

# Excel Based Navigational Revenue Report

The screenshot displays an Excel spreadsheet with a ribbon at the top and a worksheet area below. A red box highlights a section titled "Report Selection Prompts" which contains three main sections:

- 1) Select Your Start and End Months (for 1 month make Start/End Month the same):** Includes dropdowns for "Start Month" (January) and "End Month" (December).
- 2) Select Your Report Year:** Includes a dropdown for "Report Year" (2019) and a dropdown for "Do You Want Prior Year?" (Yes).
- 3) Select Your Company / Staff Parameters:** Includes dropdowns for "Practice" and "Partner", and a "Go" button.

To the right of the form are three button groups:

- Navigation Buttons:** "Update Data" and "User Guide".
- Parameter Buttons:** "Clear Practice" and "Clear Partner".
- Calculation Options:** "Calculate Page" and "Calculate Report".

Below the form is a "Short Cut Notes" section with a red triangle icon and the text: "Short Cut Notes - see comments assigned to each selection. Hover your cursor over the red triangle symbol to see them." Below this is a "Viewing Note" about magnification settings, a magnification slider set to 80%, and a list of current settings: "Control Page: 80%", "Rev Seg Revenue: 50%", and "User Guide: 100%". A note states: "These settings should remain after you hit save, but not guaranteed." At the bottom, there are "Unhide Calc Sheet" and "Hide Calc Sheet" buttons.

A red callout box in the top right corner of the spreadsheet contains the text: "Customizable Prompts for Timeframes & Personnel as well as Automated Data Updates; Variable Resets; and, Connectivity to SQL Base Data Extracts & Server".

The bottom of the spreadsheet shows a navigation bar with tabs for "Control Page", "Calculation Sheet", "Rev Seg Revenue", "Rev Seg Profit", "Rev Seg Margin", and "User Guide".

# Excel Based Navigational Revenue Report

AJ425

**Aksheshen LLC Standard Practice Segmentation Matrix - Current Year - Billing**  
From January To December 2019

Control Page

Summary of Key Performance Indicator Change vs. Same Period 2018

Revenue Δ	Hours Charged Δ	Rate Per Hour Δ	Rate Realization Δ
Dollar Δ (\$5,964,601)	Hours Δ (20,049)	RPH Δ (\$36.28)	Rlz Rate Δ (-1.4%)
Δ% (-24.7%)	Δ% (-13.8%)	Δ% (-12.9%)	Δ% (-1.58 pp)

