**AnalysisPlace**

Excel-to-word

Document Automation Add-In

**Example Financial Tables**



The purpose of this document (and the associated “Example Financial Tables.xlsx” Excel workbook) is to demonstrate how the Excel-to-Word Document Automation Add-In can update a variety of common financial tables.

**To use this document:**

**In Excel:**

1. Open “Example Financial Tables.xlsx”
2. Add/activate the add-in. See <https://analysisplace.com/#getStarted>
3. Make changes to any of the tables in the workbook.
4. “Submit Content” in the Excel add-in

**Here In Word:**

1. Add/activate the add-in
2. “Update Document”, in the add-in in this document. You should be able to see the changes

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# Financial Statements

## Income Statement – Excel Appearance

This table looks as it does in Excel. No properties were changed in the add-in, except Formatting control was set to Flex (Excel) formatting.

|  |  |  |  |
| --- | --- | --- | --- |
| ​ | **2025** | **2024** | **2023** |
| **NET SALES** | ​ | ​ | ​ |
| Product | $1,000,000 | $960,000 | $921,600 |
| Service | $1,000,000 | $950,000 | $902,500 |
| **TOTAL NET SALES** | **$2,000,000** | **$1,910,000** | **$1,824,100** |
| ​ | ​ | ​ | ​ |
| **COST OF SALES** | ​ | ​ | ​ |
| Product | $600,000 | $576,000 | $552,960 |
| Service | $600,000 | $570,000 | $541,500 |
| **TOTAL COST OF SALES** | **$1,200,000** | **$1,146,000** | **$1,094,460** |
| **GROSS MARGIN** | **$800,000** | **$764,000** | **$729,640** |
| ​ | ​ | ​ | ​ |
| **OPERATING EXPENSES** | ​ | ​ | ​ |
| Research and Development | $160,000 | $152,800 | $145,928 |
| Sales and Marketing | $140,000 | $133,700 | $127,687 |
| General and Administrative | $120,000 | $114,600 | $109,446 |
| Amortization of Purchased Intangible Assets | $100,000 | $95,500 | $91,205 |
| In-Process Research and Development | $80,000 | $76,400 | $72,964 |
| **TOTAL OPERATING EXPENSES** | **$600,000** | **$573,000** | **$547,230** |
| **​** | ​ | **​** | **​** |
| **OPERATING INCOME** | ​ | ​ | ​ |
| Interest Income, Net | $80,000 | $76,400 | $72,964 |
| Other Income, Net | $80,000 | $76,400 | $72,964 |
| **INTEREST AND OTHER INCOME, NET** | **$160,000** | **$152,800** | **$145,928** |
| ​ | ​ | ​ | ​ |
| **INCOME BEFORE TAXES AND ACCOUNTING CHANGE** | **$360,000** | **$343,800** | **$328,338** |
| Provision for Income Taxes | $90,000 | $85,950 | $82,085 |
| **INCOME BEFORE ACCOUNTING CHANGE** | **$270,000** | **$257,850** | **$246,254** |
| Cumulative Effect of Accounting Change, Net of Tax | $40,000 | -$38,200 | $36,482 |
| **NET INCOME** | **$310,000** | **$219,650** | **$282,736** |

## Income Statement – Formal Report Appearance

Flex table, but with white Background Color and black Font Color.

|  |  |  |
| --- | --- | --- |
| **Income Statement** | ​ | ​ |
| US$000 | **2025** | **2024** |
| current year |       prior year |
| **Revenue** | ​ | ​ |
| Gross sales | $10,000 | $9,500 |
| Less: sales returns | $385 | $365 |
| Less: Discounts and Allowances | $128 | $122 |
| **Net Sales** | **$9,487** | **$9,013** |
| **​** | **​** | **​** |
| **Cost of Goods Sold** | ​ | ​ |
| Goods manufactured: Raw materials | $1,026 | $974 |
| Goods manufactured: Direct Labor | $1,154 | $1,096 |
| Overhead | $256 | $244 |
| **Total Cost of Goods Sold** | $2,436 | $2,314 |
| **Gross Profit (Loss)** | **$7,051** | **$6,699** |
| **​** | **​** | **​** |
| **Operating Expenses** | ​ | ​ |
| Advertising | $1,282 | $1,218 |
| Delivery/Freight Expense | $64 | $61 |
| Depreciation | $13 | $12 |
| Insurance | $6 | $6 |
| Interest | $641 | $609 |
| Mileage | $128 | $122 |
| Office Supplies | $128 | $122 |
| Rent/Lease | $64 | $61 |
| Maintenance and Repairs | $192 | $183 |
| Travel | $128 | $122 |
| Utilities/Telephone Expenses | $1,026 | $974 |
| Wages | $256 | $244 |
| Other Expenses | $13 | $12 |
| **Total Operating Expenses** | $3,942 | $3,745 |
| **Operating Profit (Loss)** | **$3,109** | **$2,954** |
| Interest Income | $256 | $244 |
| Other Income | $128 | $122 |
| **Profit (Loss) Before Taxes** | **$3,494** | **$3,319** |
| Less: Tax Expense | $513 | $487 |
| **Net Profit (Loss)** | **$2,981** | **$2,832** |

## Income Statement – Destination-Formatted

Very different appearance than in Excel. Only the text is updated, not the formatting.

|  |  |  |
| --- | --- | --- |
|  | 5/1/2025 | % of Revenue |
| Total Revenue | $800,000,000  | 100% |
| Cost of Revenue | $440,000,000  | 55% |
| Gross Profit | **$360,000,000**  | **45%** |
| Operating Expenses |  |  |
| Research and Development | $104,000,000  | 13% |
| Sales, General and Admin. | $160,000,000  | 20% |
| Non-Recurring Items | $16,000,000  | 2% |
| Other Operating Items | $8,000,000  | 1% |
| Operating Income | **$72,000,000**  | **9%** |
| Add'l income/expense items | $8,000,000  | 1% |
| Earnings Before Interest and Tax | **$80,000,000**  | **10%** |
| Interest Expense | $8,800,000  | 1% |
| Earnings Before Tax | **$71,200,000**  | **9%** |
| Income Tax | $21,360,000  | 3% |
| Net Income | $49,840,000  | 6% |

