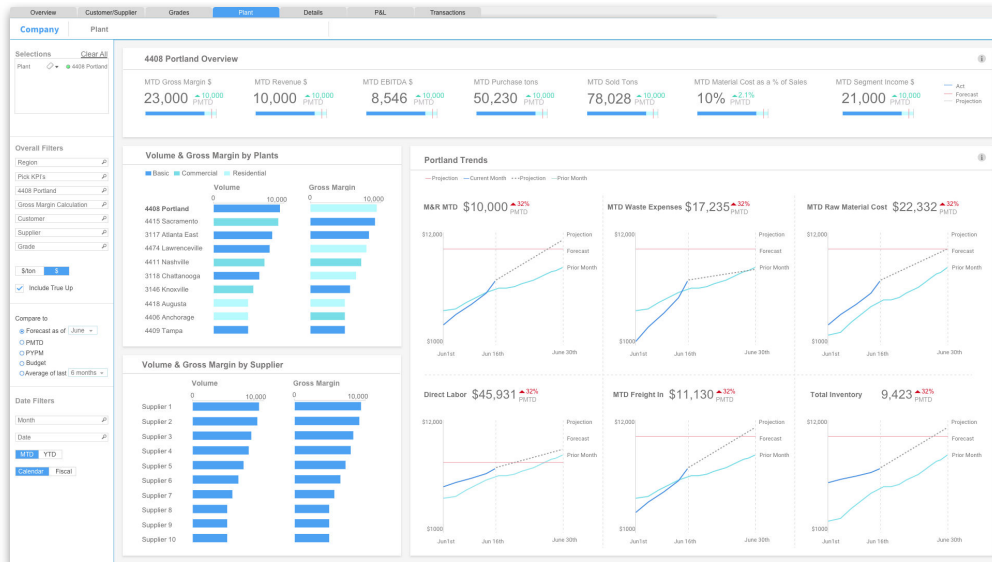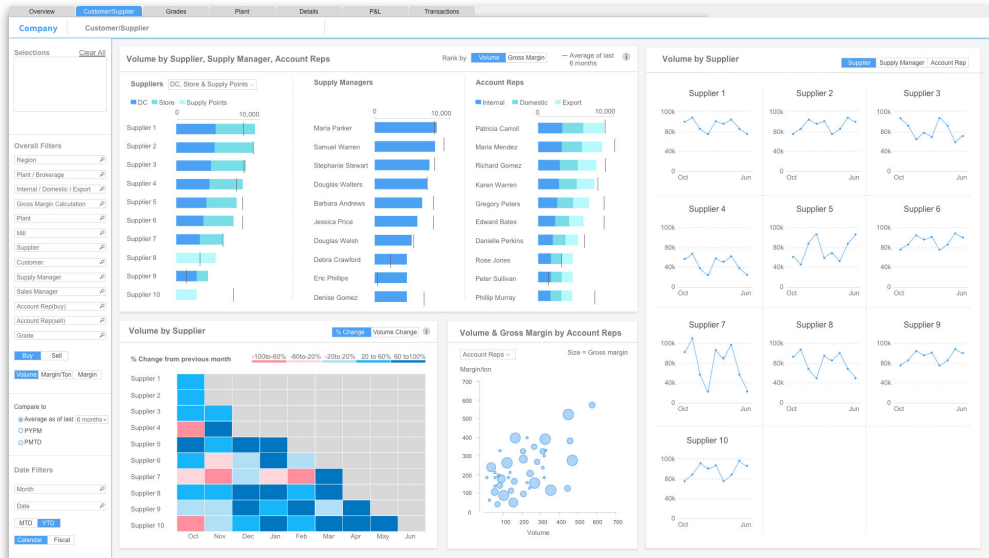
Plant Performance

The Plant Analysis page shows a snapshot of a specific plant's performance. The screen draws the manager's attention to specific areas where performance is favorable or unfavorable, and permits the selection of different KPIs.

"

The dashboard finally gives us insights into what's driving profitability. We're able to dive into sales, identify issues affecting plant performance and track our suppliers – all in one place.

"

AXIS
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