Print Current Year Page  
Current Year | Prior Year | Change vs. PY

Today is July 12, 2021

All Partners For Accounting Firm Business

Industry & Service Segments	Hospitality	Financial Services	State & Local Government	GovCon	EBP (Incl Ret Plans)	Professional & Technical	Industry & Transportation	Education & Research	Healthcare	Individual	Aksheshen LLC Leadership Services	Aksheshen LLC Special Services, LLC	Other	Totals	% of Job Class	% of Service Line	% of Entire Firm	Leaders
Attest Services	16,077	58,965	51,044	1,848	64,941	25,638	14,040	29,527						321,616	100.0%	6.6%	1.8%	
Audit Services	545,781	60,174	488,623	132,564	661,440	131,556	195,370	75,712			8,775			3,516,118	100.0%	71.7%	19.3%	
Compilation Services	9,316		534	17,235		24,404	129,387	72,382		17,103				438,029	100.0%	8.9%	2.4%	
Peer Review Services		1,625				17,902								19,527	100.0%	0.4%	0.1%	
SSARS Services	11,518					787	29,165	3,543		3,401				90,972	100.0%	1.9%	0.5%	
Review Services	30,082			8,597		22,106	133,858	162,545						517,627	100.0%	10.6%	2.8%	
Other Assurance Services							567							567	100.0%	0.0%	0.0%	
Total Assurance Service Line	612,774	120,764	540,201	160,244	726,381	222,395	502,387	343,708	717,807	201,093	20,503	8,775		4,904,458	100.0%	100.0%	27.0%	
% of \$1	12.5%	2.5%	11.0%	3.3%	14.8%	4.5%	10.2%	7.0%	14.6%	4.1%	0.2%	0.0%	0.0%	100.0%				
% of Industry/Service	59.1%	33.5%	89.3%	59.5%	34.1%	27.8%	39.7%	17.9%	62.3%	28.1%	52.3%	0.0%	0.0%					
Business Services	367,483	34,321	4,104	87,492	6,689	444,609	507,750	1,434,218	180,268	371,121	313,953	4,804	2,003	5,396,525	100.0%	53.8%	29.7%	
Family Services							363	221	3,609	54	72,006	748		713,544	100.0%	7.1%	3.9%	
Tax and Accounting Services	3,464			388		5,521	7,356			883	3,663,347	1,597	9,142	3,748,021	100.0%	37.4%	20.6%	
Tax Intero		364		1,773		18,711	51,725				47,171			166,766	100.0%	1.7%	0.9%	
Other Services															0.0%	0.0%	0.0%	
Total Tax Service Line	370,947	34,685	4,104	89,653	6,689	468,842	567,194		577	259	4,096,477	7,149	11,145	10,024,855	100.0%	100.0%	55.1%	
% of \$1	7.5%	0.7%	0.8%	1.8%	0.1%	10.2%	11.7%		0.1%	0.0%	40.9%	0.1%	0.1%	100.0%				
% of Industry/Service	59.1%	33.5%	89.3%	59.5%	34.1%	27.8%	39.7%	17.9%	62.3%	28.1%	52.3%	0.0%	0.0%					
Total Consulting			60,723	19,645	1,399,041	108,912	8,875	118,018	250,918	132,598	182,006	849	1,509	3,222,522	100.0%	100.0%	17.7%	
% of Industry/Service	5.1%	36.8%	10.0%	7.3%	65.6%	4.8%	15.5%	6.1%	21.8%	18.5%	4.2%	5.1%	11.9%					
Unassigned to Service										6,894				24,221	11.6%	0.8%	0.1%	
Assigned to O										45				9,066	4.4%	0.3%	0.0%	
Grand Total Accounting Firm	1,036,187	360,072	605,028	250,441	2,132,111	800,148	1,265,456	1,924,230	1,152,656	714,995	4,298,986	16,773	12,654	18,185,123	100.0%	100.0%	100.0%	
Industry % of Totals	5.7%	2.0%	3.3%	1.5%	11.7%	4.4%	7.0%	10.6%	6.3%	3.9%	23.6%	0.1%	0.1%	100.0%				
Contributor %	99.7%	100.0%	100.0%	100.0%	100.0%	100.0%	99.1%	100.0%	100.0%	99.9%	99.6%	112.4%	584.4%	100.0%				

Summary Window for Overall Result KPI's

Multiple KPI Measurements

Drillable to Multiple Levels

Control Page | Calculation Sheet | Rev Seg Revenue | Rev Seg Profit | Rev Seg Margin | User Guide | Check Pivot | Data

Report Tenants: Excel Based; SQL Query Connected & Automatically updated; Three Years of Data; Parameter Selections; Drillable; Multi-Page Functions

# Excel Based Navigational Revenue Report

Beginning Month:

Ending Month:

Year:

Selectable Timeframes

Multiple Time Periods

## Tax Flash Report - Current Year - Billing From January 2019 Through April Month End 2019

Current Year vs Prior Year 2019 vs 2018							Prior Year vs Prior Prior Year 2018 vs 2017					
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### CAGR Calculation vs CY