## Income Statement - Detailed

Font Size set to 8px to fit on page. Table Width set to 100%

|  |  |  |  |
| --- | --- | --- | --- |
| ​ | **Current Period** | **Prior Period** | **Increase (Decrease)** |
| ​ | **07/01/24 to 09/30/24** | **07/01/23 to 09/30/23** | **07/01/24 to 09/30/24** |
| **REVENUES** | ​ | ​ | ​ |
| Product/Service 1 … | $12,943.00  | $11,689.00  | $1,254.00  |
| Product/Service 2 … | 25,000.00  | 22,111.00  | 2,889.00  |
| Product/Service 3 … | 8,000.00  | 3,899.00  | 4,101.00  |
| Other Revenue | 400.00  | 203.00  | 197.00  |
| **TOTAL REVENUES** | **46,343.00**  | **37,902.00**  | **8,441.00**  |
| ​ | ​ | ​ | ​ |
| **COST OF GOODS SOLD** | ​ | ​ | ​ |
| Product/Service 1 … | 4,000.00  | 3,506.70  | 493.30  |
| Product/Service 2 … | 13,000.00  | 11,055.50  | 1,944.50  |
| Product/Service 3 … | 3,200.00  | 1,559.60  | 1,640.40  |
| Salaries-Direct | 1,900.00  | 1,766.00  | 134.00  |
| Payroll Taxes and Benefits-Direct | 225.00  | 215.00  | 10.00  |
| Depreciation-Direct | 612.00  | 612.00  | -    |
| Supplies | 400.00  | 310.00  | 90.00  |
| Other Direct Costs | 50.00  | 24.00  | 26.00  |
| **TOTAL COST OF GOODS SOLD** | 23,387.00  | 19,048.80  | 4,338.20  |
| ​ | ​ | ​ | ​ |
| **GROSS PROFIT (LOSS)** | 22,956.00  | 18,853.20  | 4,102.80  |
| ​ | ​ | ​ | ​ |
| **OPERATING EXPENSES** | ​ | ​ | ​ |
| Advertising and Promotion | 300.00  | 206.00  | 94.00  |
| Automobile/Transportation | 50.00  | 45.00  | 5.00  |
| Bad Debts/Losses and Thefts | 25.00  | -    | 25.00  |
| Bank Service Charges | 30.00  | 25.00  | 5.00  |
| Business Licenses and Permits | 50.00  | -    | 50.00  |
| Charitable Contributions | -    | 100.00  | (100.00) |
| Computer and Internet | 125.00  | 129.00  | (4.00) |
| Continuing Education | -    | -    | -    |
| Depreciation-Indirect | 1,277.00  | 1,277.00  | -    |
| Dues and Subscriptions | 25.00  | -    | 25.00  |
| Insurance | 600.00  | 600.00  | -    |
| Meals and Entertainment | 200.00  | 185.00  | 15.00  |
| Merchant Account Fees | 600.00  | 502.00  | 98.00  |
| Miscellaneous Expense | 25.00  | 30.00  | (5.00) |
| Office Supplies | 50.00  | 40.00  | 10.00  |
| Payroll Processing | 200.00  | 201.00  | (1.00) |
| Postage and Delivery | 20.00  | 18.00  | 2.00  |
| Printing and Reproduction | 50.00  | 33.00  | 17.00  |
| Professional Services - Legal, Accounting | 250.00  | 207.00  | 43.00  |
| Occupancy | 1,600.00  | 1,600.00  | -    |
| Rental Payments | 525.00  | 514.00  | 11.00  |
| Salaries-Indirect | 4,000.00  | 3,805.00  | 195.00  |
| Payroll Taxes and Benefits-Indirect | 425.00  | 411.00  | 14.00  |
| Subcontractor | -    | -    | -    |
| Telephone | 500.00  | 488.00  | 12.00  |
| Travel | 100.00  | 56.00  | 44.00  |
| Utilities | 900.00  | 790.00  | 110.00  |
| Website Development | -    | -    | -    |
| **TOTAL OPERATING EXPENSES** | 11,927.00  | 11,262.00  | 665.00  |
| **​** | ​ | ​ | ​ |
| **OPERATING PROFIT (LOSS)** | 11,029.00  | 7,591.20  | 3,437.80  |
| **​** | ​ | ​ | ​ |
| **INTEREST (INCOME), EXPENSE & TAXES** | ​ | ​ | ​ |
| Interest (Income) | (50.00) | (32.00) | (18.00) |
| Interest Expense | 700.00  | 689.00  | 11.00  |
| Income Tax Expense | 5,200.00  | 3,200.00  | 2,000.00  |
| **TOTAL INTEREST (INCOME), EXPENSE & TAXES** | 5,850.00  | 3,857.00  | 1,993.00  |
| ​ | ​ | ​ | ​ |
| **NET INCOME (LOSS)** | **$5,179.00**  | **$3,734.20**  | **$1,444.80**  |

