

# Data Analytics and Financial Forecasting

PSFOA Meeting  
May 14 2014

Presented by Martin Chaw, Fiscal Manager  
City of Bellevue Utilities Department

# + Agenda

- Today's presentation:
  - Build upon the tools/tips/tricks presented in “Excel Wizardry” by K.Lorentzen in September 2013
- Learning Objectives
  - Managing and manipulating large amounts of data
  - Organizing and quickly building ad-hoc management reports
  - Using the tools/power of Excel to evaluate/assess/forecast financial trends



# + Background

- Data analytics

- Disconnect between what I needed and what was available

- Needs:

- As with any project, need access to large amounts of information
  - Look for trends and significant variances from plan
    - Monthly financial reports to Council
    - Historical research
    - Trends
  - Identify issues and plan for adjustments



# + What was readily available

- Financial system pre-packaged reports

- Pluses:

- Real-time evaluation of budget to actuals
    - Drill down to transactional details
    - Use report filter settings to query for information

- Minuses:

- Multiple reports, some can be quite lengthy
    - Reports can be inflexible
    - Duplicate entries / Export to Excel and manipulate
    - Time consuming





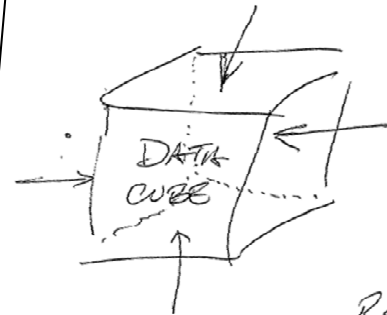
# + My Need

- Need: Ability to organize information into a data-cube
  - Attack information in multiple ways
  - Quickly plow through information
  - Group/sort data by:
    - Month, Year, Basub, object, object family, fund family
- Objectives
  - Data reporting flexibility
  - Self manipulate information
  - Quickly make sense of large volume of information
  - Create ad-hoc reports



# + How I attacked this problem

- Went to our IT folks with a vision



See account activity

- By Mo
- By Year
- By Account
- By Each Acct segment
- By Acct title

- Budget v Actuals
- By Dept
- By Obj
- By Two Digit Dep
- By One Digit Obj. & Beg
- Go back as least 6 years.

Rev 001.313.100  
 F RevType

- And it needs to be real time.

Exp 001.14.514.230.11  
 F D BS S Obj

Not asking too much??

A/c #	Title	Year	Mo	Type	\$
				REV	

# + My wish was granted!

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Fund Name	Account	First Two	First One	Fund	Dep	Base	Su	Ob	Yea	perio	Title	debits	credits	Adjustme	Budg	Actual	Net Bdg	Type
34450	LID GUARANTEE	249.111.100	11		249	111	100			2012	2	CASH	4.9	0			4.9		B
34451	LID GUARANTEE	249.118.100	11		249	118	100			2009		INVESTMENTS							B
34452	LID GUARANTEE	249.118.100	11		249	118	100			2012		INVESTMENTS							B
34453	LID GUARANTEE	249.292.100	29		249	292	100			2009	3	REVENUE CONTROL	0	38.52			-38.52		B
34454	LID GUARANTEE	249.292.100	29		249	292	100			2009	7	REVENUE CONTROL	0	40.77			-40.77		B
34455	LID GUARANTEE	249.292.100	29		249	292	100			2010	1	REVENUE CONTROL	10.53	20.37			-9.84		B
34456	LID GUARANTEE	249.292.100	29		249	292	100			2010	12	REVENUE CONTROL	0	11.44			-11.44		B
34457	LID GUARANTEE	249.292.100	29		249	292	100			2013	3	REVENUE CONTROL	0	4.85			-4.85		B
34458	LID GUARANTEE	249.292.200	29		249	292	200			2010		EXPENDITURE/EXPENSE CONTROL							B
34459	LID GUARANTEE	249.292.200	29		249	292	200			2013		EXPENDITURE/EXPENSE CONTROL							B
34460	LID GUARANTEE	249.292.200	29		249	292	200			2016		EXPENDITURE/EXPENSE CONTROL							B
34461	LID GUARANTEE	249.292.300	29		249	292	300			2010	14	OTHER FIN SOURCES CONTROL	65801	0			65801		B
34462	LID GUARANTEE	249.292.400	29		249	292	400			2011	14	OTHER FINANCING USES CONTROL	0	10000			-10000		B
34463	LID GUARANTEE	249.292.700	29		249	292	700			2012	0	BALANCING ACCOUNT	54387.56	54387.56			0		B
34464	LID GUARANTEE	249.311.300	31		249	311	300			2013	1	SALE OF TAX TITLE PROPERTY	0	0	0	0	0	0	R
34465	GENERAL	001.11511.600.25	11	2	001	11	511	600	25	2014	2	MEDICAL & LIFE INSURANCE	1482.6	0	0	0	1482.6	0	E
34466	GENERAL	001.11511.600.31	11	3	001	11	511	600	31	2012	10	OFFICE & OPERATING SUPPLIES	116.69	0	0	0	116.69	0	E
34467	GENERAL	001.11511.600.31	11	3	001	11	511	600	31	2013	1	OFFICE & OPERATING SUPPLIES	0	0	0	3000	0	3000	E
34468	GENERAL	001.11511.600.42	11	4	001	11	511	600	42	2012	1	COMMUNICATION	0	0	0	7900	0	7900	E
34469	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2009	5	TRAVEL	947.51	0	0	0	947.51	0	E
34470	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2009	6	TRAVEL	108.1	0	0	0	108.1	0	E
34471	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2009	10	TRAVEL	126	0	0	0	126	0	E
34472	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2010	1	TRAVEL	0	0	0	30000	0	30000	E
34473	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2010	2	TRAVEL	839.4	0	0	0	839.4	0	E
34474	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2012	1	TRAVEL	618.6	0	0	30000	618.6	30000	E
34475	GENERAL	001.11511.600.43	11	4	001	11	511	600	43	2014	1	TRAVEL	2299.5	0	0	30000	2299.5	30000	E
34476	GENERAL	001.11511.600.46	11	4	001	11	511	600	46	2010	10	INSURANCE	776	0	0	0	776	0	E
34477	GENERAL	001.11511.600.46	11	4	001	11	511	600	46	2013	3	INSURANCE	325	0	0	0	325	0	E
34478	GENERAL	001.11511.600.46	11	4	001	11	511	600	46	2013	6	INSURANCE	325	0	0	0	325	0	E
34479	GENERAL	001.11511.600.46	11	4	001	11	511	600	46	2013	9	INSURANCE	325	0	0	0	325	0	E
34480	GENERAL	001.11511.600.49	11	4	001	11	511	600	49	2010	11	MISCELLANEOUS	6290.41	0	0	0	6290.41	0	E
34481	GENERAL	001.11511.600.49	11	4	001	11	511	600	49	2011	9	MISCELLANEOUS	141.45	0	0	0	141.45	0	E
34482	GENERAL	001.11511.600.49	11	4	001	11	511	600	49	2012	3	MISCELLANEOUS	5341.55	0	0	0	5341.55	0	E
34483	GENERAL	001.11511.600.49	11	4	001	11	511	600	49	2013	10	MISCELLANEOUS	573.86	0	0	0	573.86	0	E
34484	GENERAL	001.11511.600.49	11	4	001	11	511	600	49	2016		MISCELLANEOUS							E
34485	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2009	3	INTERFUND PRINTING SERVICES	775	0	0	0	775	0	E
34486	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2009	6	INTERFUND PRINTING SERVICES	775	0	0	0	775	0	E
34487	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2010	2	INTERFUND PRINTING SERVICES	1875	0	0	0	1875	0	E
34488	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2010	5	INTERFUND PRINTING SERVICES	1875	0	0	0	1875	0	E
34489	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2011	5	INTERFUND PRINTING SERVICES	1458	0	0	0	1458	0	E
34490	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2011	8	INTERFUND PRINTING SERVICES	1458	0	0	0	1458	0	E
34491	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2011	11	INTERFUND PRINTING SERVICES	1458	0	0	0	1458	0	E
34492	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2012	2	INTERFUND PRINTING SERVICES	1483	0	0	0	1483	0	E
34493	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2013	2	INTERFUND PRINTING SERVICES	1083	0	0	0	1083	0	E
34494	GENERAL	001.11511.600.97	11	9	001	11	511	600	97	2014	2	INTERFUND PRINTING SERVICES	1092	0	0	0	1092	0	E
34495	GENERAL	001.11511.600.98	11	9	001	11	511	600	98	2012	10	INTERFUND FACILITIES	5225	0	0	0	5225	0	E
34496	GENERAL	001.11511.600.98	11	9	001	11	511	600	98	2013	1	INTERFUND FACILITIES	5650	0	0	67800	5650	67800	E
34497	GENERAL	001.11511.600.99	11	9	001	11	511	600	99	2015		INTERFUND IS SERVICES							E
34498	GENERAL	001.11513.100.11	11	1	001	11	513	100	11	2010	2	REGULAR SALARIES & WAGES	23509.98	1629.22	0	0	21880.76	0	E
34499	GENERAL	001.11513.100.11	11	1	001	11	513	100	11	2010	8	REGULAR SALARIES & WAGES	22075.94	0	0	0	22075.94	0	E
34500	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2009	3	INTERFUND FACILITIES	267	0	0	0	267	0	E
34501	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2009	6	INTERFUND FACILITIES	267	0	0	0	267	0	E
34502	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2009	9	INTERFUND FACILITIES	267	0	0	0	267	0	E
34503	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2012	6	INTERFUND FACILITIES	392	0	0	0	392	0	E
34504	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2012	9	INTERFUND FACILITIES	392	0	0	0	392	0	E
34505	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2012	12	INTERFUND FACILITIES	392	0	0	0	392	0	E
34506	LOCAL STREET FUND	103.00.595.100.98	00	9	103	00	595	100	98	2013	1	INTERFUND FACILITIES	400	0	0	4800	400	4800	E



