

# Customer Sales and GP Analysis

Available in Automated Financial Reporting (AFR) from Advanced Computing, Inc.

The Customer Sales and GP Trends report below is sorted to display customers from largest to smallest in revenue and analyze profitability of those customers. This tutorial illustrates how the report can be navigated for quarterly and monthly detail, account level and transaction detail, and filtered for one or more stores. Product and Market Segment can be integrated with the Customer information.

	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3	Locations	All									
4											
5	Actuals	Column Labels									
6		SALES				SALES Total		GROSS PROFIT			GROSS PROFIT Total
7	Row Labels	PP SALES	PARTS SALES	SERV SALES	RNTL SALES		PP SALES	PARTS SALES	SERV SALES	RNTL SALES	
8	<b>Griffith Farm</b>										
9	Year-Quarter-Month	5,405,234	14,867,393	10,743,349	1,154,219	32,170,194	-902,218	4,614,170	8,017,854	660,247	12,390,054
10	Calendar 2008	4,566,985	11,511,758	8,067,058	985,984	25,131,784	-432,626	3,484,945	6,043,756	627,154	9,723,231
11	Calendar 2009	838,249	3,355,635	2,676,291	168,236	7,038,411	-469,593	1,129,225	1,974,098	33,092	2,666,823
12	<b>Ulmer Excavation &amp; Landscapi</b>										
13	Year-Quarter-Month	22,219,911	34,960	8,699	851	22,264,421	2,962,886	9,422	6,007	851	2,979,166
14	Calendar 2008	18,147,858	25,720	7,051		18,180,629	1,947,102	6,871	5,077		1,959,050
15	Calendar 2009	4,072,054	9,240	1,649	851	4,083,793	1,015,784	2,552	930	851	1,020,116
16	<b>Red Gap Contractors LLC</b>										
17	Year-Quarter-Month	10,059,753	2,129,159	833,504	30,637	13,053,052	2,395,868	592,150	619,285	11,253	3,618,557
18	Calendar 2008	10,059,139	1,762,066	820,918	30,359	12,672,481	2,395,767	482,074	612,104	10,976	3,500,921
19	Calendar 2009	614	367,093	12,586	277	380,571	101	110,076	7,181	277	117,636
20	<b>Aikman's Backhoe &amp; Dozer Ser</b>										
21	Year-Quarter-Month	3,729,176	2,159,792	416,807	52,619	6,358,394	1,379,157	561,678	317,928	52,293	2,311,055
22	Calendar 2008	2,880,398	1,578,271	290,986	43,777	4,793,431	1,420,791	402,750	224,966	43,451	2,091,958
23	Calendar 2009	848,778	581,521	125,822	8,842	1,564,963	-41,634	158,928	92,962	8,842	219,098
24	<b>Phillip A Picariello Inc</b>										
25	Year-Quarter-Month	5,021,834	7,671	7,461	7,154	5,044,120	-969,753	2,235	5,738	6,537	-955,243
26	Calendar 2008	4,915,361	4,290	4,841	7,154	4,931,646	-959,137	1,261	3,783	6,537	-947,556
27	Calendar 2009	106,473	3,381	2,620		112,474	-10,617	974	1,955		-7,688
28	<b>Chad A Kucera</b>										
29	Year-Quarter-Month	3,524,865	30,410	6,640	24,329	3,586,243	238,074	9,060	4,893	22,556	274,584
30	Calendar 2008	2,720,212	24,291	4,163	16,773	2,765,440	126,454	7,093	2,972	15,034	151,554
31	Calendar 2009	804,653	6,118	2,477	7,556	820,804	111,621	1,967	1,921	7,522	123,030
32	<b>Woodville Supply Co Inc</b>										
33	Year-Quarter-Month	2,787,671	216,471	96,449	17,836	3,118,427	452,743	58,493	73,159	17,634	602,030
34	Calendar 2008	2,199,199	186,866	73,849	14,932	2,474,846	437,194	49,480	56,280	14,730	557,683
35	Calendar 2009	588,472	29,605	22,600	2,904	643,582	15,549	9,014	16,879	2,904	44,347

**Quarterly and Monthly Detail** - The plus sign in front of any year can be clicked for quarterly and monthly detail for each customer. Calendar Year 2009 detail is shown below:

	A	B	C	D	E	F	G	H	I	J	K
1											
2											
3	Locations	All									
4											
5	Actuals	Column Labels									
6		SALES				SALES Total		GROSS PROFIT			GROSS PROFIT Total
7	Row Labels	PP SALES	PARTS SALES	SERV SALES	RNTL SALES		PP SALES	PARTS SALES	SERV SALES	RNTL SALES	
8	<b>Griffith Farm</b>										
9	Year-Quarter-Month	5,405,234	14,867,393	10,743,349	1,154,219	32,170,194	-902,218	4,614,170	8,017,854	660,247	12,390,054
10	Calendar 2008	4,566,985	11,511,758	8,067,058	985,984	25,131,784	-432,626	3,484,945	6,043,756	627,154	9,723,231
11	Calendar 2009	838,249	3,355,635	2,676,291	168,236	7,038,411	-469,593	1,129,225	1,974,098	33,092	2,666,823
12	+ Quarter 1, 2009	823,196	2,888,086	2,338,894	146,135	6,196,312	-301,605	986,602	1,720,728	26,791	2,432,516
13	CP 2009/01	129,738	1,084,866	836,653	57,791	2,109,048	96,620	392,931	617,290	42,174	1,149,014
14	CP 2009/02	232,778	748,946	627,875	45,806	1,655,405	107,034	252,051	458,152	34,266	851,503
15	CP 2009/03	460,680	1,054,275	874,366	42,537	2,431,858	-505,259	341,620	645,287	-49,649	431,999
16	+ Quarter 2, 2009	15,053	467,549	337,397	22,100	842,099	-167,988	142,624	253,370	6,302	234,307
17	CP 2009/04	15,053	467,549	337,397	22,100	842,099	-167,988	142,624	253,370	6,302	234,307
18	<b>Ulmer Excavation &amp; Landscapi</b>										
19	Year-Quarter-Month	22,219,911	34,960	8,699	851	22,264,421	2,962,886	9,422	6,007	851	2,979,166
20	Calendar 2008	18,147,858	25,720	7,051		18,180,629	1,947,102	6,871	5,077		1,959,050
21	Calendar 2009	4,072,054	9,240	1,649	851	4,083,793	1,015,784	2,552	930	851	1,020,116
22	+ Quarter 1, 2009	3,778,711	3,240	1,649		3,783,599	958,832	937	930		360,699
23	CP 2009/01	810,956	550			811,506	48,061	167			48,227
24	CP 2009/02	965,569	1,512	533		967,614	67,554	416	383		68,352
25	CP 2009/03	2,002,186	1,177	1,116		2,004,479	843,218	355	547		844,119
26	+ Quarter 2, 2009	293,342	6,000		851	300,193	56,953	1,615		851	59,418
27	CP 2009/04	293,342	6,000		851	300,193	56,953	1,615		851	59,418
28	<b>Red Gap Contractors LLC</b>										
29	Year-Quarter-Month	10,059,753	2,129,159	833,504	30,637	13,053,052	2,395,868	592,150	619,285	11,253	3,618,557
30	Calendar 2008	10,059,139	1,762,066	820,918	30,359	12,672,481	2,395,767	482,074	612,104	10,976	3,500,921
31	Calendar 2009	614	367,093	12,586	277	380,571	101	110,076	7,181	277	117,636
32	+ Quarter 1, 2009	614	292,603	6,243	277	299,738	101	89,461	2,043	277	91,882
33	CP 2009/01	614	96,945	-8,407	277	89,430	101	33,936	-8,656	277	25,658
34	CP 2009/02		67,330	8,015		75,346		22,658	5,716		28,373
35	CP 2009/03		128,328	6,635		134,963		32,867	4,983		37,850

**Store Detail** - The report can be filtered for one or more stores by clicking the down arrow in cell B3 and selecting the desired store(s) from the menu that appears. The **Baraboo** and **Ellsworth** stores are selected in the example below:

		Customer Sales & GP - Trends								Rockland CAT	
Locations		All									
Actuals		SALES Total				GROSS PROFIT				GROSS PROFIT Total	
Row Labels		PP SALES	PARTS SALES	SERV SALES	RNTL SALES	PP SALES	PARTS SALES	SERV SALES	RNTL SALES		
<b>Griffith Farm</b>											
Year-Quarter		14,867,393	10,743,349	1,154,219	32,170,194	-902,218	4,614,170	8,017,854	660,247	12,390,054	
Calendar 2008		11,511,758	8,067,058	985,984	25,131,784	-432,626	3,484,945	6,043,756	627,154	9,723,231	
Calendar 2009		3,355,635	2,676,291	168,236	7,038,411	-469,593	1,129,225	1,974,098	33,092	2,666,823	
<b>Ulmer Excavati</b>											
Year-Quarter		34,960	8,699	851	22,264,421	2,962,886	9,422	6,007	851	2,979,166	
Calendar 2008		25,720	7,051		18,180,629	1,947,102	6,871	5,077		1,959,050	
Calendar 2009		9,240	1,649	851	4,083,793	1,015,784	2,552	930	851	1,020,116	
<b>Red Gap Contra</b>											
Year-Quarter		2,129,159	833,504	30,637	13,053,052	2,395,868	592,150	619,285	11,253	3,618,557	
Calendar 2008		1,762,066	820,918	30,359	12,672,481	2,395,767	482,074	612,104	10,976	3,500,921	
Calendar 2009		367,093	12,586	277	380,571	101	110,076	7,181	277	117,636	
<b>Aikman's Backh</b>											
Year-Quarter		2,159,792	416,807	52,619	6,358,394	1,379,157	561,678	317,928	52,293	2,311,055	
Calendar 2008		1,578,271	290,986	43,777	4,793,431	1,420,791	402,750	224,966	43,451	2,091,958	
Calendar 2009		581,521	125,822	8,842	1,564,963	-41,634	158,928	92,962	8,842	219,098	
<b>Phillip A Picariello Inc</b>											
Year-Quarter		5,021,834	7,671	7,461	7,154	5,044,120	-969,753	2,235	5,738	6,537	-955,243
Calendar 2008		4,915,361	4,290	4,841	7,154	4,931,646	-959,137	1,261	3,783	6,537	-947,556
Calendar 2009		106,473	3,381	2,620		112,474	-10,617	974	1,955		-7,688
<b>Chad A Kucera</b>											
Year-Quarter-Month		3,524,865	30,410	6,640	24,329	3,586,243	238,074	9,060	4,893	22,556	274,584
Calendar 2008		2,720,212	24,291	4,163	16,773	2,765,440	126,454	7,093	2,972	15,034	151,554
Calendar 2009		804,653	6,118	2,477	7,556	820,804	111,621	1,967	1,921	7,522	123,030
<b>Woodville Supply Co Inc</b>											
Year-Quarter		2,787,671	216,471	96,449	17,836	3,118,427	452,743	58,493	73,159	17,634	602,030
Calendar 2008		2,199,199	186,866	73,849	14,932	2,474,846	437,194	49,480	56,280	14,730	557,683
Calendar 2009		588,472	29,605	22,600	2,904	643,582	15,549	9,014	16,879	2,904	44,347

The report appears filtered for the Baraboo and Ellsworth stores as shown below:

		Customer Sales & GP - Trends								Rockland CAT	
Locations		(Multiple Items)									
Actuals		SALES				GROSS PROFIT				GROSS PROFIT Tot	
Row Labels		PP SALES	PARTS SALES	SERV SALES	RNTL SALES	PP SALES	PARTS SALES	SERV SALES	RNTL SALES		
<b>Griffith Farm</b>											
Year-Quarter-Month		3,340,844	4,848,177	3,707,333	297,859	12,194,212	252,019	1,723,464	2,746,809	136,559	4,858,8
Calendar 2008		3,191,567	3,787,872	2,794,432	242,699	10,016,569	282,171	1,331,604	2,085,047	165,659	3,864,4
Calendar 2009		149,277	1,060,305	912,901	55,160	2,177,643	-30,152	391,860	661,762	-29,100	994,3
<b>Red Gap Contractors LLC</b>											
Year-Quarter-Month		10,053,822	22,843	8,280	277	10,085,223	2,394,490	7,161	5,996	277	2,407,9
Calendar 2008		10,053,208	19,611	8,280		10,081,099	2,394,389	4,521	5,996		2,404,9
Calendar 2009		614	3,232		277	4,124	101	2,640		277	3,0
<b>Ulmer Excavation &amp; Landscapi</b>											
Year-Quarter-Month		7,853,384	7,315	3,189		7,863,888	632,653	2,127	2,090		636,8
Calendar 2008		6,254,343	4,444	2,241		6,261,028	687,063	1,318	1,661		690,0
Calendar 2009		1,599,041	2,871	948		1,602,860	-54,409	809	429		-53,1
<b>Phillip A Picariello Inc</b>											
Year-Quarter-Month		4,994,845	4,223	2,840	2,142	5,004,050	-972,386	1,213	2,271	2,142	-966,7
Calendar 2008		4,902,799	1,882	1,417	2,142	4,908,239	-960,098	535	1,150	2,142	-956,2
Calendar 2009		92,046	2,342	1,423		95,810	-12,288	678	1,121		-10,4
<b>Brant-Valley Excavating In</b>											
Year-Quarter-Month		1,679,460	72,423	12,020		1,763,904	142,389	19,051	9,160		170,5
Calendar 2008		1,179,629	51,975	10,170		1,241,773	92,411	14,184	7,800		114,3
Calendar 2009		499,832	20,448	1,850		522,130	49,978	4,867	1,360		56,2
<b>C &amp; B Dairy</b>											
Year-Quarter-Month		1,602,221	87,855	27,314	89	1,717,480	128,426	27,406	17,739	89	173,6
Calendar 2008		1,602,221	71,259	24,014	89	1,697,584	128,426	22,425	15,844	89	166,7
Calendar 2009			16,596	3,300		19,896		4,981	1,895		6,8
<b>David Mason Construction Inc</b>											
Year-Quarter-Month		1,192,037	174,965	47,482	30,446	1,444,930	108,232	46,248	36,049	30,446	220,9
Calendar 2008		1,163,629	116,500	33,744	29,778	1,343,651	102,029	30,219	25,953	29,778	187,9
Calendar 2009		28,408	58,465	13,738	668	101,279	6,202	16,030	10,097	668	32,9

Note: The customers from the chosen stores are automatically resorted based on combined Sales at both stores.