## Income Statement (Six Months Comparison - Landscape)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ​ | ​ | **Six Months Ended** | **​** | **Six Months Ended** |
| ​ | **($ in millions, except per share data)** | **June 30, 2024** | **​** | **June 30, 2023** |
| **​** | **​** | **GAAP Reported** | **% Chng** | **​** | **Adjust-****ments †** | **Non-GAAP Adjusted** | **% Chng** | ​ | **GAAP Reported** | **Adjust-****ments †** | **Non-GAAP Adjusted** |
| **​** | **​** | **​** | **​** | **​** | **​** | **​** | **​** | ​ | **​** | **​** | **​** |
| **Revenue** | **$20,070.8**  | *31 %* | ​ | ​ | $20,070.8  | *31 %* | ​ | **$15,272.1**  | ​ | $15,272.1  |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| **Cost of sales** | **3,843.7**  | *12 %* | ​ | (278.2) | $3,565.5  | *12 %* | ​ | **3,434.1**  | (252.2) | 3,181.9  |
| **Gross margin** | **16,227.1**  | *37 %* | ​ | 278.2  | $16,505.3  | *37 %* | ​ | **11,838.0**  | 252.2  | 12,090.2  |
| ​ | *% of total revenue* | ***80.8%*** | *3.3* | *pp* | *​* | *82.2%* | *3.0* | *pp* | ***77.5%*** | *​* | *79.2%* |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| ​ | Research and development | **5,234.0**  | *21 %* | ​ | ​ | $5,234.0  | *21 %* | ​ | **4,341.6**  | ​ | 4,341.6  |
| ​ | Marketing, selling and administrative | **4,069.5**  | *11 %* | ​ | ​ | $4,069.5  | *11 %* | ​ | **3,674.6**  | ​ | 3,674.6  |
| ​ | Acquired in-process research and development | **264.8**  | *31 %* | ​ | ​ | $264.8  | *31 %* | ​ | **202.1**  | ​ | 202.1  |
| ​ | Asset impairment, restructuring, and other special charges | **435.0**  | *NM*  | ​ | (435.0) | $-    | *NM*  | ​ | **-**  | -    | -    |
| **Operating income** | **6,223.8**  | *72 %* | ​ | 713.2  | $6,937.0  | *79 %* | ​ | **3,619.7**  | 252.2  | 3,871.9  |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| ​ | Interest, net | **(280.1)** | *​* | ​ | ​ | $(280.1) | *​* | ​ | **(142.9)** | ​ | (142.9) |
| ​ | Other income | **109.6**  | *​* | ​ | 124.3  | $233.9  | *​* | ​ | **141.8**  | 76.5  | 218.3  |
| **Other - net, income (expense)** | **(170.5)** | *NM*  | ​ | 124.3  | $(46.2) | *NM*  | ​ | **(1.1)** | 76.5  | 75.4  |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| ​ | Income before income taxes | **6,053.3**  | *67 %* | ​ | 837.5  | $6,890.8  | *75 %* | ​ | **3,618.6**  | 328.7  | 3,947.3  |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| ​ | **Income tax expense (benefit)** | **843.4**  | *65 %* | ​ | 170.9  | $1,014.3  | *75 %* | ​ | **510.5**  | 68.5  | 579.0  |
| ​ | *Effective tax rate* | ***13.9%*** | *(0.2)* | *pp* | *​* | *14.7%* | *-* | *pp* | ***14.1%*** | *​* | *14.7%* |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| **Net income (loss)** | **$5,209.9**  | *68 %* | ​ | 666.6  | $5,876.5  | *74 %* | ​ | **$3,108.1**  | 260.2  | $3,368.3  |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| **Earnings per share** | **$5.76**  | *67 %* | ​ | 0.74  | 6.5 | *74 %* | ​ | **$3.44**  | 0.29  | 3.73 |
| ​ | ​ | **​** | *​* | ​ | ​ | ​ | *​* | ​ | **​** | ​ | ​ |
| Diluted shares outstanding (thousands) | **904,025**  | *- %* | ​ | ​ | 904,025  | *- %* | ​ | **902,991**  | ​ | 902,991  |

## Balance Sheet

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| (In millions) |  |  | ​ | ​ |
| June 30, | ​ | **2024** |  | 2023 |
|  | ​ | **​** | ​ | ​ |
| **Assets** |  |  |  |  |
| Current assets: |  |  |  |  |
| Cash and cash equivalents | $ | **18,315** |     $ | 34,704 |
| Short-term investments |  | **57,228** |  | 76,558 |
| Total cash, cash equivalents, and short-term investments |  | **75,543** |  | 111,262 |
| Accounts receivable, net of allowance for doubtful accounts of $830 and $650 | ​ | **​** | ​ | ​ |
| Inventories |  | **1,246** |  | 2,500 |
| Other current assets |  | **26,021** |  | 21,807 |
| Total current assets |  | **159,734** |  | 184,257 |
| Property and equipment, net of accumulated depreciation of $76,421 and $68,251 |  | **135,591** |  | 95,641 |
| Operating lease right-of-use assets | ​ | **18,961** | ​ | 14,346 |
| Equity and other investments |  | **14,600** |  | 9,879 |
| Goodwill |  | **119,220** |  | 67,886 |
| Intangible assets, net |  | **27,597** |  | 9,366 |
| Other long-term assets |  | **36,460** |  | 30,601 |
| Total assets | $ | **512,163** | $ | 411,976 |
|  | ​ | **​** | ​ | ​ |
| **Liabilities and stockholders’ equity** |  |  |  |  |
| Current liabilities: |  |  |  |  |
| Accounts payable | $ | **21,996** | $ | 18,095 |
| Short-term debt | ​ | **6,693** | ​ | 0 |
| Current portion of long-term debt | ​ | **2,249** | ​ | 5,247 |
| Accrued compensation |  | **12,564** |  | 11,009 |
| Short-term income taxes |  | **5,017** |  | 4,152 |
| Short-term unearned revenue |  | **57,582** |  | 50,901 |
| Other current liabilities |  | **19,185** |  | 14,745 |
| Total current liabilities |  | **125,286** |  | 104,149 |
| Long-term debt |  | **42,688** |  | 41,990 |
| Long-term income taxes | ​ | **27,931** | ​ | 25,560 |
| Long-term unearned revenue |  | **2,602** |  | 2,912 |
| Deferred income taxes |  | **2,618** |  | 433 |
| Operating lease liabilities | ​ | **15,497** | ​ | 12,728 |
| Other long-term liabilities |  | **27,064** |  | 17,981 |
| Total liabilities |  | **243,686** |  | 205,753 |
| Commitments and contingencies |  |  |  |  |
| Stockholders’ equity: |  |  |  |  |
| Common stock and paid-in capital – shares authorized 24,000; outstanding 7,434 and 7,432 |  | **100,923** |  | 93,718 |
| Retained earnings |  | **173,144** |  | 118,848 |
| Accumulated other comprehensive loss |  | **-5,590** |  | -6,343 |
| Total stockholders’ equity |  | **268,477** |  | 206,223 |
| Total liabilities and stockholders’ equity | $ | **512,163** | $ | 411,976 |