# + Sample reports created using my DataCube

## CITY OF AUBURN POLICE DEPARTMENT

F:\Budget Directory\2015-16 Budget\Mandatory v Discretionary\Mandatory v Discretionary - 2011-2014.xlsx\Police

4/10/2014

Name	Object	2011-12 Biennium		2013-14 Biennium		2015-16 Biennium	
		2011A	2012A	2013A	2014CB	2015Prelim	2016Prelim
POLICE - Admin Account: 21521.100	1. Salaries / Wages	475,266	415,134	421,502	414,048	451,595	453,684
	2. Benefits	152,265	142,420	167,063	190,479	181,616	197,515
	3. Supplies	34,466	63,537	42,334	64,900	64,900	
	4. Services	1,948,945	1,975,124	2,045,181	2,356,500	2,352,000	
	5. Intergov't	18,554	-	13,252	16,500	16,500	
	6. Capital	-	-	-	-	-	
	7. Debt Principal	-	-	-	-	-	
	8. Debt Interest	-	-	-	-	-	
	9. Interfund Payments	1,315,848	1,272,658	1,571,700	1,529,900	1,522,400	
	<b>Total</b>	<b>3,945,343</b>	<b>3,868,872</b>	<b>4,261,032</b>	<b>4,572,327</b>	<b>4,589,011</b>	

POLICE - Ops Account: 21521.200	1. Salaries / Wages	6,235,879	6,310,458	6,760,624	7,453,825	7,597,575
	2. Benefits	2,093,313	2,254,663	2,448,392	3,186,088	2,929,313
	3. Supplies	84,909	69,382	92,357	88,500	97,600
	4. Services	786,271	661,953	669,301	609,775	626,775
	5. Intergov't	-	-	-	-	-

### 2013 General Fund Financial Status Report

Data as of Jan 17 2014

	Jan	Feb	Mar	Apr	May
<b>Period Beginning Fund Balance</b>	<b>16,348,942</b>	<b>16,029,230</b>	<b>15,675,823</b>	<b>14,417,554</b>	<b>19,015,442</b>
<b>Taxes</b>					
General Prop Taxes (311)	30,759	138,611	453,641	5,087,236	1,770,566
Sales and Use Taxes (313.100)	996,741	1,157,918	868,349	917,726	1,060,367
Sales Tax Credit for Annexation (313.110)	125,582	160,114	118,042	120,571	138,974
Pierce Co Parks Sales Tax (313.170)	4,482	5,863	4,503	4,464	5,359
Brokered Natural Gas Tax (313.600)	30,564	33,609	33,905	27,733	26,600
Local Sales Tax - Crim Justice (313.710)	120,209	147,809	110,211	106,398	125,490
Interfund (Public) Utility Taxes (314.x)	353,083	258,989	247,990	262,695	253,183
Admission & Private Utility Taxes (316.x)	1,406,804	188,988	144,282	1,612,405	462,769
Leashold and Gaming Taxes (317.x)	7,618	74,724	1,923	60,229	633
<b>Total Taxes</b>	<b>3,075,843</b>	<b>2,166,626</b>	<b>1,982,845</b>	<b>8,199,447</b>	<b>3,843,941</b>
<b>Other Revenues</b>					
Business Licenses (321.900)	60,211	11,750	10,404	10,211	6,387
Building/Plumbing/Elect Permits (322.1x)	152,924	517,049	151,308	210,279	227,725
Pet Licenses (322.300)	3,555	9,017	12,802	10,177	15,227
Other Licenses and Permits (32x)	20,406	18,052	35,049	21,210	8,677
Charges and Fees for Services (34x)	155,814	156,031	257,554	194,076	207,326
Interest and Investment Earnings (361)	4,087	3,856	3,974	4,128	2,636
Fines and Forfeits (35x)	123,323	96,588	136,130	131,630	130,170
Rent, Contrib. and Other (362-69)	34,534	19,992	32,267	26,417	56,470
Intergov't (33x) includes SST	343,765	77,351	732,432	176,023	302,010
Interfund Transfers (33x)	140,450	6,141	3,400	14,379	3,863
<b>Total Other Revenues</b>	<b>1,039,068</b>	<b>915,827</b>	<b>1,375,321</b>	<b>798,530</b>	<b>960,491</b>
<b>Total Taxes and Other Revenues</b>	<b>4,114,911</b>	<b>3,082,453</b>	<b>3,358,165</b>	<b>8,997,977</b>	<b>4,804,431</b>

