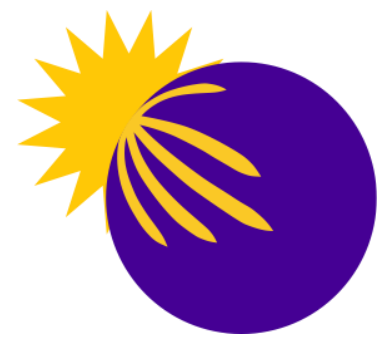


**Sunesis**  
CONSULTING

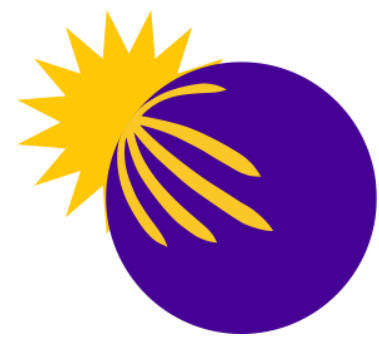
# Management Accountant as the Analyst; The place of Business Intelligence – BI

Patrick Ngotho Kamau  
BSc Maths, CISA, MCP



## Coverage

- ☐ ERPs are not enough
- ☐ BI in Management Accounting
- ☐ Sample dashboards
- ☐ BI implementation guide



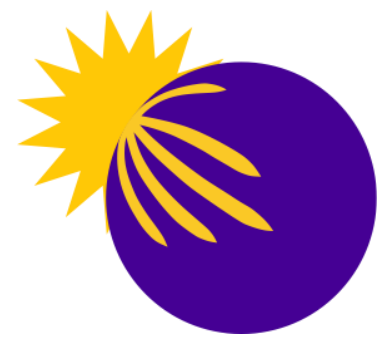
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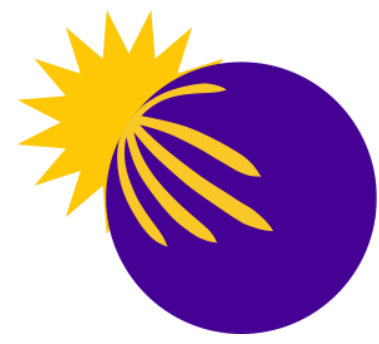
- ❑ BI implementation guide



## What are some of your reporting nightmares?

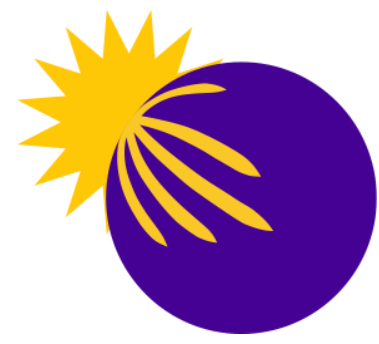
- ☐ Numbers not balancing
- ☐ System hanging
- ☐ Excel crashing
- ☐ Too many links (Excel)
- ☐ Wrong data extracted





## Finance Manager - Logistics

- Company with Head Office in Europe and with operations worldwide.
- Each country/region has to send a monthly management report on performance that is used to update the main performance dashboard at Head Office.
- This report needs data extracted from the business operations system cleaned up and transformed into a predefined output.



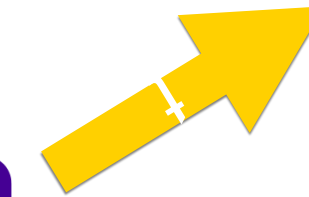
# Finance Manager - Logistics Dashboard Reporting System



Operations System



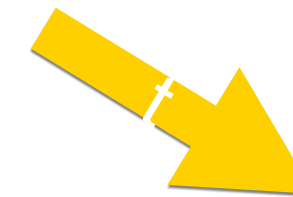
Data extracted  
and put in DB



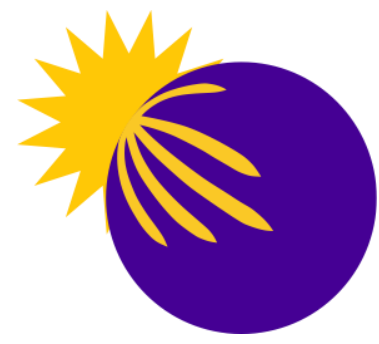
ERP



Management  
Reports



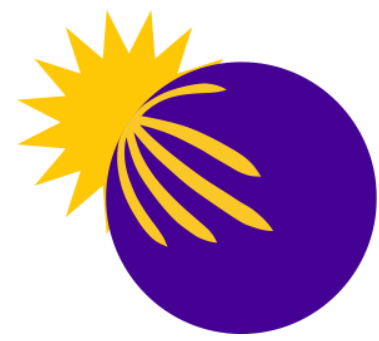
Dashboard



## Finance Manager - Retail

- Company with Head Office in Kenya and with 40 outlets spread within East Africa.
- The FM presents each Monday morning a summarized report on performance by Outlet and by Brand.
- Each Store Manager has to send each week a report on the daily performance of their store for some predefined KPIs.
- FM has to generate a consolidated report that includes comparisons to budget and prior year before presenting to the BOD.