**Account Detail** is available for all accounts in the Operating Statement by clicking the plus sign(s) in front of desired account group(s). The Sales and Gross Profit accounts in Prime Product Sales for the Griffith Farm customer are shown below after swapping the years and accounts in the rows and columns. The report can be scrolled, or Excel's "Find" feature used to display account detail for other customers:

Customer Sales & GP - Trends				
Locations	All			
Actuals	Column Labels	Year-Quarter-Month	Year-Quarter-Month Total	
Row Labels	Calendar 2008	Calendar 2009		
5164 Griffith Farm				
5165 SALES	25,131,784	7,038,411	32,170,194	
5166 PP SALES	4,566,985	838,249	5,405,234	
5167 400100 : New PP Direct	1,957,701	724,321	2,682,022	
5168 400200 : New PP Rent Conv	1,101,690		1,101,690	
5169 400300 : New PP Rent w/Opt	16,380		16,380	
5170 400400 : New PP Rent to Rent	567,133	90,489	657,622	
5171 400600 : New PP Lease Con	2,552		2,552	
5172 400700 : Used PP Direct	604,044	4,111	608,156	
5173 401000 : Used PP Rent to Rent	170,804	21,785	192,590	
5174 401200 : Used PP Lease Conv	112,805		112,805	
5175 401450 : PP Service Fees	-1,064	1,890	826	
5176 401500 : Prime Product Other	3,634	110	3,744	
5177 401600 : Misc (Migratory Fee)	8,913	63	8,975	
5178 401710 : PP Rental Dam Rec	11,926	2,090	14,016	
5179 401720 : PP Rental Fuel Rec	4,338	-3,623	715	
5180 401730 : PP Re-rent	1,644		1,644	
5181 401740 : Prime Prod Freight		-3,623	-3,623	
5182 401790 : PP Rental Prot/Ins	4,485	635	5,120	
5183 PARTS SALES	11,511,758	3,355,635	14,867,393	
5184 SERV SALES	8,067,058	2,676,291	10,743,349	
5185 RNTL SALES	985,984	168,236	1,154,219	
5186 GROSS PROFIT	9,723,231	2,666,823	12,390,054	
5187 PP SALES	-432,626	-469,593	-902,218	
5188 GP00100 : New PP Direct	821,334	16,590	837,924	
5189 GP00200 : New PP Rent Conv	102,784	-11,327	91,457	
5190 GP00300 : New PP Rent w/Opt	3,276		3,276	

**Transaction Detail** for any Customer and Sales Account can be displayed. Griffith Farm's Prime Product transactions in 2009 will be used in this example. To view transaction detail:

- *Right-click* the desired cell for sales detail, such as **New Prime Product Direct** in cell C5167 above. A menu appears.
- **Select Additional Actions > Document Drillthrough** from the menu. AFR provides the transaction detail as specified by the dealer in a new worksheet as shown below:

Doc Type	Doc Num	Doc Date	Input Date	User Code	Customer Vendor #	Amount
GLCV	483999	Jan 28 2009 12:00AM	Jan 31 2009 12:47AM	H51CODA	000	-5544.00
GLCV	483999	Jan 28 2009 12:00AM	Jan 31 2009 12:47AM	H51CODA	000	-133772.71
GLCV	483999	Jan 28 2009 12:00AM	Jan 31 2009 12:47AM	H51CODA	000	133772.71
GLEE	3	Mar 19 2009 12:00AM	Mar 19 2009 10:36AM	FRETECA	000	-0.62
GLEE	3	Mar 19 2009 12:00AM	Mar 19 2009 10:36AM	FRETECA	000	0.62
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	-135907.07
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	45302.36
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	45302.36
GLJE	139	Feb 28 2009 12:00AM	Mar 4 2009 9:51AM	SABINMW	000	45302.36
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-70847.60
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	23615.87
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	23615.87
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	23615.87
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-6851.25
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2283.75
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-6053.44
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.82
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.81
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.81
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	2017.81
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	-55601.91
GLJE	157	Feb 28 2009 12:00AM	Mar 6 2009 3:23PM	SABINMW	000	18533.97