### Cemetery Fund #436 Monthly Working Capital 2012 - 2013 To Date

2013

	January	February	March	April	May	June
Lot Sales	21,428.25	28,652.50	38,666.50	21,890.00	39,110.00	19,550.00
Openings and Closings	18,305.00	11,430.00	24,124.26	14,865.00	13,290.27	18,894.50
Marker Sales	12,890.00	21,809.00	11,829.71	20,185.00	5,840.00	8,625.00
Urn Sales	8,420.00	3,860.00	9,245.00	5,545.00	6,245.00	5,250.00
Settings	4,150.00	4,255.00	4,815.00	3,530.00	3,680.00	3,523.08
Vases	1,938.55	2,095.00	1,350.00	3,215.00	2,330.00	660.00
Recordings	1,000.00	900.00	1,300.00	700.00	1,100.00	700.00
Vault Installations	1,285.00	495.00	2,475.00	990.00	1,980.00	1,485.00
Other (Staff overtime setup fees)	1,385.00	2,180.00	1,365.00	-	1,835.00	1,090.00
<b>Total Operating Revenue</b>	<b>70,801.80</b>	<b>76,476.50</b>	<b>95,170.47</b>	<b>70,920.00</b>	<b>75,410.27</b>	<b>59,777.58</b>
Salaries & Wages	36,273.84	28,282.47	29,635.61	30,660.54	37,971.16	33,592.70
Benefits	15,747.95	14,996.94	15,295.41	15,730.03	17,096.56	16,099.31
Supplies	3,106.88	8,888.46	19,756.59	8,385.89	23,369.56	14,472.41
Other Service Charges	2,510.14	4,328.28	4,166.73	4,610.70	3,545.09	6,182.81
Interfund Operating Rentals/Supplies	4,683.00	4,683.00	4,683.00	4,683.00	4,683.00	4,683.00
Depreciation & Amortization	4,806.93	4,806.98	4,806.93	4,806.98	4,806.93	4,806.96
<b>Total Operating Expenses</b>	<b>67,128.74</b>	<b>65,986.13</b>	<b>78,344.27</b>	<b>68,877.14</b>	<b>91,472.30</b>	<b>79,837.19</b>
<b>Operating Income or Loss</b>	<b>3,673.06</b>	<b>10,490.37</b>	<b>16,826.20</b>	<b>2,042.86</b>	<b>(16,062.03)</b>	<b>(20,059.61)</b>
Interest Revenue	30.32	27.57	36.30	34.33	29.14	22.90
Miscellaneous	-	-	-	-	55.00	-
Debt Service Interest	-	-	-	-	(11,133.72)	-
<b>Total Non-operating Revenues (Expenses)</b>	<b>30.32</b>	<b>27.57</b>	<b>36.30</b>	<b>34.33</b>	<b>(11,049.58)</b>	<b>22.90</b>
<b>Net Income or (Loss)</b>	<b>3,703.38</b>	<b>10,517.94</b>	<b>16,862.50</b>	<b>2,077.19</b>	<b>(27,111.61)</b>	<b>(20,036.71)</b>
Depreciation	4,806.93	4,806.98	4,806.93	4,806.98	4,806.93	4,806.96
<b>Total Items Not Effecting WIC</b>	<b>4,806.93</b>	<b>4,806.98</b>	<b>4,806.93</b>	<b>4,806.98</b>	<b>4,806.93</b>	<b>4,806.96</b>
<b>Net WIC from Operations</b>	<b>8,510.31</b>	<b>15,324.92</b>	<b>21,669.43</b>	<b>6,884.17</b>	<b>(22,304.68)</b>	<b>(15,229.75)</b>
Operating Transfers-in	-	-	-	-	-	-
<b>Total Resources Other Than Operations</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Increase in Fixed Assets-Construction	-	-	-	-	-	-
Debt Service Principal	-	-	-	-	-	-
<b>Total Uses Other Than Operations</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net Change in WIC</b>	<b>8,510.31</b>	<b>15,324.92</b>	<b>21,669.43</b>	<b>6,884.17</b>	<b>(22,304.68)</b>	<b>(15,229.75)</b>
<b>Working Capital, Beginning of Period</b>	<b>182,098.05</b>	<b>190,608.36</b>	<b>205,933.28</b>	<b>227,602.71</b>	<b>234,486.88</b>	<b>212,182.20</b>
<b>Working Capital, End of Period</b>	<b>190,608.36</b>	<b>205,933.28</b>	<b>227,602.71</b>	<b>234,486.88</b>	<b>212,182.20</b>	<b>196,952.45</b>

273,436	157,561	128,860	172,311
5,240	6,038	3,471	1,734
124,919	119,433	113,407	97,968
70,141	38,956	26,596	25,893
742,458	280,491	151,493	759,531
81,358	42,050	22,354	6,404

# + How did I produce these reports?

- Using convenient tools of MS Excel
  - **Pivot tables:** Interactive tool enabling user to summarize large amounts of data quickly and simply.
  - **Sumif function:** Formulaic function enabling user to sum range of cells meeting a single criteria
  - **Sumifs function:** Formulaic function enabling user to sum range of cells meeting multiple criteria
  - **Choose function:** Executing specific set of commands based upon selected criteria (great for modeling and toggling between options)
  - **Left, Right, Mid functions:** Parsing character strings for further data analytics

# + PIVOT Tables

The screenshot displays an Excel worksheet with a PivotTable and the PivotTable Field List task pane on the right. The PivotTable summarizes 'Sum of Actual' values across various categories. The task pane shows the available fields and their current placement in the report layout.

**PivotTable Data:**

Row Labels	1	2	3	4	5	6	7	8	9	10	11
2010	3,773	103,000	29,702	54,781	92,450	12,223	103,801	22,016	17,282	87,329	29,382
2011	79,193	25,237	22,428	111,513	36,311	25,919	9,596	90,601	21,236	82,199	56,910
2012	7,940	139,403	-3,646	138,179	35,907	10,631	126,037	13,011	21,312	131,997	-35,735
<b>Grand Total</b>	<b>90,906</b>	<b>267,639</b>	<b>48,484</b>	<b>304,473</b>	<b>164,669</b>	<b>48,773</b>	<b>239,434</b>	<b>125,628</b>	<b>59,830</b>	<b>301,525</b>	<b>50,557</b>

**PivotTable Field List:**

- Choose fields to add to report:
  - ☐ Fund Name
  - ☐ Account
  - ☐ First Two Dept
  - ☐ First One Obj
  - ☐ Fund
  - ☐ Dept
  - ☐ Basub
  - ☐ Sub
  - ☒ Obj
  - ☒ Year
  - ☒ Month
  - ☐ Title
  - ☒ Actual
  - ☐ Net Budget
- Drag fields between areas below:
  - Report Filter: Obj
  - Column Labels: Month
  - Row Labels: Year
  - Values: Sum of Actual
- Buttons: Defer Layout Upd..., Update