# Finance Manager - FMCG

## Outlets/Brand Performance

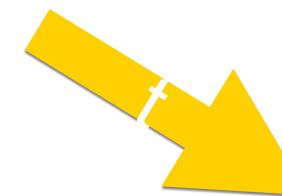


40 Outlet files

ERP



Data extracted  
and put in DB

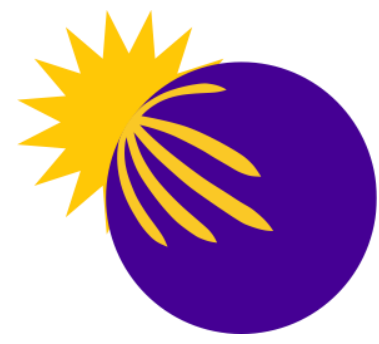


Dashboard

Management  
Reports

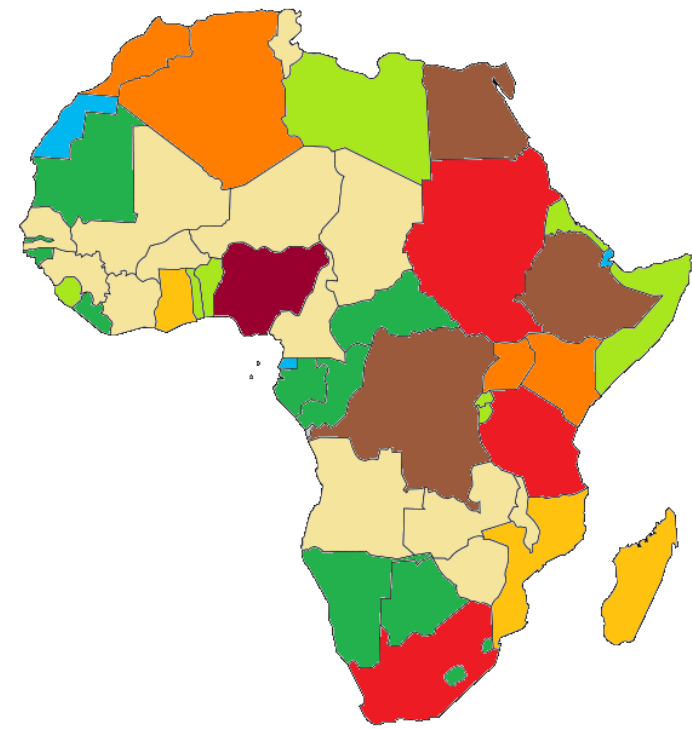
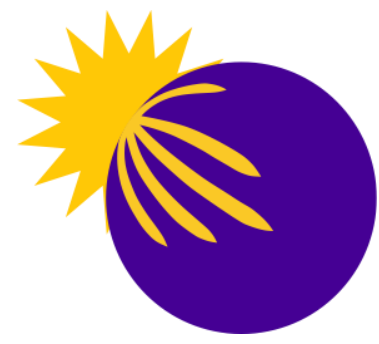