## Cash Flow – Quarterly

|  |  |  |
| --- | --- | --- |
| ​ | ​ | Three months ended, |
| ​ | ​ | July 2, | ​ | Oct 1, | ​ | Dec 31, | ​ | Mar 31, | ​ | Jun 30, | ​ |
| (unaudited, in millions €) | ​ | 2023 | ​ | 2023 | ​ | 2023 | ​ | 2024 | ​ | 2024 | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **CASH FLOWS FROM OPERATING ACTIVITIES** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Net income | ​ | 1,941.7 | ​ | 1,893.4 | ​ | 2,048.1 | ​ | 1,223.8 | ​ | 1,577.9 | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Adjustments to reconcile net income to net cash flows from operating activities: | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Depreciation and amortization | ​ | 181.2 | ​ | 176.2 | ​ | 212.1 | ​ | 214.4 | ​ | 227.5 | ​ |
| Impairment and loss (gain) on disposal | ​ | 3.9 | ​ | 20.4 | ​ | 10.0 | ​ | 4.2 | ​ | 13.7 | ​ |
| Share-based compensation expense | ​ | 33.4 | ​ | 41.5 | ​ | 41.6 | ​ | 19.8 | ​ | 46.5 | ​ |
| Gain on sale of subsidiaries | ​ | — | ​ | — | ​ | — | ​ | — | ​ | — | ​ |
| Inventory reserves | ​ | 90.6 | ​ | 102.3 | ​ | 210.7 | ​ | 121.5 | ​ | 110.7 | ​ |
| Deferred tax expense (benefit) | ​ | 41.5 | ​ | (138.9) | ​ | (48.9) | ​ | (2.7) | ​ | 0.8 | ​ |
| Equity method investments | ​ | (70.9) | ​ | (53.8) | ​ | 175.7 | ​ | (33.9) | ​ | (50.6) | ​ |
| Changes in assets and liabilities | ​ | (1,836.7) | ​ | (913.0) | ​ | 547.7 | ​ | (1,799.0) | ​ | (1,003.1) | ​ |
| Net cash provided by (used in) operating activities | ​ | 384.7 | ​ | 1,128.1 | ​ | 3,197.0 | ​ | (251.9) | ​ | 923.4 | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **CASH FLOWS FROM INVESTING ACTIVITIES** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Purchase of property, plant and equipment | ​ | (537.8) | ​ | (501.8) | ​ | (584.0) | ​ | (417.3) | ​ | (531.0) | ​ |
| Purchase of intangible assets | ​ | (6.6) | ​ | (8.3) | ​ | (18.3) | ​ | (6.5) | ​ | (7.0) | ​ |
| Purchase of short-term investments | ​ | (0.5) | ​ | (3.9) | ​ | (1.0) | ​ | (300.0) | ​ | (0.5) | ​ |
| Maturity of short-term investments | ​ | — | ​ | 3.6 | ​ | 0.9 | ​ | — | ​ | 100.4 | ​ |
| Cash from (used for) derivative financial instruments | ​ | — | ​ | — | ​ | — | ​ | — | ​ | — | ​ |
| Loans issued and other investments | ​ | — | ​ | (553.0) | ​ | (8.5) | ​ | 0.2 | ​ | 0.3 | ​ |
| Proceeds from sale of subsidiaries (net of cash disposed) | ​ | — | ​ | — | ​ | — | ​ | — | ​ | — | ​ |
| Acquisition of subsidiaries (net of cash acquired) | ​ | — | ​ | (27.6) | ​ | (6.0) | ​ | — | ​ | — | ​ |
| Net cash provided by (used in) investing activities | ​ | (544.9) | ​ | (1,091.0) | ​ | (616.9) | ​ | (723.6) | ​ | (437.8) | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **CASH FLOWS FROM FINANCING ACTIVITIES** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Dividend paid | ​ | (666.1) | ​ | (570.4) | ​ | (570.8) | ​ | (571.0) | ​ | (688.3) | ​ |
| Purchase of treasury shares | ​ | (492.6) | ​ | (111.1) | ​ | — | ​ | (385.1) | ​ | (114.9) | ​ |
| Net proceeds from issuance of shares | ​ | 25.1 | ​ | 25.7 | ​ | 25.9 | ​ | 29.3 | ​ | 31.2 | ​ |
| Net proceeds from issuance of notes, net of issuance costs | ​ | 997.8 | ​ | — | ​ | — | ​ | — | ​ | — | ​ |
| Repayment of debt and finance lease obligations | ​ | (0.7) | ​ | (750.4) | ​ | (0.2) | ​ | (0.6) | ​ | (0.3) | ​ |
| Tax benefit from share-based payments | ​ | — | ​ | — | ​ | — | ​ | — | ​ | — | ​ |
| Net cash provided by (used in) financing activities | ​ | (136.5) | ​ | (1,406.2) | ​ | (545.1) | ​ | (927.4) | ​ | (772.3) | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Net cash flows | ​ | (296.7) | ​ | (1,369.1) | ​ | 2,035.0 | ​ | (1,902.9) | ​ | (286.7) | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Effect of changes in exchange rates on cash | ​ | (9.7) | ​ | 3.3 | ​ | (5.8) | ​ | (1.0) | ​ | (0.5) | ​ |
| Net increase (decrease) in cash and cash equivalents | ​ | (306.4) | ​ | (1,365.8) | ​ | 2,029.2 | ​ | (1,903.9) | ​ | (287.2) | ​ |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| Cash and cash equivalents at beginning of the period | ​ | 6,647.7 | ​ | 6,341.3 | ​ | 4,975.5 | ​ | 7,004.7 | ​ | 5,100.8 | ​ |
| Cash and cash equivalents at end of the period | ​ | 6,341.3 | ​ | 4,975.5 | ​ | 7,004.7 | ​ | 5,100.8 | ​ | 4,813.6 | ​ |

## Basic Financials

Font Size (and table column widths) scaled up to 150%.

Cell Margins were added to improve appearance.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ​ | **Year 1** | **Year 2** | **Year 3** | **Percent of Total** |
| Income | ​ | ​ | ​ | ​ |
| Users | 50,000 | 400,000 | 1,600,000 | ​ |
| Sales | 500,000 | 4,000,000 | 16,000,000 | ​ |
| Average price per sale | 75 | 80 | 90 | ​ |
| Revenue | 37,500,000 | 320,000,000 | 1,440,000,000 | ​ |
| **Gross profit** | **5,625,000** | **48,000,000** | **216,000,000** | ​ |
| Expenses | ​ | ​ | ​ | ​ |
| Sales & marketing | 5,062,500 | 38,400,000 | 151,200,000 | 70% |
| Customer service | 1,687,500 | 9,600,000 | 21,600,000 | 10% |
| Product development | 562,500 | 2,400,000 | 10,800,000 | 5% |
| Research | 281,250 | 2,400,000 | 4,320,000 | 2% |
| **Total expenses** | **7,593,750** | **52,800,000** | **187,920,000** | ​ |

# Industry/Functional Examples

## Invoice

|  |
| --- |
| Invoice |
|  |
| **Invoice date:** 28-Apr-2025**due date:** 28-May-2025**invoice #** 12345 | **To:** | Customer Name123 Main StreetNew York, NY 10011 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Qty** | **Product** | **Unit Price ($)** | **Line Total ($)** |
| 1 | Product A | $1,000.00 | $1,000.00 |
| 5 | Product B | $1,500.00 | $7,500.00 |
| 2 | Product C | $2,000.00 | $4,000.00 |
| 1 | Product G | $4,000.00 | $4,000.00 |
|  |  |  |  |
|  |  |  |  |
|  |  | **Subtotal** | **$16,500.00** |
|  | Currency is U.S. Dollars | **Sales Tax** | **$1,650.00** |
|  |  | **Total** | **$18,150.00** |

 **make all checks payable to: create & co**

Thank you for your business!