100

```
=sumifs(criteria_range,criteria,sum_range)
```

O4		=SUMIF(\$J\$3:\$J\$34,N4,\$L\$3:\$L\$34)													
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2	Fund Name	Account	Fund Dept	Basub	Sub Obj	First One Obj	Year	Month	Title		Actual		Month	Actual	
3	GENERAL	001.19.518.200.24	001 19	518	200 24	2	2012	1	INDUSTRIAL INSURANCE		-		2	337	
4	GENERAL	001.19.518.200.25	001 19	518	200 25	2	2010	1	MEDICAL & LIFE INSURANCE		-		3	4,083	
5	GENERAL	001.19.518.200.42	001 19	518	200 42	4	2012	1	COMMUNICATION		-		4	12,267	
6	GENERAL	001.19.524.200.11	001 19	524	200 11	1	2010	8	REGULAR SALARIES & WAGES		71,697		5	11,841	
7	GENERAL	001.19.524.200.11	001 19	524	200 11	1	2010	11	REGULAR SALARIES & WAGES		77,985		6	-	
8	GENERAL	001.19.524.200.11	001 19	524	200 11	1	2011	11	REGULAR SALARIES & WAGES		82,584		7	596	
9	GENERAL	001.19.524.200.21	001 19	524	200 21	2	2010	12	F.I.C.A		5,657		8	85,336	
10	GENERAL	001.19.524.200.21	001 19	524	200 21	2	2011	9	F.I.C.A		6,055		9	6,323	
11	GENERAL	001.19.524.200.23	001 19	524	200 23	2	2011	3	PENSIONS		3,759		10	3,030	
12	GENERAL	001.19.524.200.23	001 19	524	200 23	2	2012	5	PENSIONS		5,726		11	162,562	
13	GENERAL	001.19.524.200.24	001 19	524	200 24	2	2010	11	INDUSTRIAL INSURANCE		558		12	5,657	
14	GENERAL	001.19.524.200.24	001 19	524	200 24	2	2012	7	INDUSTRIAL INSURANCE		596		Total	292,031	
15	GENERAL	001.19.524.200.24	001 19	524	200 24	2	2012	10	INDUSTRIAL INSURANCE		571				
16	GENERAL	001.19.524.200.28	001 19	524	200 28	2	2010	8	UNEMPLOYMENT CLAIMS		11,817				
17	GENERAL	001.19.524.200.31	001 19	524	200 31	3	2010	8	OFFICE & OPERATING SUPPLIES		647				
18	GENERAL	001.19.524.200.31	001 19	524	200 31	3	2011	10	OFFICE & OPERATING SUPPLIES		209				
19	GENERAL	001.19.524.200.31	001 19	524	200 31	3	2011	11	OFFICE & OPERATING SUPPLIES		260				
20	GENERAL	001.19.524.200.35	001 19	524	200 35	3	2012	1	SMALL TOOLS AND EQUIPMENT		-				
21	GENERAL	001.19.524.200.35	001 19	524	200 35	3	2012	4	SMALL TOOLS AND EQUIPMENT		2,584				
22	GENERAL	001.19.524.200.41	001 19	524	200 41	4	2011	10	PROFESSIONAL SERVICES		2,250				
23	GENERAL	001.19.524.200.42	001 19	524	200 42	4	2011	2	COMMUNICATION		337				
24	GENERAL	001.19.524.200.44	001 19	524	200 44	4	2010	1	ADVERTISING		-				
25	GENERAL	001.19.524.200.48	001 19	524	200 48	4	2010	1	REPAIRS & MAINTENANCE		-				
26	GENERAL	001.19.524.200.49	001 19	524	200 49	4	2010	1	MISCELLANEOUS		-				
27	GENERAL	001.19.524.200.49	001 19	524	200 49	4	2011	9	MISCELLANEOUS		268				
28	GENERAL	001.19.524.200.49	001 19	524	200 49	4	2012	3	MISCELLANEOUS		324				
29	GENERAL	001.19.524.200.49	001 19	524	200 49	4	2012	5	MISCELLANEOUS		4,940				
30	GENERAL	001.19.524.200.93	001 19	524	200 93	9	2010	5	EQUIPMENT RENTAL CHARGE-FL		1,175				
31	GENERAL	001.19.524.200.93	001 19	524	200 93	9	2010	8	EQUIPMENT RENTAL CHARGE-FL		1,175				
32	GENERAL	001.19.524.200.93	001 19	524	200 93	9	2010	11	EQUIPMENT RENTAL CHARGE-FL		1,175				
33	GENERAL	001.19.524.200.93	001 19	524	200 93	9	2012	4	EQUIPMENT RENTAL CHARGE-FL		650				
34	GENERAL	001.19.524.200.98	001 19	524	200 98	9	2011	4	INTERFUND FACILITIES		9,033				
35											292,031				
36															

```
=sumifs(sum_range,criteria_range1,criteria1,criteria_range2,criteria2,...)
```

P4																		
=SUMIFS(\$L\$3:\$L\$34,\$J\$3:\$J\$34,\$N4,\$I\$3:\$I\$34,P\$1)																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1															2010	2011	2012	Total
2	Fund Name	Account	Fund	First Two Dept	Basub	Sub Obj	First One Obj	Year	Month	Title		Actual			1	-	-	-
3	GENERAL	001.19.518.200.24	001	19	518	200 24	2	2012		1 INDUSTRIAL INSURANCE		-		2	-	337	-	337
4	GENERAL	001.19.518.200.25	001	19	518	200 25	2	2010		1 MEDICAL & LIFE INSURANCE		-		3	-	3,759	324	4,083
5	GENERAL	001.19.518.200.42	001	19	518	200 42	4	2012		1 COMMUNICATION		-		4	-	9,033	3,234	12,267
6	GENERAL	001.19.524.200.11	001	19	524	200 11	1	2010		8 REGULAR SALARIES & WAGES		71,697		5	1,175	-	10,666	11,841
7	GENERAL	001.19.524.200.11	001	19	524	200 11	1	2010		11 REGULAR SALARIES & WAGES		77,985		6	-	-	-	-
8	GENERAL	001.19.524.200.11	001	19	524	200 11	1	2011		11 REGULAR SALARIES & WAGES		82,584		7	-	-	596	596
9	GENERAL	001.19.524.200.21	001	19	524	200 21	2	2010		12 F.I.C.A		5,657		8	85,336	-	-	85,336
10	GENERAL	001.19.524.200.21	001	19	524	200 21	2	2011		9 F.I.C.A		6,055		9	-	6,323	-	6,323
11	GENERAL	001.19.524.200.23	001	19	524	200 23	2	2011		3 PENSIONS		3,759		10	-	2,459	571	3,030
12	GENERAL	001.19.524.200.23	001	19	524	200 23	2	2012		5 PENSIONS		5,726		11	79,718	82,844	-	162,562
13	GENERAL	001.19.524.200.24	001	19	524	200 24	2	2010		11 INDUSTRIAL INSURANCE		558		12	5,657	-	-	5,657
14	GENERAL	001.19.524.200.24	001	19	524	200 24	2	2012		7 INDUSTRIAL INSURANCE		596		Total	171,885	104,754	15,391	292,031
15	GENERAL	001.19.524.200.24	001	19	524	200 24	2	2012		10 INDUSTRIAL INSURANCE		571						
16	GENERAL	001.19.524.200.28	001	19	524	200 28	2	2010		8 UNEMPLOYMENT CLAIMS		11,817						
17	GENERAL	001.19.524.200.31	001	19	524	200 31	3	2010		8 OFFICE & OPERATING SUPPLIES		647						
18	GENERAL	001.19.524.200.31	001	19	524	200 31	3	2011		10 OFFICE & OPERATING SUPPLIES		209						
19	GENERAL	001.19.524.200.31	001	19	524	200 31	3	2011		11 OFFICE & OPERATING SUPPLIES		260						
20	GENERAL	001.19.524.200.35	001	19	524	200 35	3	2012		1 SMALL TOOLS AND EQUIPMENT		-						
21	GENERAL	001.19.524.200.35	001	19	524	200 35	3	2012		4 SMALL TOOLS AND EQUIPMENT		2,584						
22	GENERAL	001.19.524.200.41	001	19	524	200 41	4	2011		10 PROFESSIONAL SERVICES		2,250						
23	GENERAL	001.19.524.200.42	001	19	524	200 42	4	2011		2 COMMUNICATION		337						
24	GENERAL	001.19.524.200.44	001	19	524	200 44	4	2010		1 ADVERTISING		-						
25	GENERAL	001.19.524.200.48	001	19	524	200 48	4	2010		1 REPAIRS & MAINTENANCE		-						
26	GENERAL	001.19.524.200.49	001	19	524	200 49	4	2010		1 MISCELLANEOUS		-						
27	GENERAL	001.19.524.200.49	001	19	524	200 49	4	2011		9 MISCELLANEOUS		268						
28	GENERAL	001.19.524.200.49	001	19	524	200 49	4	2012		3 MISCELLANEOUS		324						
29	GENERAL	001.19.524.200.49	001	19	524	200 49	4	2012		5 MISCELLANEOUS		4,940						
30	GENERAL	001.19.524.200.93	001	19	524	200 93	9	2010		5 EQUIPMENT RENTAL CHARGE-FL		1,175						
31	GENERAL	001.19.524.200.93	001	19	524	200 93	9	2010		8 EQUIPMENT RENTAL CHARGE-FL		1,175						
32	GENERAL	001.19.524.200.93	001	19	524	200 93	9	2010		11 EQUIPMENT RENTAL CHARGE-FL		1,175						
33	GENERAL	001.19.524.200.93	001	19	524	200 93	9	2012		4 EQUIPMENT RENTAL CHARGE-FL		650						
34	GENERAL	001.19.524.200.98	001	19	524	200 98	9	2011		4 INTERFUND FACILITIES		9,033						
35												292,031						

# + CHOOSE function

=choose(index\_num,value\_1,value\_2,value\_3,value\_4,...)