BY LEADING KPI's	Current Year vs Prior Year 2019 vs 2018						Prior Year vs Prior Prior Year 2018 vs 2017						2018	2017
	Central Region	District Region	Hages Region	Metro Region	South Region	Total	Central Region	District Region	Hages Region	Metro Region	South Region	Total		
<b>TOTAL BILLED</b>														
<b>CY Month</b>	2,408,459.35	24,517.66	1,187,401.57	590,248.44	25,993.07	4,236,620.09	1,140,786.42		845.55	143,523.15	422,061.43	2,965,808.56	21.1%	14.6%
<b>PY Month</b>	1,140,786.42	466,592.01	792,845.55	143,523.15	422,061.43	2,965,808.56	960,545.55		465.76	127,215.89	412,659.55	2,617,141.65		
<b>YTD</b>	3,219,115.57	460,855.75	1,873,088.24	750,074.12	389,279.02	6,692,412.69	1,974,048.39		602.87	280,733.07	864,473.69	5,527,623.35		
<b>PYTD</b>	1,974,048.39	853,765.33	1,554,602.87	280,733.07	864,473.69	5,527,623.35	1,785,000.00		134.33	254,999.49	824,516.37	5,097,209.12		
<b>BILLABLE HOURS</b>														
<b>CY Month</b>	12,393.99	116.79	6,196.26	2,882.76	118.92	21,708.73	6,299.66	2,479.95	3,992.25	744.10	2,238.83	15,754.79	14.4%	3.5%
<b>PY Month</b>	6,299.66	2,479.95	3,992.25	744.10	2,238.83	15,754.79	5,884.41	2,446.78	4,138.45	733.04	2,254.76	15,457.44		
<b>YTD</b>	16,339.97	2,084.48	9,444.32	3,680.03	1,931.29	33,480.08	10,689.54	4,494.37	7,971.43	1,532.71	4,580.61	29,268.65		
<b>PYTD</b>	10,689.54	4,494.37	7,971.43	1,532.71	4,580.61	29,268.65	11,409.07	4,775.12	8,796.66	1,547.29	4,722.45	31,250.60		
<b>MARGIN</b>														
<b>CY Month</b>	1,091,694.14	9,828.54	9,261.43	1,888,455.63			526,579.66	236,542.77	419,159.74	72,237.31	213,821.02	1,468,340.51	13.7%	13.8%
<b>PY Month</b>	526,579.66	236,542.77	213,821.02	1,468,340.51			432,694.84	197,636.87	345,889.16	63,510.95	220,794.31	1,260,526.13		
<b>YTD</b>	1,542,222.91	261,065.05	1,470,838.38	3,272,072.69			976,231.37	452,057.57	840,629.39	148,212.06	459,902.46	2,877,032.85		
<b>PYTD</b>	976,231.37	452,057.57	459,902.46	2,877,032.85			833,312.49	388,932.02	736,699.26	129,082.75	438,121.46	2,526,147.98		
<b>MARGIN %</b>														
<b>CY Month</b>	45.33%	40.09%	43.60%	44.05%	35.63%	44.57%	46.16%	50.70%	52.87%	50.33%	50.66%	49.51%	-6.1%	-0.7%
<b>PY Month</b>	46.16%	50.70%	52.87%	50.33%	50.66%	49.51%	45.05%	48.65%	48.68%	49.92%	53.51%	48.16%		
<b>YTD</b>	47.91%	56.65%	48.01%	47.30%	55.16%	48.89%	49.45%	52.95%	54.07%	52.79%	53.20%	52.05%		
<b>PYTD</b>	49.45%	52.95%	54.07%	52.79%	53.20%	52.05%	46.68%	50.23%	50.52%	50.62%	53.14%	49.56%		
<b>ORIGINAL RATE</b>														
<b>CY Month</b>	156.20	165.50	155.88	166.43	172.30	157.59	147.42	145.33	148.18	163.47	147.85	148.10	7.2%	-95.6%
<b>PY Month</b>	147.42	145.33	148.18	163.47	147.85	148.10	410,522.46	133.37	130.74	133.57	132.29	157,477.13		
<b>YTD</b>	155.14	158.88	155.02	164.52	155.07	156.27	145.66	145.71	143.47	157.13	146.38	145.73		
<b>PYTD</b>	145.66	145.71	143.47	157.13	146.38	145.73	219,273.32	125.19	126.23	129.44	124.10	80,057.29		
<b>EFFECTIVE RATE</b>														
<b>CY Month</b>	135.99	159.70	142.04	151.57	145.83	139.97	140.27	139.31	135.77	148.05	135.56	138.61	3.5%	-90.4%
<b>PY Month</b>	140.27	139.31	135.77	148.05	135.56	138.61	77,763.29	124.23	116.26	120.38	118.94	29,888.20		
<b>YTD</b>	136.03	147.21	141.29	148.31	142.53	139.83	134.28	138.10	130.92	138.17	140.58	135.12		
<b>PYTD</b>	134.28	138.10	130.92	138.17	140.58	135.12	41,572.89	112.29	110.39	119.62	111.46	15,234.24		
<b>REALIZATION</b>														
<b>CY Month</b>	87.06%	96.50%	91.12%	91.07%	84.64%	88.82%	95.15%	95.86%	91.63%	90.56%	91.69%	93.59%	-3.5%	116.8%
<b>PY Month</b>	95.15%	95.86%	91.63%	90.56%	91.69%	93.59%	18.94%	93.15%	88.93%	90.13%	89.91%	18.98%		
<b>YTD</b>	87.68%	92.65%	91.14%	90.15%	91.91%	89.48%	92.18%	94.78%	91.25%	87.93%	96.04%	92.72%		
<b>PYTD</b>	92.18%	94.78%	91.25%	87.93%	96.04%	92.72%	18.96%	89.70%	87.45%	92.41%	89.81%	19.03%		