 **Create & Co. | 123 Main St |seattle, wa 78910 |phone: 111-222-333 |Fax: 111-222-333**

## Sales Tracking/Reporting

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PRODUCT NAME** | **COST PER ITEM** | **MARKUP PERCENTAGE** | **TOTAL SOLD** | **TOTAL REVENUE** | **SHIPPING CHARGE PER ITEM** | **SHIPPING COST PER ITEM** | **PROFIT PER ITEM** | **RETURNS** | **TOTAL INCOME** |
| ITEM 1 | $50.00 | 83.00% | 22 | $2,013.00 | $5.00 | $2.50 | $44.00 | 0 | $968.00 |
| ITEM 2 | $24.50 | 87.00% | 52 | $2,382.38 | $5.00 | $2.50 | $23.82 | 1 | $1,217.07 |
| ITEM 3 | $19.50 | 75.00% | 28 | $955.50 | $5.00 | $2.50 | $17.13 | 0 | $479.50 |
| ITEM 4 | $17.50 | 90.00% | 55 | $1,828.75 | $5.00 | $2.50 | $18.25 | 0 | $1,003.75 |
| ITEM 5 | $14.50 | 95.00% | 40 | $1,131.00 | $5.00 | $2.50 | $16.28 | 0 | $651.00 |
| ITEM 6 | $11.00 | 100.00% | 60 | $1,320.00 | $5.00 | $2.50 | $13.50 | 0 | $810.00 |
| ITEM 7 | $49.00 | 65.00% | 37 | $2,991.45 | $5.00 | $2.50 | $34.35 | 2 | $1,207.25 |
| ITEM 8 | $24.50 | 92.00% | 44 | $2,069.76 | $5.00 | $2.50 | $25.04 | 0 | $1,101.76 |

This chart is updated based on data in the range r\_RevProfitForChart. It could be formatted to look like Excel.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Units Sold** | Jan-25 | Feb-25 | Mar-25 | Apr-25 | May-25 | Jun-25 | Jul-25 | Aug-25 | Sep-25 | Oct-25 | Nov-25 | Dec-25 | Total Units Sold |
| Product/Service A | 500 | 525 | 550 | 575 | 550 | 525 | 525 | 550 | 575 | 600 | 650 | 500 | 6625 |
| Product/Service B | 1500 | 1000 | 1000 | 1250 | 1250 | 1500 | 1500 | 1750 | 2000 | 2500 | 3000 | 3000 | 21250 |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **Unit Price** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | Avg Unit Price |
| Product/Service A | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  | $19.99  |
| Product/Service B | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  | $14.99  |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **Sales Growth Rate** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | Avg Growth Rate |
| Product/Service A | 0% | 5% | 5% | 5% | -4% | -5% | 0% | 5% | 5% | 4% | 8% | -23% | 0% |
| Product/Service B | 0% | -33% | 0% | 25% | 0% | 20% | 0% | 17% | 14% | 25% | 20% | 0% | 8% |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **Revenue** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | Total Revenue |
| Product/Service A | $9,995  | $10,495  | $10,995  | $11,494  | $10,995  | $10,495  | $10,495  | $10,995  | $11,494  | $11,994  | $12,994  | $9,995  | **$132,434**  |
| Product/Service B | $22,485  | $14,990  | $14,990  | $18,738  | $18,738  | $22,485  | $22,485  | $26,233  | $29,980  | $37,475  | $44,970  | $44,970  | **$318,538**  |
| **Total Revenue** | **$32,480**  | **$25,485**  | **$25,985**  | **$30,232**  | **$29,732**  | **$32,980**  | **$32,980**  | **$37,227**  | **$41,474**  | **$49,469**  | **$57,964**  | **$54,965**  | **$450,971**  |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **Unit COGS** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | Avg COGS |
| Product/Service A | $4.50  | $4.50  | $4.50  | $4.50  | $4.50  | $4.50  | $4.50  | $4.50  | $4.50  | $4.00  | $4.00  | $4.00  | $4.38  |
| Product/Service B | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  | $3.10  |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **Margin Per Unit** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | Avg Margin |
| Product/Service A | $15.49  | $15.49  | $15.49  | $15.49  | $15.49  | $15.49  | $15.49  | $15.49  | $15.49  | $15.99  | $15.99  | $15.99  | $15.62  |
| Product/Service B | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  | $11.89  |
| ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ |
| **Gross Profit** | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | ​ | Total |
| Product/Service A | $7,745  | $8,132  | $8,520  | $8,907  | $8,520  | $8,132  | $8,132  | $8,520  | $8,907  | $9,594  | $10,394  | $7,995  | **$103,496**  |
| Product/Service B | $17,835  | $11,890  | $11,890  | $14,863  | $14,863  | $17,835  | $17,835  | $20,808  | $23,780  | $29,725  | $35,670  | $35,670  | **$252,663**  |
| **Total Gross Profit** | **$25,580**  | **$20,022**  | **$20,410**  | **$23,769**  | **$23,382**  | **$25,967**  | **$25,967**  | **$29,327**  | **$32,687**  | **$39,319**  | **$46,064**  | **$43,665**  | **$356,159**  |

## Lists and Transactions

These tables demonstrate that tables can easily expand/contract based on source table. Tables can be configured so hidden or filtered rows/columns are excluded.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SKU | DESCRIPTION | BIN # | LOCATION | UNIT | QTY | REORDER QTY | COST | INVENTORY VALUE | REORDER |
| SP7875 | Item 1 | T345 | Row 2, slot 1 | Each | 20 | 10 | 30 | 600 | 0 |
| TR87680 | Item 2 | T345 | Row 2, slot 1 | Each | 30 | 15 | 40 | 1200 | 0 |
| MK676554 | Item 3 | T5789 | Row 1, slot 1 | Each | 10 | 5 | 5 | 50 | 0 |
| BM87684 | Item 7 | T349 | Row 1, slot 2 | Each | 10 | 5 | 10 | 100 | 0 |
| BH67655 | Item 8 | T5789 | Row 1, slot 1 | Each | 19 | 10 | 3 | 57 | 0 |
| WT98768 | Item 9 | T9875 | Row 2, slot 2 | Package (5 ct) | 20 | 30 | 14 | 280 | 1 |
| TS3456 | Item 10 | T349 | Row 1, slot 2 | Each | 15 | 8 | 60 | 900 | 0 |
| WDG123 | Item 11 | T349 | Row 1, slot 2 | Each | 25 | 15 | 8 | 200 | 0 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Expense Type | Description | Prior Period | Budget | Current Period | % Change from Prior Period | % Change from Budget |
| Sales and Marketing | Advertising |  $1,000.00  |  $900.00  |  $1,100.00  | 10% | 22% |
| Sales and Marketing | Direct marketing |  |  |  | 0% | 0% |
| Research and Development | Technology licenses |  |  |  | 0% | 0% |
| Research and Development | Patents  |  |  |  | 0% | 0% |
| General and Administrative | Supplies |  |  |  | 0% | 0% |
| General and Administrative | Meals and entertainment |  |  |  | 0% | 0% |
| General and Administrative | Rent |  |  |  | 0% | 0% |
| General and Administrative | Telephone |  |  |  | 0% | 0% |
| Total Operating Expenses |  |  $1,000.00  |  $900.00  |  $1,100.00  | 10.00% | 22.22% |