=CHOOSE(\$O\$3,L6\*(1+\$P\$6),L6\*(1+\$P\$7),L6\*(1+\$P\$8),L6\*(1+\$P\$9))

P27		fx																	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2	Fund Name	Account	Fund	First Two De	Basul	Sub	Ob	First One C	Year	Month	Title	Actual	Forecast	Selection					
3	GENERAL	001.19.518.200.24	001	19	518	200	24	2	2012	1	INDUSTRIAL INSURANCE	-	-	3					
4	GENERAL	001.19.518.200.25	001	19	518	200	25	2	2010	1	MEDICAL & LIFE INSURANCE	-	-						
5	GENERAL	001.19.518.200.42	001	19	518	200	42	4	2012	1	COMMUNICATION	-	-	Models Escalator Description					
6	GENERAL	001.19.524.200.11	001	19	524	200	11	1	2010	8	REGULAR SALARIES & WAGE	71,697	74,565	1 2.0% Pessimistic forecast					
7	GENERAL	001.19.524.200.11	001	19	524	200	11	1	2010	11	REGULAR SALARIES & WAGE	77,985	81,104	2 3.0% Baseline forecast					
8	GENERAL	001.19.524.200.11	001	19	524	200	11	1	2011	11	REGULAR SALARIES & WAGE	82,584	85,887	3 4.0% Optimistic forecast					
9	GENERAL	001.19.524.200.21	001	19	524	200	21	2	2010	12	F.I.C.A	5,657	5,883	4 -5.0% Recessionary forecast					
10	GENERAL	001.19.524.200.21	001	19	524	200	21	2	2011	9	F.I.C.A	6,055	6,297						
11	GENERAL	001.19.524.200.23	001	19	524	200	23	2	2011	3	PENSIONS	3,759	3,910						
12	GENERAL	001.19.524.200.23	001	19	524	200	23	2	2012	5	PENSIONS	5,726	5,955						
13	GENERAL	001.19.524.200.24	001	19	524	200	24	2	2010	11	INDUSTRIAL INSURANCE	558	580						
14	GENERAL	001.19.524.200.24	001	19	524	200	24	2	2012	7	INDUSTRIAL INSURANCE	596	620						
15	GENERAL	001.19.524.200.24	001	19	524	200	24	2	2012	10	INDUSTRIAL INSURANCE	571	594						
16	GENERAL	001.19.524.200.28	001	19	524	200	28	2	2010	8	UNEMPLOYMENT CLAIMS	11,817	12,290						
17	GENERAL	001.19.524.200.31	001	19	524	200	31	3	2010	8	OFFICE & OPERATING SUPPL	647	673						
18	GENERAL	001.19.524.200.31	001	19	524	200	31	3	2011	10	OFFICE & OPERATING SUPPL	209	217						
19	GENERAL	001.19.524.200.31	001	19	524	200	31	3	2011	11	OFFICE & OPERATING SUPPL	260	270						
20	GENERAL	001.19.524.200.35	001	19	524	200	35	3	2012	1	SMALL TOOLS AND EQUIPME	-	-						
21	GENERAL	001.19.524.200.35	001	19	524	200	35	3	2012	4	SMALL TOOLS AND EQUIPME	2,584	2,688						
22	GENERAL	001.19.524.200.41	001	19	524	200	41	4	2011	10	PROFESSIONAL SERVICES	2,250	2,340						
23	GENERAL	001.19.524.200.42	001	19	524	200	42	4	2011	2	COMMUNICATION	337	350						
24	GENERAL	001.19.524.200.44	001	19	524	200	44	4	2010	1	ADVERTISING	-	-						
25	GENERAL	001.19.524.200.48	001	19	524	200	48	4	2010	1	REPAIRS & MAINTENANCE	-	-						
26	GENERAL	001.19.524.200.49	001	19	524	200	49	4	2010	1	MISCELLANEOUS	-	-						
27	GENERAL	001.19.524.200.49	001	19	524	200	49	4	2011	9	MISCELLANEOUS	268	279						
28	GENERAL	001.19.524.200.49	001	19	524	200	49	4	2012	3	MISCELLANEOUS	324	337						
29	GENERAL	001.19.524.200.49	001	19	524	200	49	4	2012	5	MISCELLANEOUS	4,940	5,138						
30	GENERAL	001.19.524.200.93	001	19	524	200	93	9	2010	5	EQUIPMENT RENTAL CHARG	1,175	1,222						
31	GENERAL	001.19.524.200.93	001	19	524	200	93	9	2010	8	EQUIPMENT RENTAL CHARG	1,175	1,222						
32	GENERAL	001.19.524.200.93	001	19	524	200	93	9	2010	11	EQUIPMENT RENTAL CHARG	1,175	1,222						
33	GENERAL	001.19.524.200.93	001	19	524	200	93	9	2012	4	EQUIPMENT RENTAL CHARG	650	676						
34	GENERAL	001.19.524.200.98	001	19	524	200	98	9	2011	4	INTERFUND FACILITIES	9,033	9,394						
35												292,031	303,712						
36												YYY % chg	4.0%						
37																			

CHOOSE  
function is  
convenient for  
modeling and  
quickly toggling  
between multiple  
scenarios

*CHOOSE function is convenient for modeling and quickly toggling between multiple scenarios*



# + Left, Mid, Right functions

Sample text string	Function	Result	Meaning
001.19.518.200.24	=LEFT(C3,4)	001.	Fund #
001.19.518.200.24	=MID(C4,8,3)	518	Division #
001.19.518.200.24	=RIGHT(C5,2)	24	Object
001.19.518.200.24	=mid(C6,16,1)	2	Object family

*This function is convenient for parsing a single string of data into more meaningful parts.*

	A	B	C	D	E	F	G	H
1								
2	Fund Name	Account	Fund	Dept	Basub	Sub	Obj	First One Obj
3	GENERAL	001.19.518.200.24	001	19	518	200	24	2
4	GENERAL	001.19.518.200.25	001	19	518	200	25	2
5	GENERAL	001.19.518.200.42	001	19	518	200	42	4
6	GENERAL	001.19.524.200.11	001	19	524	200	11	1
7	GENERAL	001.19.524.200.11	001	19	524	200	11	1
8	GENERAL	001.19.524.200.11	001	19	524	200	11	1
9	GENERAL	001.19.524.200.21	001	19	524	200	21	2
10	GENERAL	001.19.524.200.21	001	19	524	200	21	2
11	GENERAL	001.19.524.200.23	001	19	524	200	23	2
12	GENERAL	001.19.524.200.23	001	19	524	200	23	2
13	GENERAL	001.19.524.200.24	001	19	524	200	24	2
14	GENERAL	001.19.524.200.24	001	19	524	200	24	2
15	GENERAL	001.19.524.200.24	001	19	524	200	24	2
16	GENERAL	001.19.524.200.28	001	19	524	200	28	2
17	GENERAL	001.19.524.200.31	001	19	524	200	31	3
18	GENERAL	001.19.524.200.31	001	19	524	200	31	3
19	GENERAL	001.19.524.200.31	001	19	524	200	31	3
20	GENERAL	001.19.524.200.35	001	19	524	200	35	3
21	GENERAL	001.19.524.200.35	001	19	524	200	35	3
22	GENERAL	001.19.524.200.41	001	19	524	200	41	4
23	GENERAL	001.19.524.200.42	001	19	524	200	42	4
24	GENERAL	001.19.524.200.44	001	19	524	200	44	4
25	GENERAL	001.19.524.200.48	001	19	524	200	48	4
26	GENERAL	001.19.524.200.49	001	19	524	200	49	4
27	GENERAL	001.19.524.200.49	001	19	524	200	49	4
28	GENERAL	001.19.524.200.49	001	19	524	200	49	4
29	GENERAL	001.19.524.200.49	001	19	524	200	49	4
30	GENERAL	001.19.524.200.93	001	19	524	200	93	9
31	GENERAL	001.19.524.200.93	001	19	524	200	93	9
32	GENERAL	001.19.524.200.93	001	19	524	200	93	9
33	GENERAL	001.19.524.200.93	001	19	524	200	93	9
34	GENERAL	001.19.524.200.98	001	19	524	200	98	9