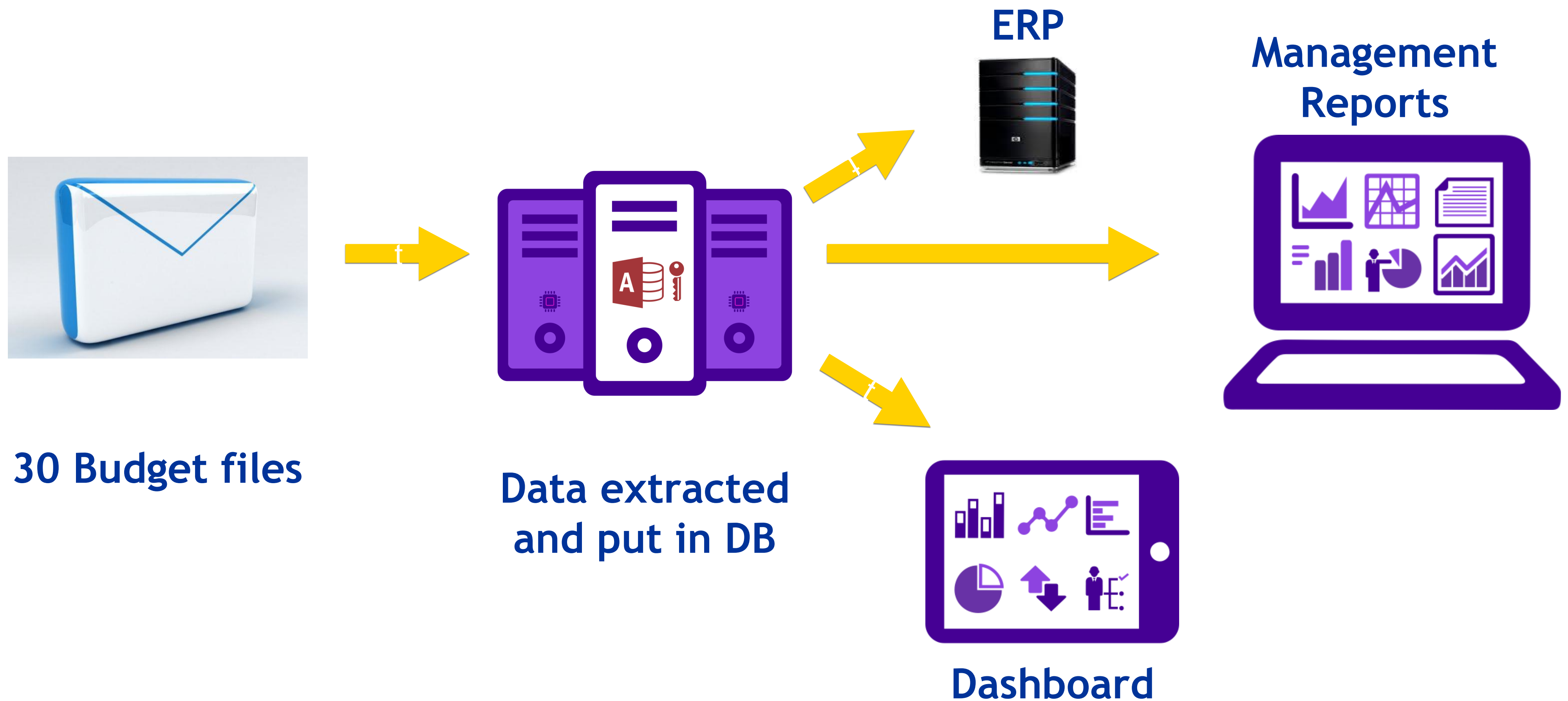
## Finance Manager - FMCG

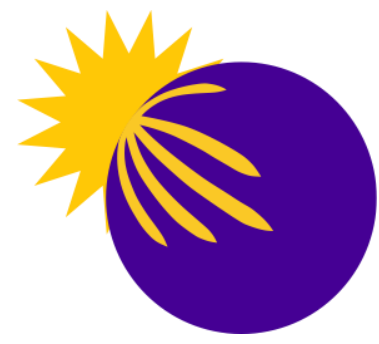
- Company with a Business Unit based in Kenya covering about 30 countries in Africa.
- The FM consolidates the budget proposals from all the Country managers then presents a top level summary to the BU head for final approval.
- The FM also has to then load the approved budgets into their core financial system.



# Finance Manager - FMCG

## Budget Management System





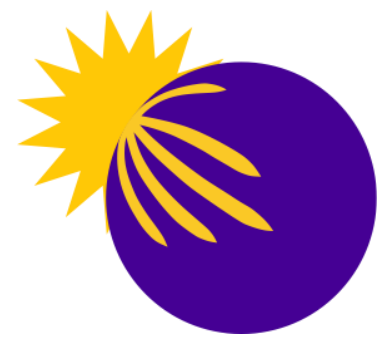
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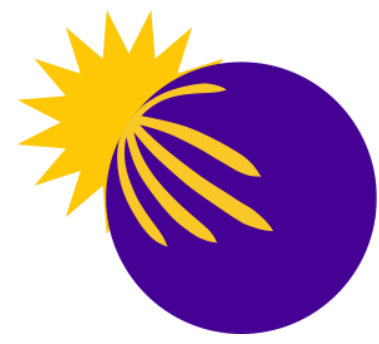
- ❑ BI implementation guide



# Management Accounting Defined

*The process of preparing management reports and accounts that provide accurate and timely financial and statistical information required by managers to make day-to-day and short-term decisions.*

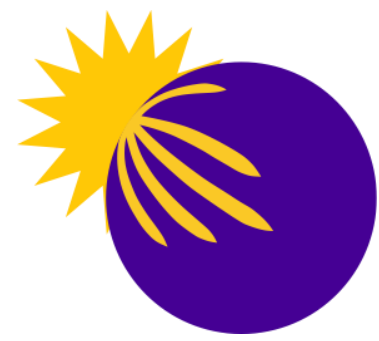
*<http://www.businessdictionary.com/definition/management-accounting.html>*



# Business Intelligence Defined

*Business intelligence (BI) can be described as "a set of techniques and tools for the acquisition and transformation of raw data into meaningful and useful information for business analysis purposes"*