This Destination table was pasted with source formatting, then linked.

|  |  |  |  |
| --- | --- | --- | --- |
| **Merchant** | **Date** | **Category** | **Amount** |
| The Phone Company | 4/28/2025 | Communications | $120.00 |
| Northwind Electric Cars | 4/27/2025 | Transportation | $142.00 |
| Coho Vineyard | 4/25/2025 | Restaurant | $33.00 |
| Bellows College | 4/24/2025 | Education | $350.00 |
| Trey Research | 4/23/2025 | Other | $135.00 |

## TCO Comparison – with dynamic text narrative

This Destination-formatted table was pasted with source formatting, edited, then linked.

|  |  |  |
| --- | --- | --- |
|  | **Current On-Premises Solution** | **Cloud Equivalent** |
| Cost Component | **5-Year Cost** | **Calculation and Assumptions** | **5-Year Cost** | **Calculation and Assumptions** |
| Compute | $1,469,884 | Current total licensing costs = $185,097/yr, Total licensing costs after the hardware refresh = $293,977/yr; SQL Server Enterprise License SA Licenses at $3,437 each: Current (51) = $175,287/yr, Refresh (81) = $278,397/yr; System Center Standard Edition SA Licenses at $192 each: Current (51) = $9,810/yr, Refresh (81) = $15,580/yr | $370,863 | Provisioned analytics compute base monthly cost is $8,760 (online 70% of the time) with 16% discount = $61,811 in year 1 |
| Storage + Hardware Refresh | $871,043 | Hardware refresh cost - compute: HW cost per core ($1,164) \* # of cores needed in year 5 (161) = $187,458; Hardware refresh cost - storage: Local disk/SAN-HDD/SSD - cost per GB ($0.400) \* Needed Capacity in year 5 (GB) (301,704) = $120,681; Hardware refresh cost - networking = $46,221; Total license costs (added new licenses only) = $435,521 [30 new SQL Server Enterprise License licenses at $13,748 = $412,440; 30 new System Center Standard Edition licenses at $769 = $23,081] | $194,723 | Primary storage: 57.5TB of raw data with compression ratio of 3.0 = 19.2 TB of needed storage capacity at $23.00 per TB per month = $5,290 in year 1; Geo-redundant Storage Disaster Recovery: copy of primary storage = $13,236 in year 1; Standard (blob, data lake, dev, backup, staging) storage: 100% of primary data with compression ratio of 2.0 = 28.8TB of needed storage capacity at $0.0184 per GB per month = $6,348 in year 1; Archive storage: 100% of primary data with compression ratio of 5.0 = 11.5TB of needed storage capacity at $0.0020 per GB per month = $276 in year 1; Storage transaction costs (read/write operations) = $5,030 in year 1. Total storage cost in year 1 is $30,180 |
| Support | $80,526 | Microsoft Premier Support is estimated to cost $16,105 in year 1.  | $45,247 | 8.0% \* $91,991 Azure Synapse compute + storage spend = $7,359 in Unified Support Core (or similar) cost in year 1 |
| Migration | $0 | No migration costs | $185,276 | 877 hours of internal labor effort at $60 per hour = $52,774 + 877 hours of external (service provider) labor effort at $150 per hour = $131,502 + other migration cost = $1,000, totaling $185,276 |
| Administration Labor | $148,230 | 0.27 IT FTEs (Full Time Equivalents) are required to manage the servers (assumes each FTE can manage 100 servers) \* $109,800 annual fully-burdened cost per FTE = $29,646 in year 1. | $39,528 | 0.06 IT FTEs (Full Time Equivalents) are required to manage the Azure services (assumes each FTE can manage 200 servers with 6 physical cores in each server) \* $109,800 annual fully-burdened cost per FTE = $6,588 in year 1. |
| Facilities | $65,620 | 27 RUs (Rack Units) required for compute and 9 RUs required for storage \* $340 annual facilities cost per RU = $12,240 in year 1. | $0 | None |
| Data Bandwidth | $34,892 | 2.88 TBs of bandwidth per month \* $0.150 monthly Internet service provider cost per GB \* 1000 GB/TB = $5,175 in year 1. | $20,237 | 2.88 TBs of data transferred out of Azure per month \* $0.087 Azure outbound cost per GB \* 1000 GB/TB = $3,002 in year 1. Inbound transfers are free. |
| Electricity | $60,572 | 64 average watts per core \* 161.051 cores = 10,367 watts \* $0.133 per kilowatt-hour \* 24hours/day \* 365 days/year \* 1000 watts/kW = $12,114 in year 1. | $0 | None |
| Other (Dev, Test, etc.) | $273,077 | $124,030 Dev/test resource cost and $0 Other = $124,030 'Other Costs' in year 1. | $63,107 | $10,235 Dev/test resource cost in year 1 |
| Total | $3,003,843 |  | $918,981 |  |

Cloud TCO

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Cost Component** | **Migration** | **Year 1** | **Year 2** | **Year 3** | **Year 4** | **Year 5** | **Total** |
| **Compute** | -    | 61,811  | 61,811  | 61,811  | 92,716  | 92,716  | 370,863  |
| **Storage** | -    | 30,180  | 33,953  | 38,291  | 43,280  | 49,018  | 194,723  |
| **Support** | -    | 7,359  | 7,661  | 8,008  | 10,880  | 11,339  | 45,247  |
| **Hardware Refresh** | -    | -    | -    | -    | -    | -    | -    |
| **Migration** | 185,276  | -    | -    | -    | -    | -    | 185,276  |
| **Administration Labor** | -    | 6,588  | 6,588  | 6,588  | 9,882  | 9,882  | 39,528  |
| **Facilities** | -    | -    | -    | -    | -    | -    | -    |
| **Data Bandwidth** | -    | 3,002  | 3,452  | 3,969  | 4,565  | 5,250  | 20,237  |
| **Electricity** | -    | -    | -    | -    | -    | -    | -    |
| **Other (Dev, Test, etc.)** | -    | 10,235  | 10,688  | 11,208  | 15,144  | 15,832  | 63,107  |
| **Total** | **185,276**  | **119,175**  | **124,152**  | **129,875**  | **176,467**  | **184,036**  | **918,981**  |