## + Concatenate function

	A	B	C
1	Fund Number	Title	Combined String
2	102	Zoological Fund	Zoological Fund-102
3	103	Transportation Fund	Transportation Fund-103
4	104	Trails Fund	Trails Fund-104

  
`=CONCATENATE(B2,"-",A2)`

*This function is convenient for parsing a single string of data into more meaningful parts.*



# + Financial Forecasting

- Armed with datacube and all of its powers
- What to do with it
  - Trends
  - Historical patterns
  - Correlations
  - Forecasting



# + Financial Forecasting

## ■ Challenges

- Seasonality
- One time events (ie, outliers)
- Organizational changes
- Policy/Legislative changes

## ■ Mitigating these challenges

- Knowing your data
- Being aware of one-time significant events that can affect your analysis (ie, Outliers)
- Ask & Dig (evaluating transactional information to understand what is happening)



# + Historical patterns

- High level observations can be quickly identified with a simple table such as this

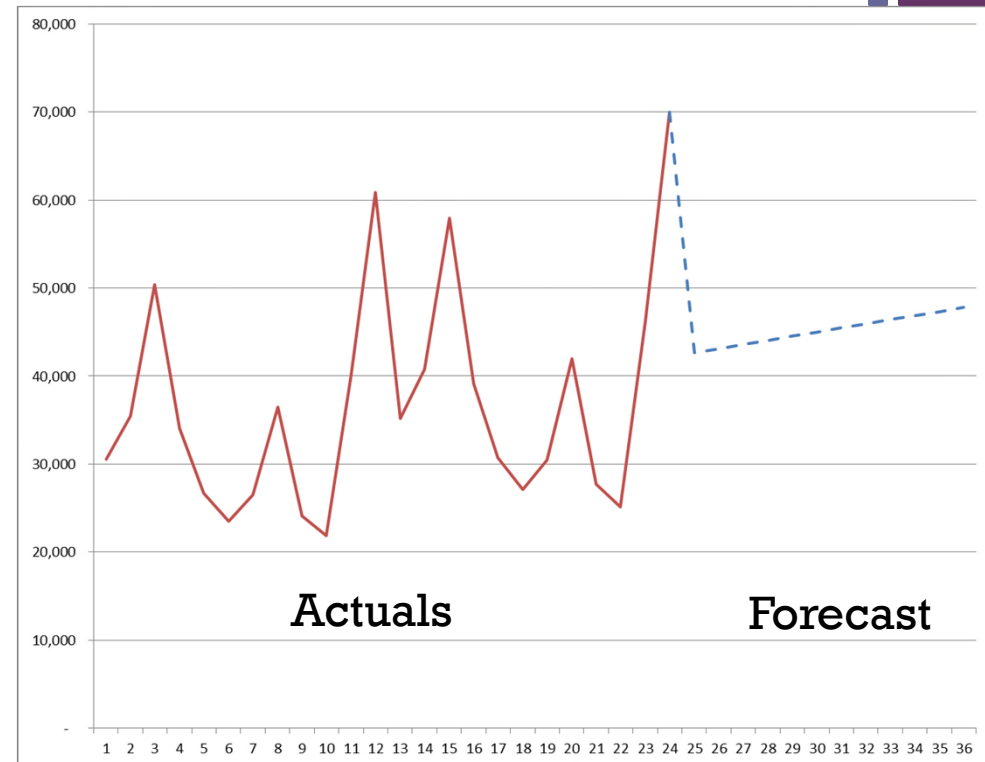
- Significant observations:

- Change in billing process starting 2011?
- Not surprisingly majority of renewals paid in December and into first months of next year
- Next steps: triangulate this data with renewal activity

Sum of Actual		Column Labels					
Row Labels		2009	2010	2011	2012	2013	2014
1		6,626	3,945	52,583	29,394	60,211	41,903
2		4,258	4,347	21,706	60,389	11,750	20,197
3		4,707	3,627	11,091	13,567	10,404	7,014
4		3,952	4,342	8,896	6,665	10,211	
5		4,289	1,987	8,944	5,104	6,387	
6		102,500	22,171	4,738	6,237	4,114	
7		49,110	53,961	4,891	4,186	3,543	
8		12,061	13,403	4,506	3,156	3,341	
9		6,272	6,850	3,764	1,025	6,195	
10		6,277	4,940	2,729	3,983	3,914	
11		5,229	3,468	8,109	5,926	17,419	
12		3,810	92,229	83,779	92,326	98,673	
Grand Total		209,090	215,268	215,735	231,957	236,162	69,114

# + the TREND Function

- TREND function
- Applies a straight line forecast to historical data using a line of best fit