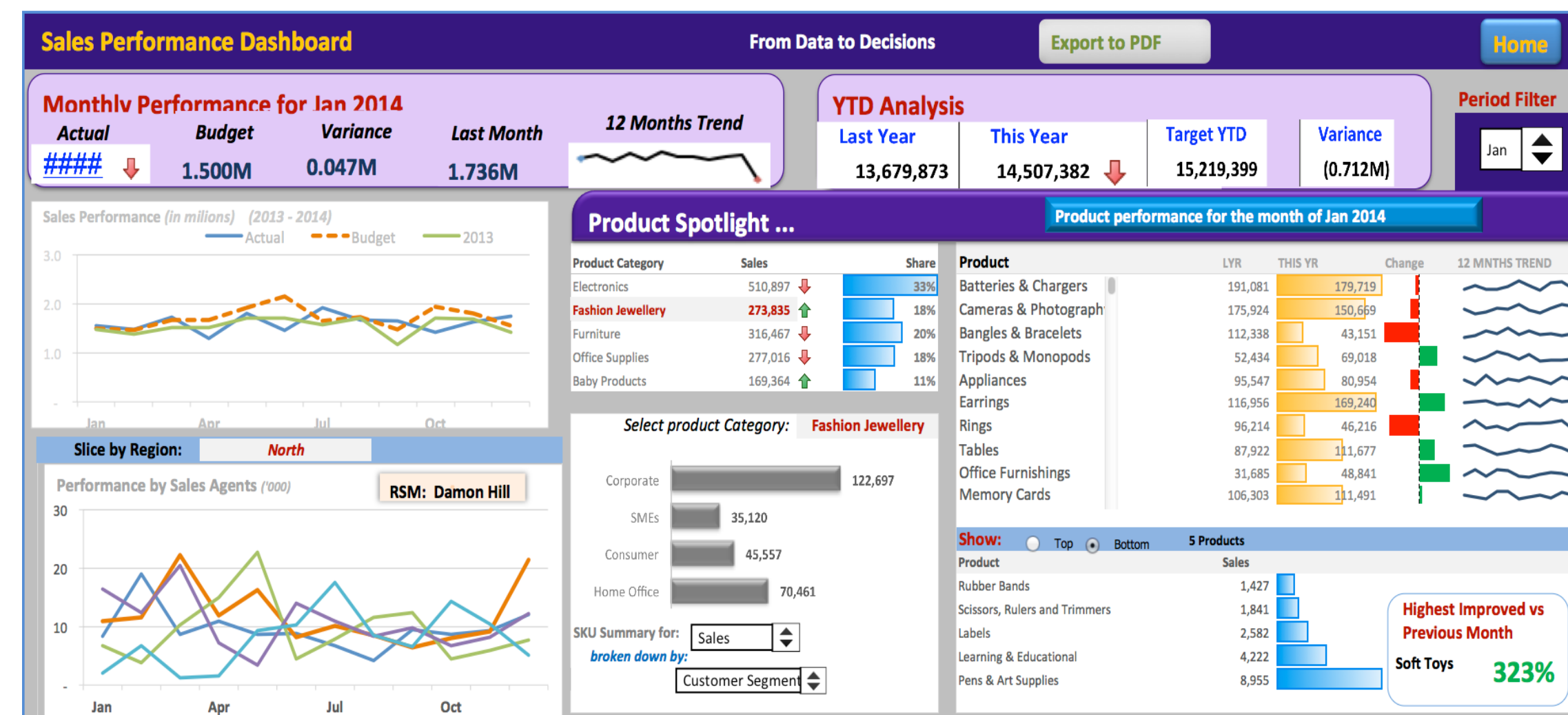
[\*https://en.wikipedia.org/wiki/Business\\_intelligence\*](https://en.wikipedia.org/wiki/Business_intelligence)



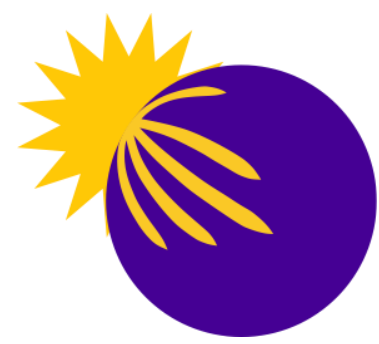
# Executive Dashboard

*An Executive Dashboard is a visual representation, that gives executives a quick and easy way to view their company's performance in real-time*

<http://www.forbes.com/sites/davelavinsky/2013/09/06/executive-dashboards-what-they-are-why-every-business-needs-one/#7891a9975688>