Pricing Table

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Circuit bandwidth** | **Standard Price per month** | **Premium price per month** | **Inbound data transfer included** | **Outbound data transfer included** |
| 50 Mbps | 55 | 130 | Unlimited | None |
| 100 Mbps | 110 | 200 | Unlimited | None |
| 200 Mbps | 145 | 295 | Unlimited | None |
| 500 Mbps | 290 | 690 | Unlimited | None |
| 1 Gbps | 436 | 1186 | Unlimited | None |
| 2 Gbps | 872 | 2372 | Unlimited | None |
| 5 Gbps | 2180 | 5180 | Unlimited | None |
| 10 Gbps | 3400 | 6400 | Unlimited | None |

## Benefits By Business Objective and Benefit Type

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Business Objective** | **Added Revenue (Margin)** | **Cost Savings** | **Productivity** | **Total Benefits** |
| **Sales/Marketing Performance** | ​ |
| **Sales Effectiveness** | 6,258 | ​ | ​ | **6,258** |
| **Marketing Effectiveness** | 8,553 | ​ | ​ | **8,553** |
| **Expand Customer Base** | 1,666 | ​ | ​ | **1,666** |
| **Grow revenue per deal** | 3,534 | ​ | ​ | **3,534** |
| **Reduce Sales Costs** | ​ | 5,938 | ​ | **5,938** |
| **Reduce Marketing Costs** | ​ | 3,919 | ​ | **3,919** |
| **Total** | **20,011** | **9,857** | **0** | **29,868** |
| **Customer Service** | ​ |
| **Customer Retention** | 3,123 | ​ | ​ | **3,123** |
| **Operations / Supply Chain** | ​ | ​ | ​ | **0** |
| **Supply Chain Costs** | ​ | 3,908 | ​ | **3,908** |
| **Raw materials costs** | ​ | 2,987 | ​ | **2,987** |
| **Total** | **3,123** | **6,895** | **0** | **10,018** |
| **Workforce Productivity** | ​ |
| **Database administrators** | ​ | ​ | 186 | **186** |
| **Application developers and managers** | ​ | ​ | 142 | **142** |
| **IT administration and support** | ​ | ​ | 261 | **261** |
| **Data scientists** | ​ | ​ | 251 | **251** |
| **Analytics Power Users** | ​ | ​ | 608 | **608** |
| **Other Knowledge Workers** | ​ | ​ | 5,468 | **5,468** |
| **Total** | **0** | **0** | **6,916** | **6,916** |
| **Technology Performance** | ​ |
| **Reduce Analytics TCO** | ​ | 3,175 | ​ | **3,175** |
| **Business Management** | ​ | ​ | ​ | **0** |
| **Fraud Reduction** | ​ | 1,633 | ​ | **1,633** |
| **Business/financial planning** | ​ | ​ | 712 | **712** |
| **Total** | **0** | **4,808** | **712** | **5,520** |
| **Product/Service Development Effectiveness** | ​ |
| **Expand product offerings** | 1,534 | ​ | ​ | **1,534** |
| **Reduce R&D costs** | ​ | 5,805 | ​ | **5,805** |
| **Total** | **1,534** | **5,805** | **0** | **7,339** |
| ​ | ​ |
| **Total Benefits ($000)** | **24,668** | **27,365** | **7,628** | **59,661** |

## Cost-Benefit-ROI Analysis

These Destination-formatted tables were pasted from Excel with Source format, then linked, then adjusted to improve appearance, such as added margins and removed input cell coloring in the cost table.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **One Time** | **Annual On-Going** | **Total (5-Year)** |
| Total Costs | $1,279,053 | $272,330 | **$2,640,703** |
| Total Benefits | $0 | $1,283,929 | **$6,419,645** |
| **Net Benefits** |  |  | **$3,778,942** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost Type** | **One Time** | **Annual On-Going** | **Total (5-Year)** |
| Vendor Costs | $1,060,720 | $197,320 | **$2,047,320** |
| Internal Costs | $48,000 | $10,560 | **$100,800** |
| Internal Labor | $151,000 | $47,917 | **$390,583** |
| 3rd Party Services | $19,333 | $16,533 | **$102,000** |
| **Total** | **$1,279,053** | **$272,330** | **$2,640,703** |

**Example Summary Text**

Contoso can realize $6,419,645 in benefits with an investment of only $2,640,703 -- that's an ROI of 143%.

This chart was pasted in Word and PPT with destination format (not as picture), then linked to r\_CostBenChartData (4 columns).

