

# Reference Guide to: Understanding Business Intelligence Reports Qvinci for Accountants

(Red text identifies actions to take)

## QVINCI'S NEW BI REPORTS:

Qvinci's new Business Intelligence tools facilitate an accountant's ability to **better serve client needs** by providing intuitive, actionable insights, including KPIs, comparative analysis, trending analysis and more that **clients actually understand**.

Below is a REFERENCE GUIDE (a Qvinci Gallery template that can be inserted into any report package) to ensure all clients can read each BI report (black text) and contains a call to action (red text) that is **proven to create advisory opportunities**.

Our use of predictive analytics (green / red arrows), and charts and graphs allows a firm's client(s) to gain a "1,000-foot" overview of how their business is performing and MOTIVATES them to **pro-actively contact their accountant** to help resolve issues that are negatively impacting profitability. We all know that "RED makes the accountant's phone ring!"

## PRACTICAL APPLICATION:

Accountants are no longer spending hours manually creating traditional financials for clients, who don't really understand them. Now, **in 30 seconds, reporting is done** using Qvinci and the next 59.5 minutes are spent advising a client on how to correct issues (red arrows and downward trending charts / graphs) that are negatively impacting Net Income and their business.

## TAKEAWAY:

**Accountants who want to transition client relationships from Compliance to Consultancy implement Qvinci's Business Intelligence reporting to catalyze the transformation.**

## REFERENCE GUIDE:

### Ratio KPI Trending Analysis

- These are period-over-period and year-to-date, year-over-year views of the most popular ratios I discuss with my clients.
- Green arrows are "good", red arrows are "bad".
- Pay close attention to Months of Cash Reserves in the CASH section of these reports!
- **If you see numerous red arrows, call me for insights and suggestions to resolve the issues that are negatively impacting your bottom-line.**

### Budget Versus Actual Analysis

- This report shows your actuals versus your budget for last month and year to date.
- The graph provides an easy to understand, by month illustration.
- **If your actual expenses are ABOVE the green budget line or net income is BELOW the line, we should discuss practical strategies for taking corrective action.**

### Total Income and Net Income Analysis

- This 3-Dimensional chart shows Total Income and Net Income, by month, over a 2-year period.
- The left-most column is Income, the right-most column is Year-Over-Year Variance.

- Current year is the active color, last year is the passive color.
- (Total Income) Illustrates how you are doing year-over-year by month, as well as year-to-date trending.
- (Net Income) You want the graphed pattern of Net Income to mirror or be slightly better than its monthly counterpart in Net Income.
- **If mirrored, you are controlling costs. If not, give me a call to discuss a strategy to better control the costs that are negatively impacting your Net Income.**

### **Expense Control Analysis**

If you want to make an immediate impact on your profits, it's best to focus on controlling your largest expenses.

- This report automatically identifies, and stack ranks your Top 10 Expenses.
- It auto-populates whatever those expenses are called in your Chart of Accounts into column A.
- It compares the year-over-year and graphs the data (current year = active color; prior year = passive color).
- **The better you control these expenses, the faster your "Red" arrows will become "Green" (KPI Ratios reports) and the more Net Income you will have!**

### **Forecast Trend Analysis**

- Provides a snapshot of last month's performance.
- A forward-looking trend analysis highlights the main areas of your P&L.
- Ideally, as "Red" arrows become "Green" (KPI Ratios reports) because your larger expenses are being better controlled (Expense Analysis report), your projected Net Income will continue to increase!
- **If you are seeing a negative or small single digit percentage in the Net Income line, YTD-YOY Variance column, we should talk.**

## **ADDITIONAL RESOURCES**

Report Examples      [Business Intelligence and Reporting Samples](#)  
 24/7 How to Videos      [Qvinci Knowledge Base](#)