# Business Intelligence Process

## 1. Data Capture

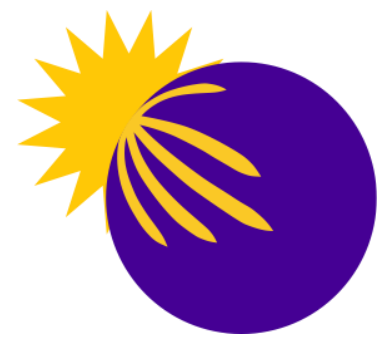


## 2. Analytics

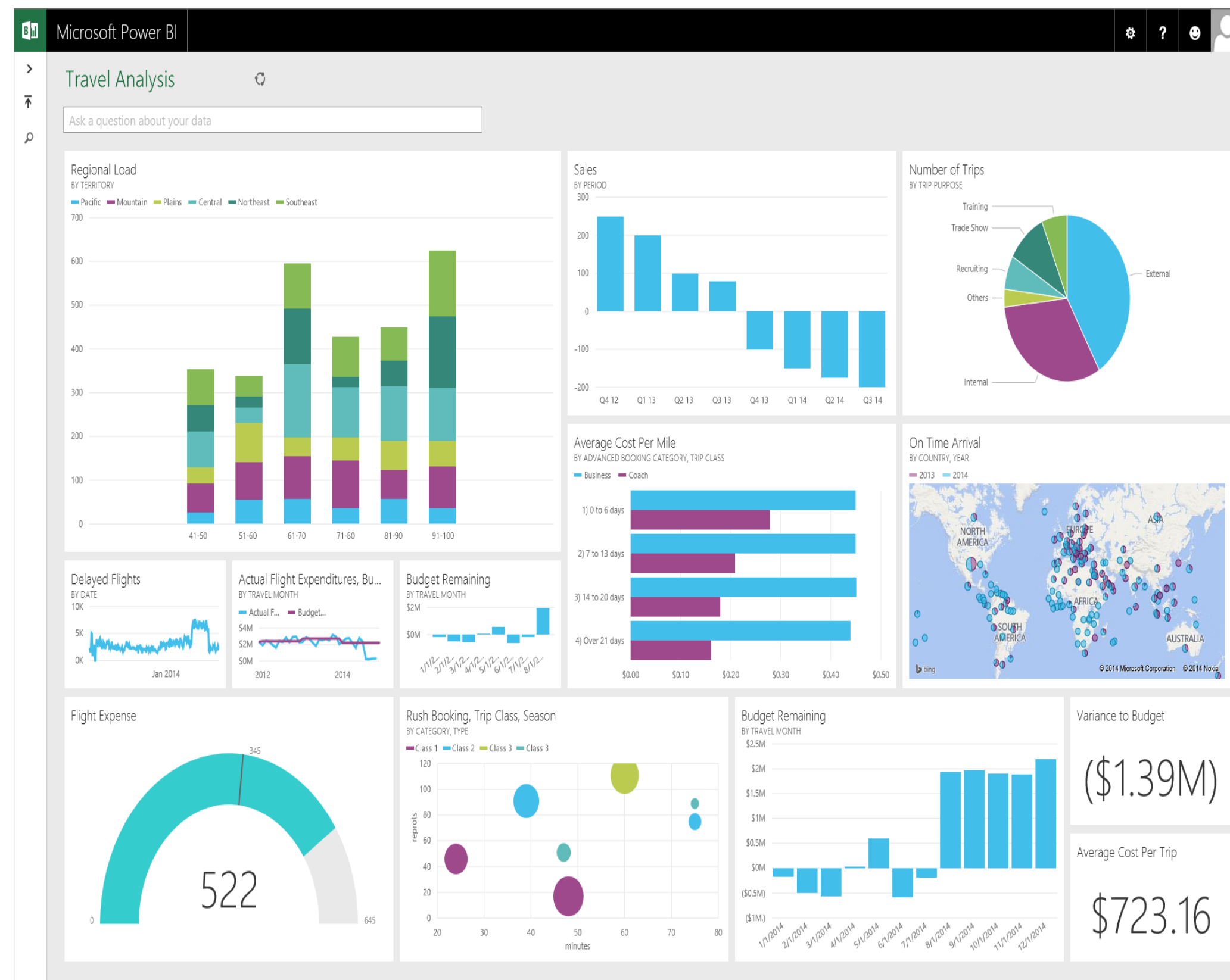


## 3. Reports / Dashboards



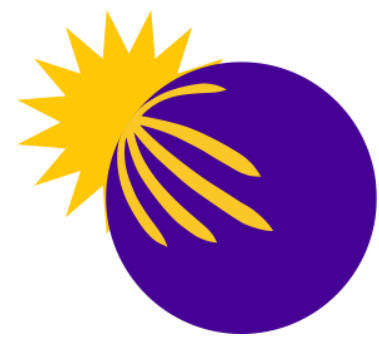


# BI Benefits

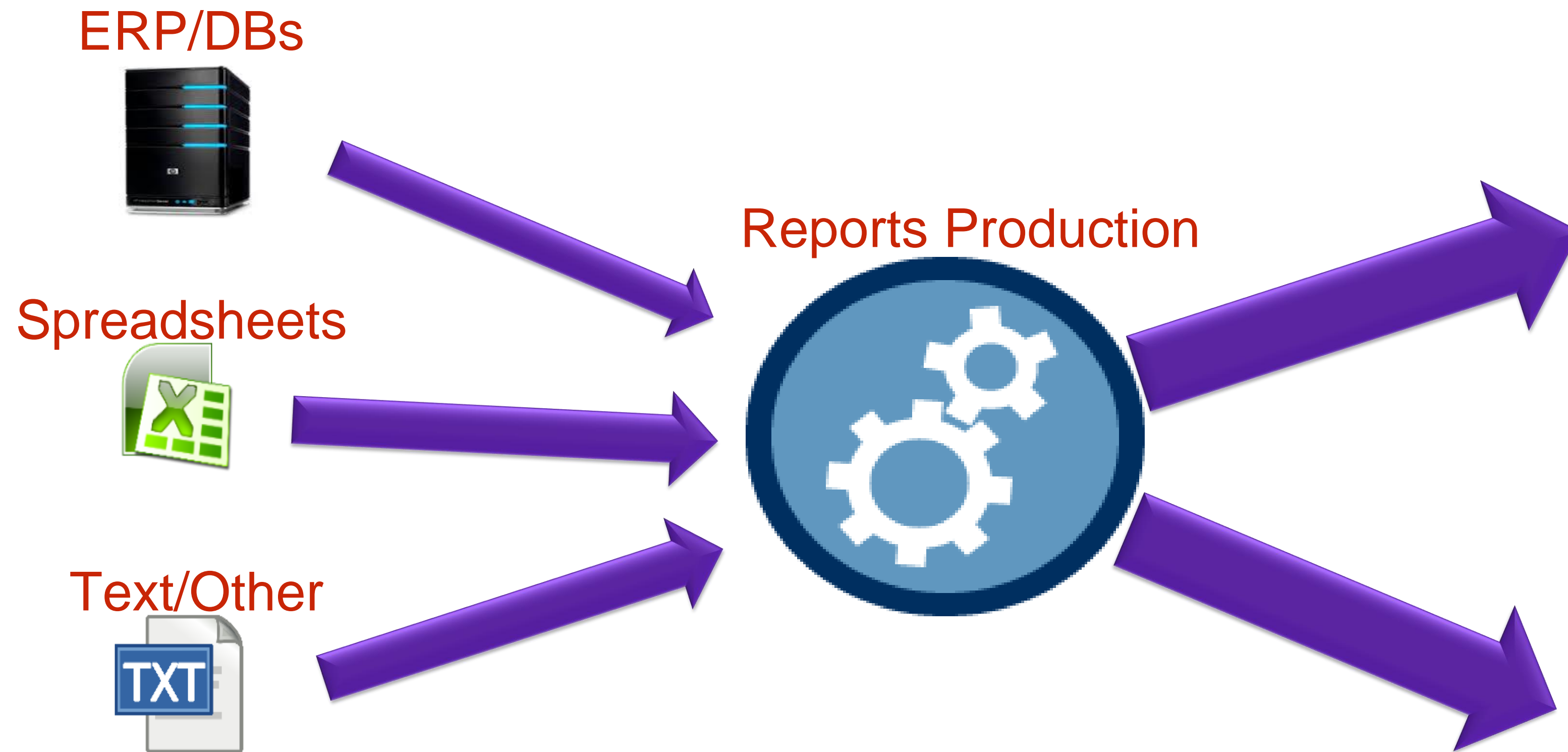


## Some benefits

1. Accelerates and improves decision making
2. Optimizes internal business processes
3. Increases operational efficiency
4. Drives new revenues
5. Helps gain competitive advantage over business rivals
6. Helps identify market trends and spot business problems that need to be addressed