## Real Estate Valuation Analysis – Comparables Grid

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Land Sales Grid** | **Subject** | **Comp 1** | **Comp 2** | **Comp 3** |
| Address | 123 Main Street | 234 Main Street | 345 Main Street | 456 Main Street |
| City | New York | New York | New York | New York |
| State | FL | FL | FL | FL |
| Date | 1/1/2025 | 1/10/2024 | 1/7/2024 | 7/1/2024 |
| Price | -- | $2,900,000 | $1,700,000 | $30,000,000 |
| Acres | 5.10 | 6.20 | 7.40 | 5.60 |
| Units | 152 | 72 | 70 | 204 |
| Price/Unit | -- | $40,278 | $24,286 | $147,059 |
| **Transaction & Market Trends Adjustments** | **​** | **​** | **​** |
| Property Rights | Fee Simple | Fee Simple | 7.0% | Fee Simple | 6.0% | Fee Simple | 5.0% |
| Financing | Conventional | Cash | 21.0% | Cash | 2.0% | Conventional | 3.0% |
| Conditions of Sale | Normal | Normal | 8.0% | Normal | 8.0% | Normal | 0.0% |
| After Transaction Adjustments | ​ | ​ | $56,319 | $28,358 | $159,044 |
| Market Trends Thru | 1/1/2025 | 21.0% | 20.5% | 20.7% | 10.1% |
| After Market Trends Adjustment | ​ | ​ | $67,862 | $34,224 | $175,086 |
| **Other Adjustments** | **​** | **​** | **​** |
| **Location** | ​ | Inferior | Inferior | Inferior |
| % Adjustment | ​ | 5% | 7% | 19% |
| $ Adjustment | ​ | ​ | $3,393 | $2,396 | $33,266 |
| ​ | ​ | ​ | ​ | ​ |
| **Density** | 30.6 | 11.6 | 9.5 | 36.4 |
| % Adjustment | ​ | 2% | 12% | 31% |
| $ Adjustment | ​ | $1,357 | $4,107 | $54,277 |
| ​ | ​ | ​ | ​ | ​ | ​ |
| **Topography** | Level | Level | Level | Level |
| % Adjustment | ​ | 7% | 6% | 4% |
| $ Adjustment | ​ | $4,750 | $2,053 | $7,003 |
| ​ | ​ | ​ | ​ | ​ | ​ |
| **Shape** | Irregular | Irregular | Irregular | Irregular |
| % Adjustment | ​ | 4% | 3% | 9% |
| $ Adjustment | ​ | $2,714 | $1,027 | $15,758 |
| ​ | ​ | ​ | ​ | ​ | ​ |
| **Utilities** | All available | All available | All available | Yes |
| % Adjustment | ​ | 5% | 9% | 4% |
| $ Adjustment | ​ | $3,393 | $3,080 | $7,003 |
| ​ | ​ | ​ | ​ | ​ | ​ |
| **Zoning** | Special Residential Facility Overlay | PD | BU-1 | Commercial |
| % Adjustment | ​ | 1% | 5% | 1% |
| $ Adjustment | ​ | $679 | $1,711 | $1,751 |
| ​ | ​ | ​ | ​ | ​ | ​ |
| **Adjusted Price** | **$84,149** | **$48,598** | **$294,144** |
| **Net Adjustments** | **​** | **​** | 24.0% | 42.0% | 68.0% |
| **Gross Adjustments** | ​ | **​** | 24.0% | 42.0% | 68.0% |

## Discounted Cash Flow

DCF Calculations by Year – Flex table

Flex table r\_DCF\_CalculationsByYear

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *$ Millions* | **2021A** | **2022A** | **2023A** | **2024A** | **2025A** | **2026F** | **2027F** | **2028F** | **2029F** | **2030F** | **2031F** |
| EBITDA | (107.74) | 15.77  | 17.10  | 18.94  | 21.14  | 23.83  | 24.27  | 26.20  | 27.73  | 28.89  | 29.55  |
| Depreciation & Amortization | ​ | 2.14  | 2.40  | 2.75  | 3.17  | 3.68  | 2.09  | 2.33  | 2.54  | 2.72  | 2.86  |
| **EBIT** | **​** | **13.63**  | **14.70**  | **16.20**  | **17.98**  | **20.15**  | **22.17**  | **23.87**  | **25.19**  | **26.16**  | **26.69**  |
| Taxes | ​ | 9.54  | 9.75  | 10.04  | 10.39  | 10.81  | 11.20  | 11.53  | 4.89  | 5.08  | 5.18  |
| Capex | ​ | (3.08) | (3.32) | (3.66) | (4.06) | (4.55) | (2.50) | (2.69) | (2.84) | (2.95) | (3.01) |
| Net Working Capital Change | ​ | (15.96) | 1.49  | 2.08  | 2.49  | 3.03  | 2.82  | 2.37  | 1.84  | 1.36  | 0.73  |
| **FCF (Free Cash Flow)** | **​** | **6.27**  | **25.03**  | **27.41**  | **29.96**  | **33.12**  | **35.78**  | **37.41**  | **31.62**  | **32.37**  | **32.45**  |
| Factor | ​ | 0.90  | 0.82  | 0.74  | 0.67  | 0.61  | 0.55  | 0.50  | 0.45  | 0.41  | 0.37  |
| **Discounted FCF** | **​** | **5.68**  | **20.50**  | **20.32**  | **20.09**  | **20.10**  | **19.66**  | **18.60**  | **14.22**  | **13.18**  | **11.96**  |

DCF Results - Destination-formatted

|  |
| --- |
| r\_DCF\_Results |

|  |  |
| --- | --- |
| TV (Terminal Value) | $448.24 |
| Discounted TV | $165.15 |
| PV of CF | $164.30 |
| **EV (Enterprise Value)** | **$329.45** |
| Net Debt | -$646.47 |
| Minority Interest | $0.00 |
| **Equity Value** | **$975.92** |

# PivotTables

## Flex-formatted PivotTables

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **2015** | **2016** | **2017** | **Grand Total** |
| **Accessories** | ​ | $67,800 | ​ | $67,800 |
| **Bikes** | ​ | $6,300 | ​ | $6,300 |
| **Clothing** | $23,700 | $2,300 | $40,000 | $66,000 |
| **Components** | $2,300 | $4,100 | $25,700 | $32,100 |
| **Grand Total** | **$26,000** | **$80,500** | **$65,700** | **$172,200** |

## Destination-formatted

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Category | 2015 | 2016 | 2017 | Grand Total |
| Accessories |  | $67,800 |  | $67,800 |
| Bikes |  | $6,300 |  | $6,300 |
| Clothing | $23,700 | $2,300 | $40,000 | $66,000 |
| Components | $2,300 | $4,100 | $25,700 | $32,100 |
| Grand Total | $26,000 | $80,500 | $65,700 | $172,200 |

## Image of PivotTable



# Auto-Hide Rows/Columns

Table width is set 100% page width so it fits no matter how many columns are displayed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ​ | **Column A** | **Column C** | **Column D** | **Column F** |
| Row 1 | r25c3 | r25c5 | r25c6 | r25c8 |
| Row 2 | r26c3 | r26c5 | r26c6 | r26c8 |
| Row 4 | r28c3 | r28c5 | r28c6 | r28c8 |
| Row 6 | r30c3 | r30c5 | r30c6 | r30c8 |
| Row 8 | r32c3 | r32c5 | r32c6 | r32c8 |
| Row 9 | r33c3 | r33c5 | r33c6 | r33c8 |
| Row 11 | r35c3 | r35c5 | r35c6 | r35c8 |
| Row 12 | r36c3 | r36c5 | r36c6 | r36c8 |
| Row 14 | r38c3 | r38c5 | r38c6 | r38c8 |
| Row 15 | r39c3 | r39c5 | r39c6 | r39c8 |

# Dashboards

These are images of the Excel ranges

## Sales Dashboard



## HR Dashboard