Regional Snapshots

Leading Results for Revenue, Profit, Margin & Management KPI's

# Excel Based Navigational Revenue Report

Control Page

User Guide - How to use this report

## Description:

Revenue Segmentation report presented on a rolling year-to-date basis. Billed Revenue and Expense in total (no WIP). This report allows you to see Billed Revenue for all Service Lines/Service Departments/Job Classes/Job Types by Industry Niche.

### I. Control Page Instructions - Mandatory and Optional pre-selects for key filtering information; where you make your report criteria selections:

Report Selection Prompts	
<p><b>1) Select Your Start and End Months (for 1 month ma</b></p> <p>Start Month: <input type="text" value="January"/></p> <p>End Month: <input type="text" value="June"/></p>	<p><b>Mandatory</b> - Select your start and end months for the year you are interested in. If you only want 1 month, make start/end month the same.</p>
<p><b>2) Select Your Report Year:</b></p> <p>Report Year: <input type="text" value="2018"/></p> <p>Do You Want Prior Year? <input type="text" value="Yes"/></p>	<p><b>Mandatory</b> - There will always be a full 2 years (Jan - Dec) of prior year information as well as year to date in the current year.</p>
<p><b>3) Select Your Company / Staff Parameters:</b></p> <p>Practice Name: <input type="text"/></p> <p>Partner: <input type="text"/></p>	<p><b>Optional</b> - You can choose to further filter this report by Practice Name (e.g. Akseshen LLC Standard Practice; Akseshen LLC Leadership Services; or Akseshen LLC Special Services, LLC. Please note that we currently have only Accounting Firm billing Information and will add the other businesses shortly.</p>

Command Buttons	
<p><b>Navigation Buttons</b></p> <p><input type="button" value="Update Data"/></p> <p><input type="button" value="User Guide"/></p>	<p><b>Update Data Button</b> - will update the year to date information on this report. You must be connected to the COMPANY server to access the new data file, located on a common share drive. When you are made aware of month end close completion, you can pull in the latest data by pressing this button. There will ALWAYS be 2 full prior years of data available, along with the current year to date information.</p> <p><b>User Guide Button</b> - takes you to the user guide page (the one you are currently reading).</p>
<p><b>Parameter Buttons</b></p> <p><input type="button" value="Clear Practice"/></p> <p><input type="button" value="Clear Partner"/></p>	<p><b>Clear Practice</b> - This will clear your Practice Name selection. You MUST re-run the report by pressing the "Go" button to reflect this update.</p> <p><b>Clear Partner</b> - This will clear your Partner Name selection. You MUST re-run the report by pressing the "Go" button to reflect this update.</p>
<p><b>Calculation Buttons</b></p> <p><input type="button" value="Calculate Page"/></p> <p><input type="button" value="Calculate Rept"/></p>	<p><b>Calculate Page</b> - For convenience to ensure your Practice and Partner selections are cleared out on the page, also updates any of the other report selections that have been made. Does NOT update the report.</p> <p><b>Calculate Rept</b> - Updates the entire workbook. For convenience, does the same things as pressing the "Go" button except it does NOT take you back to the report page automatically.</p>

Back to Top

## Running The Report

You make your report selection prompt choices and then you press the "Go" button. The report will automatically update based on the selections. It should be noted that the update calculation time will take anywhere between 25 - 45 seconds, as this report needs to filter through a relatively robust amount of information. Refresh your coffee while waiting.