# + How to Build a TREND function

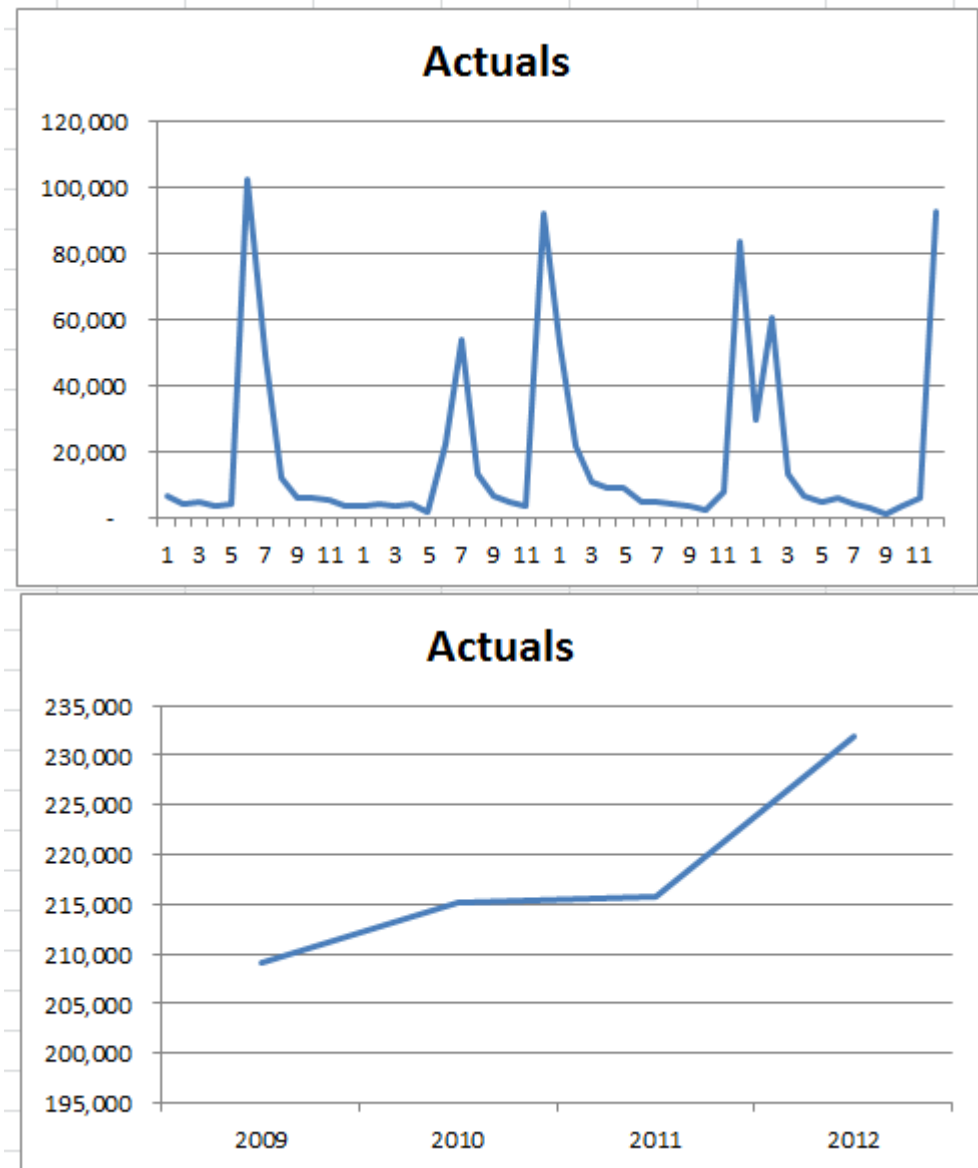
- =TREND(\$C\$2:\$C\$25,\$B\$2:\$B\$25,B26)
- Where:
  - Historical Actuals (referred to as *known Y's C2-C25*)
  - Historical Periods (referred to as *known X's A2-A25*)
  - Your forecast period (referred to as *new X A26-A37*)
- Things to be aware of:
  - Outliers can skew the trend line (in which case you will want to ignore these)
  - Have a sufficiently sized historical dataset (*one month does not make a trend*)
  - Study data and organize into more meaningful periods (e.g. Quarterly, Semi-Annually, Annually) to see patterns

	A	B	C	D	E
1	Period	Series	Actuals	Forecast	Annual Totals
2	Jan-12	1	30,578		
3	Feb-12	2	35,458		
4	Mar-12	3	50,409		
5	Apr-12	4	34,066		
6	May-12	5	26,711		
7	Jun-12	6	23,552		
8	Jul-12	7	26,485		
9	Aug-12	8	36,467		
10	Sep-12	9	24,105		
11	Oct-12	10	21,843		
12	Nov-12	11	40,151		
13	Dec-12	12	60,843		410,666
14	Jan-13	13	35,165		
15	Feb-13	14	40,777		
16	Mar-13	15	57,970		
17	Apr-13	16	39,176		
18	May-13	17	30,717		
19	Jun-13	18	27,085		
20	Jul-13	19	30,458		
21	Aug-13	20	41,936		
22	Sep-13	21	27,721		
23	Oct-13	22	25,119		
24	Nov-13	23	46,173		
25	Dec-13	24	69,969	69,969	472,266
26	Jan-14	25		42,647	
27	Feb-14	26		43,116	
28	Mar-14	27		43,585	
29	Apr-14	28		44,054	
30	May-14	29		44,522	
31	Jun-14	30		44,991	
32	Jul-14	31		45,460	
33	Aug-14	32		45,928	
34	Sep-14	33		46,397	
35	Oct-14	34		46,866	
36	Nov-14	35		47,334	
37	Dec-14	36		47,803	542,703
38					

# + Trend Function

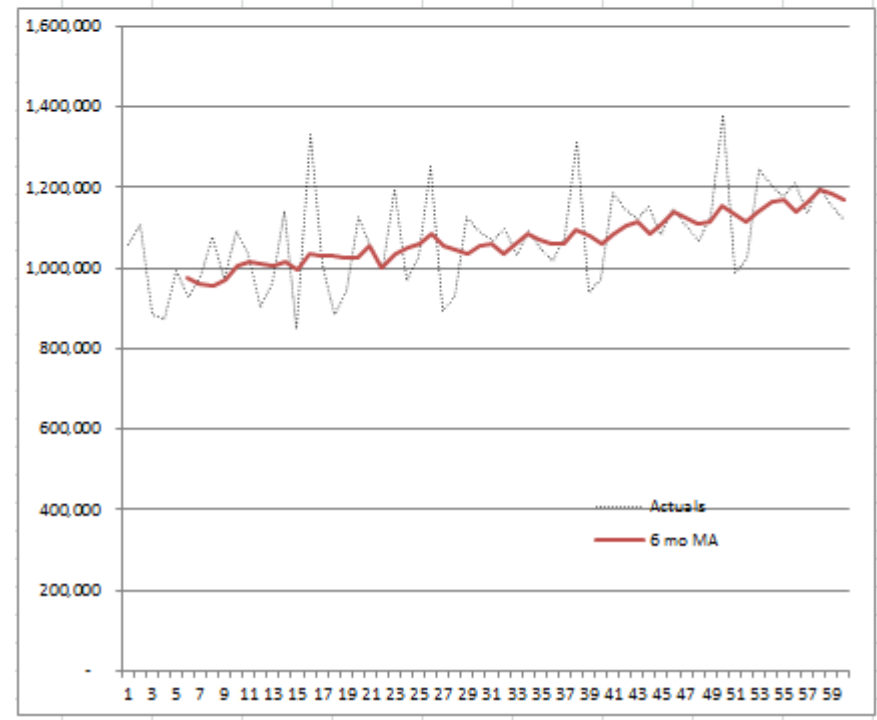
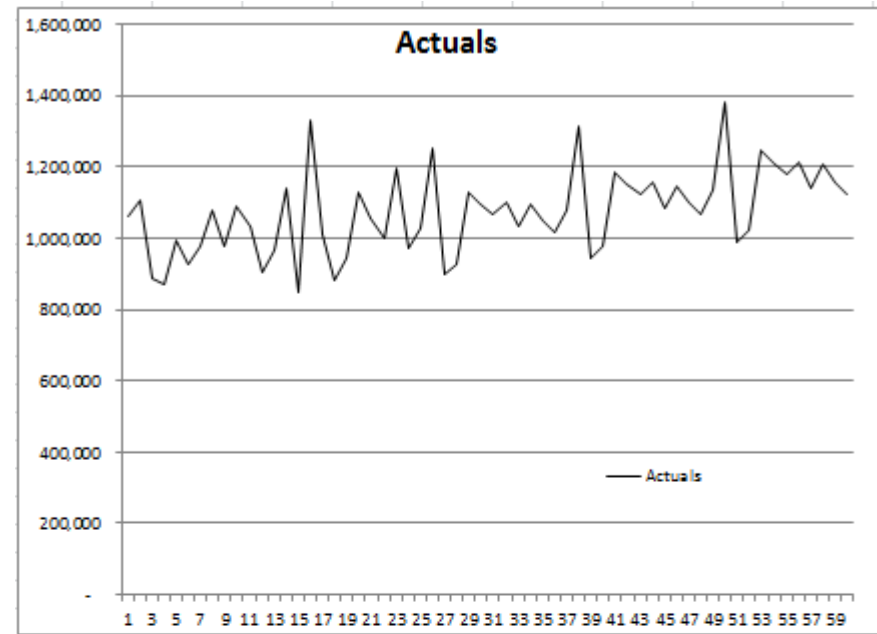
- Trend function would not have worked well with monthly data
- ... But would have likely work well with the annual data