# Typical BI Framework



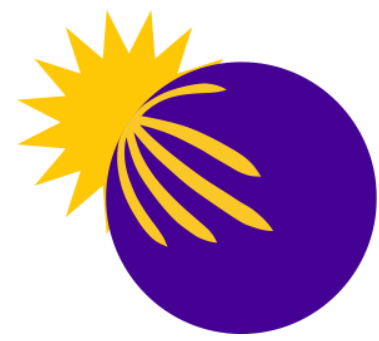
## Dashboard Reports



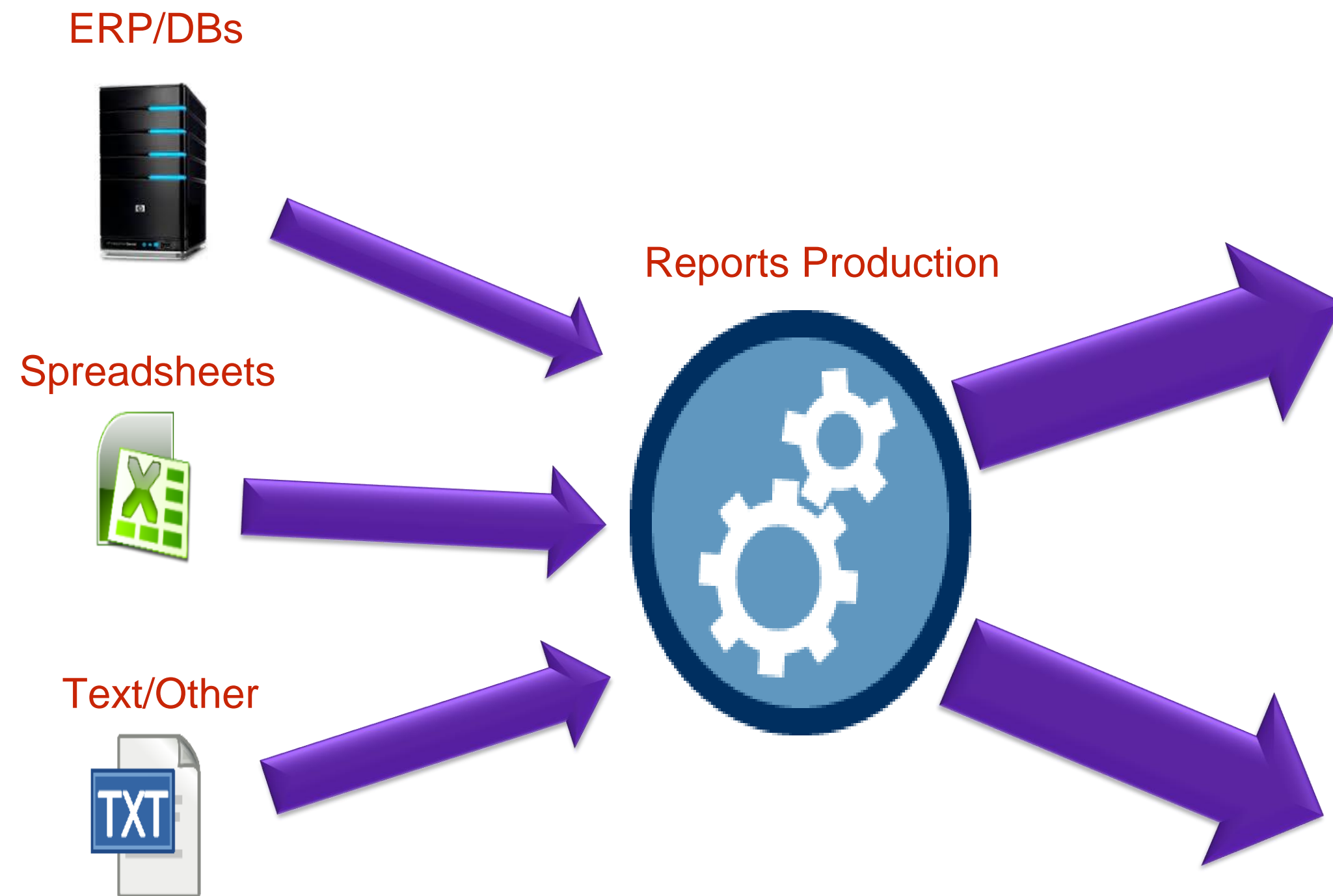
## Management Reports







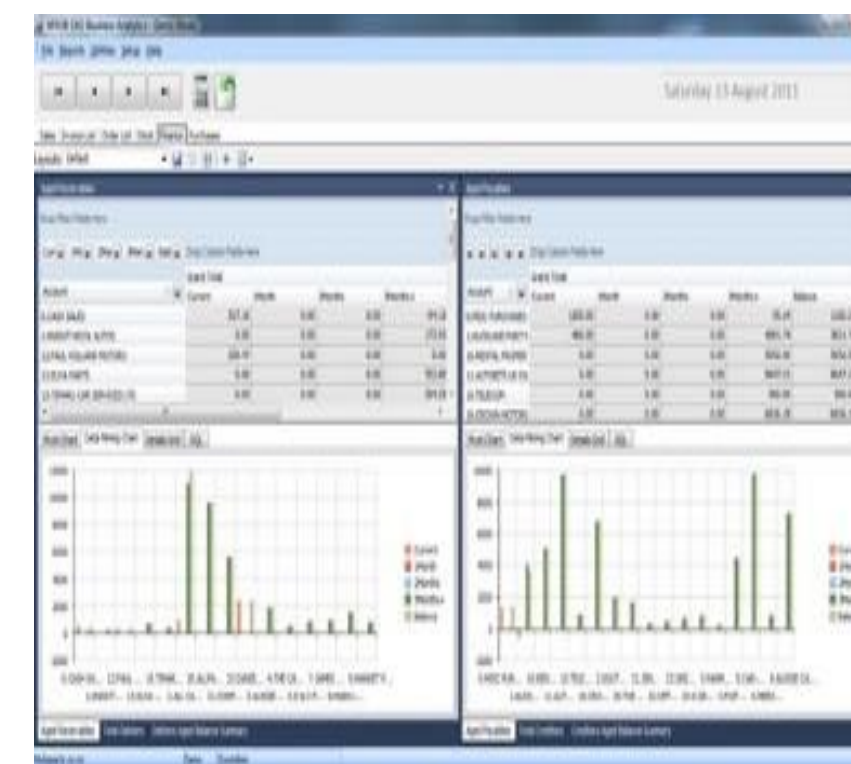
# KPIs of a good BI system



Dashboard Reports



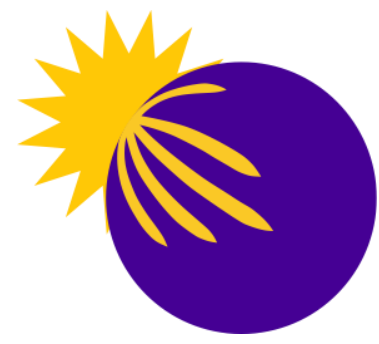
Management Reports



1. Content

2. Context

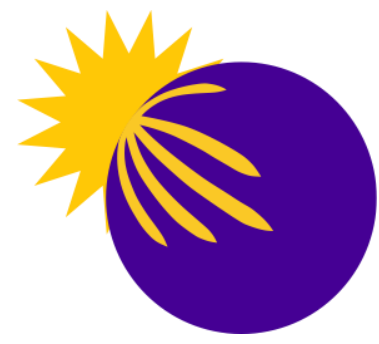
3. Timing



# A good BI report should be ....

- ☐ timely
- ☐ relevant
- ☐ trustworthy

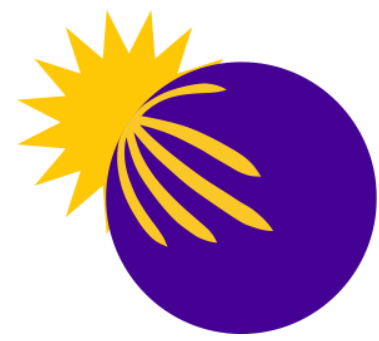




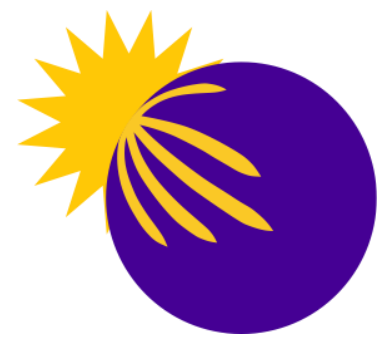
