

INCOME STATEMENT

An income statement or profit and loss account is one of the financial statements of a company and shows the company's revenues and expenses during a particular period. It indicates how the revenues are transformed into net income (or net profit).

This Tableau Accelerator allows you to:

- Appraise your financial results (profits & losses): Income Statement, Waterfall, Annual Report
- Realize some simulations on your Income Statement (What-If Analysis)

Answer key business questions

- What is the financial status of the organization?
- What is the performance of the organization?
- What is the expected future growth of the organization?
- How much profit has the organization generated?

Monitor and improve KPIs

Revenues

- **Total Revenues:** Total amount of income generated by the sale of goods or services related to the company's primary operations (expressed in currency)

Expenses

- **Cost of Revenues:** Total cost incurred to produce and sell a product or service. It includes all the costs associated with the production process, such as raw materials, labor, overhead expenses. It also includes any other direct costs related to the production and delivery of the product or service. (expressed in currency)

- **Operating Expenses:** Expenditures (that is, cash out) that a company makes to generate income (also called 'SG&A Expenses'): S&M Expenses, R&D Expenses, G&A Expenses (expressed in currency)

- **Operating Expenses %:** Determines how much it actually costs to run your business against how much you bring in from revenues (expressed in %)

- **Depreciation & Amortization:** Amortizations and depreciations are methods of prorating the cost of business assets over the course of their useful life (expressed in currency)

- **Interests & Taxes:** All taxes the company is subject to, plus all the interests it has to pay to creditors (expressed in currency)

Profitability

- **Gross Profit:** Amount left over from Revenues after Costs of Revenues are subtracted (expressed in currency)
- **Gross Margin:** Share of left over from Revenues after Cost of Revenues are subtracted (also called 'Gross Profit %') (expressed in %)
- **Operating Income:** Earnings before interest and taxes → profits before taking away interest charges and tax payments (expressed in currency)
- **Operating Margin:** Share of earnings before interest and taxes → share of profits before taking away interest charges and tax payments (expressed in %)

- **Net Income:** Total amount of income left after expenses and deductions are taken out (expressed in currency)

- **Net Margin:** Share of income left after expenses and deductions are taken out (expressed in %)

Required attributes

- **Month** (*date*): Month
- **KPI Code** (*string*): KPI Code according to defined rules (*)
- **KPI Breakdown** (*string*): Level of detail that identifies the nature of the KPI Code provided above (**)
- **KPI Value** (*numeric*): Value of the corresponding KPI

(*) "KPI Code" is an attribute where specific values are expected:

- 'REVENUES'**: Revenues (Actual)
- 'BUD_REVENUES'**: Revenues (Budget)
- 'COST OF REVENUES'**: Cost of Revenues (Actual)
- 'BUD_COST OF REVENUES'**: Cost of Revenues (Budget)
- 'OPEX'**: Operating Expenses (Actual)
- 'BUD_OPEX'**: Operating Expenses (Budget)
- 'DEPREC': Depreciations and Amortizations (Actual)
- 'BUD_DEPREC': Depreciations and Amortizations (Budget)
- 'TAXES': Interests and Taxes (Actual)
- 'BUD_TAXES': Interests and Taxes (Budget)

(**) "KPI Breakdown" is an attribute for which specific values are expected in certain special cases:

KPI Code = 'REVENUES' (Revenues)

- KPI Breakdown='xxx' → Any type of Revenue (replace 'xxx' by your breakdown of 'Revenues')

Month	KPI Code	KPI Breakdown	KPI Value
12/1/2023	REVENUES	Business Line 1	4,397,540
12/1/2023	REVENUES	Business Line 2	1,693,291
12/1/2023	REVENUES	Other	180,618
12/1/2023	COST OF REVENUES	Direct Cost 1	2,960,972
12/1/2023	COST OF REVENUES	Direct Cost 2	986,991
12/1/2023	COST OF REVENUES	Direct Cost 3	797,185
12/1/2023	OPEX	General & Administrative	145,148
12/1/2023	OPEX	Research & Development	351,298
12/1/2023	OPEX	Sales & Marketing	406,183
12/1/2023	DEPREC		86,983
12/1/2023	TAXES		125,018
12/1/2023	BUD_REVENUES	Business Line 1	4,397,540
12/1/2023	BUD_REVENUES	Business Line 2	1,693,291
12/1/2023	BUD_REVENUES	Other	180,618
12/1/2023	BUD_COST OF REVENUES	Direct Cost 1	2,960,972
12/1/2023	BUD_COST OF REVENUES	Direct Cost 2	986,991
12/1/2023	BUD_COST OF REVENUES	Direct Cost 3	797,185
12/1/2023	BUD_OPEX	General & Administrative	145,148
12/1/2023	BUD_OPEX	Research & Development	351,298
12/1/2023	BUD_OPEX	Sales & Marketing	406,183
12/1/2023	BUD_DEPREC		86,983
12/1/2023	BUD_TAXES		125,018

*Values in Bold are mandatory