

CFO COCKPIT

FMCG Chain wants to estimate the cash flow for the future and reduce their expenses.

THE CHALLENGE

A large FMCG chain aimed to:

- Reduce the Direct as well Indirect Expenses
- Get the clear visibility on the % Expense change
- Get the Business Center (Site) wise Expense %
- Estimate the Cash Flow from the operations & investments

THE SOLUTION

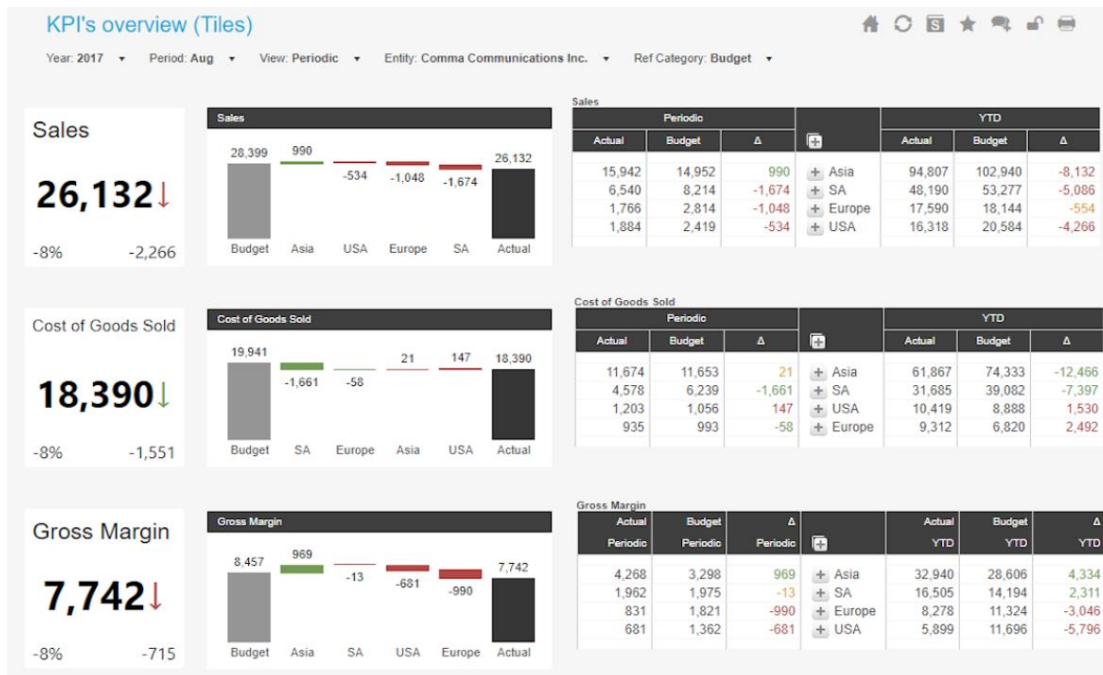
Curate Data transformed transactional data into real-time accurate knowledge by:

- Obtaining daily transactional data from ERP & Master tables
- Merging and analysing the data to create a Financial Statements.

These Financial Statements (P&L, Balance Sheets, Cash Flow, etc) will help the team to capture all the important KPIs such as:

- Current Ratio
- Quick Ratio
- Accounts Payable
- Accounts Receivable
- COGS
- Gross Profit vs Net Profit
- Expenses (Direct & Indirect)

These Financial KPIs and other information was delivered via a secure online dashboard and key management reports were provided.



THE RESULT

The analysis identified the top contributors to the Expenses and some of them were varying a lot every month. For Example, WAGES CTC increased by 25% while the revenue did not increase in the similar trend. Using the Dashboard, the customer was able to identify the reasons and they immediately reduced their expenses by 7%.