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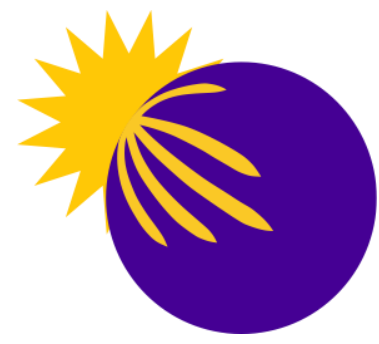


# DASHBOARD DEMOS



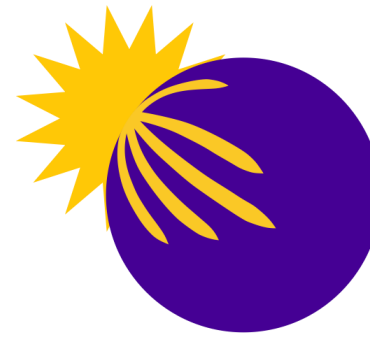
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## BI Implementation guide

- ✓ Requirements gathering
- ✓ Breakdown into phases
- ✓ Select priority phases
- ✓ Continually validate data
- ✓ Roll out gradually



# Sunesis

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University Way, Nairobi



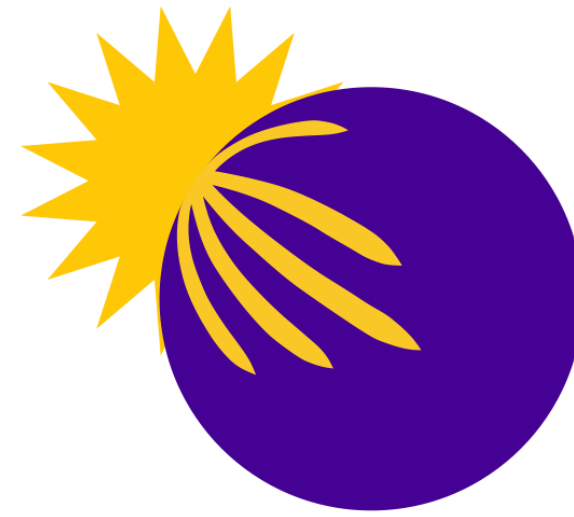
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+254 732 568 899



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Thank you