*Note: this is the same data as presented on slide 17*



# + Moving Averages

- Moving Averages can be used to smooth out the raw data and help you spot trends
- 3- or 6-month averages generally provide a good trend line



# + Trendlines

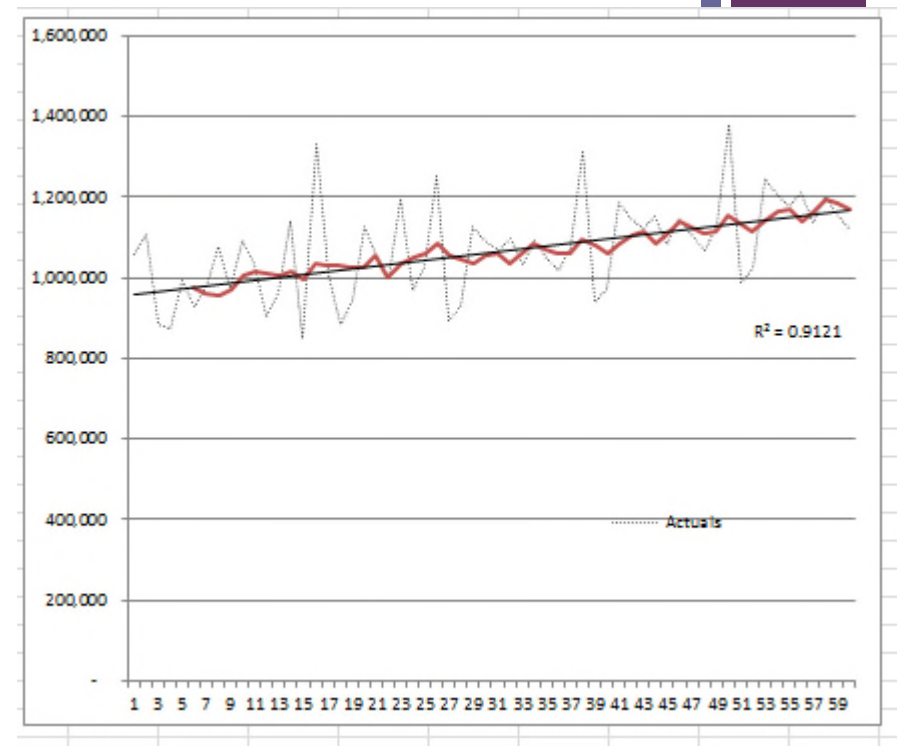
- Forecasting tool in MS Excel
- Attempts to predict trend based upon regression analysis
- Best fit measured by R Squared value (1.0 means a perfect fit)





# + Trendlines

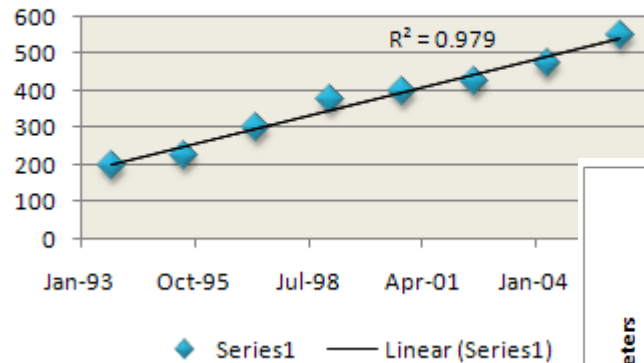
- This trendline is fitted to the 6 month moving average
- R Squared value is high, meaning that data points are closely clustered around the line of best fit



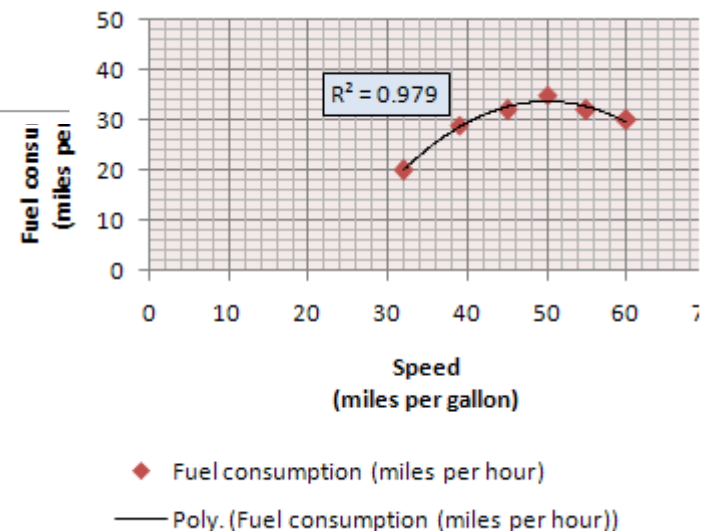
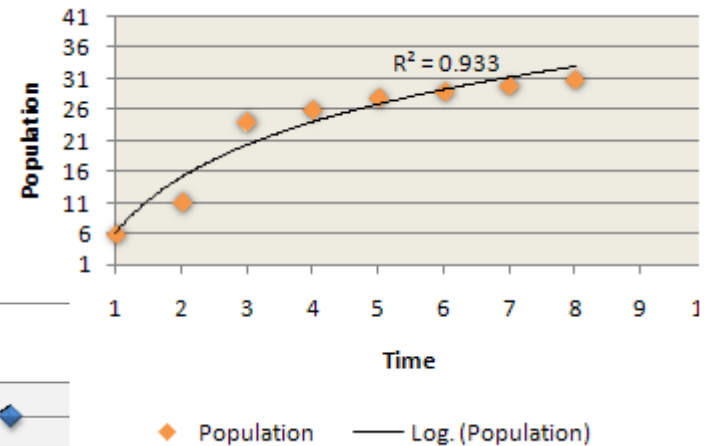
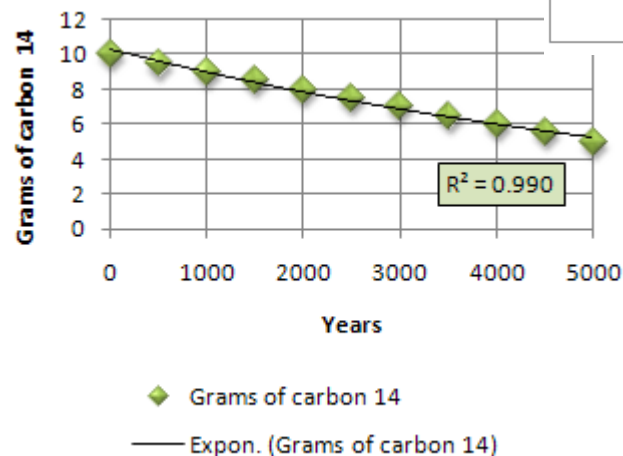
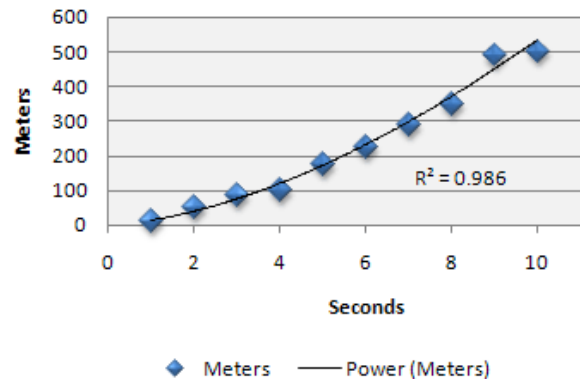
# + Different Types of Trendlines



Refrigerator Sales

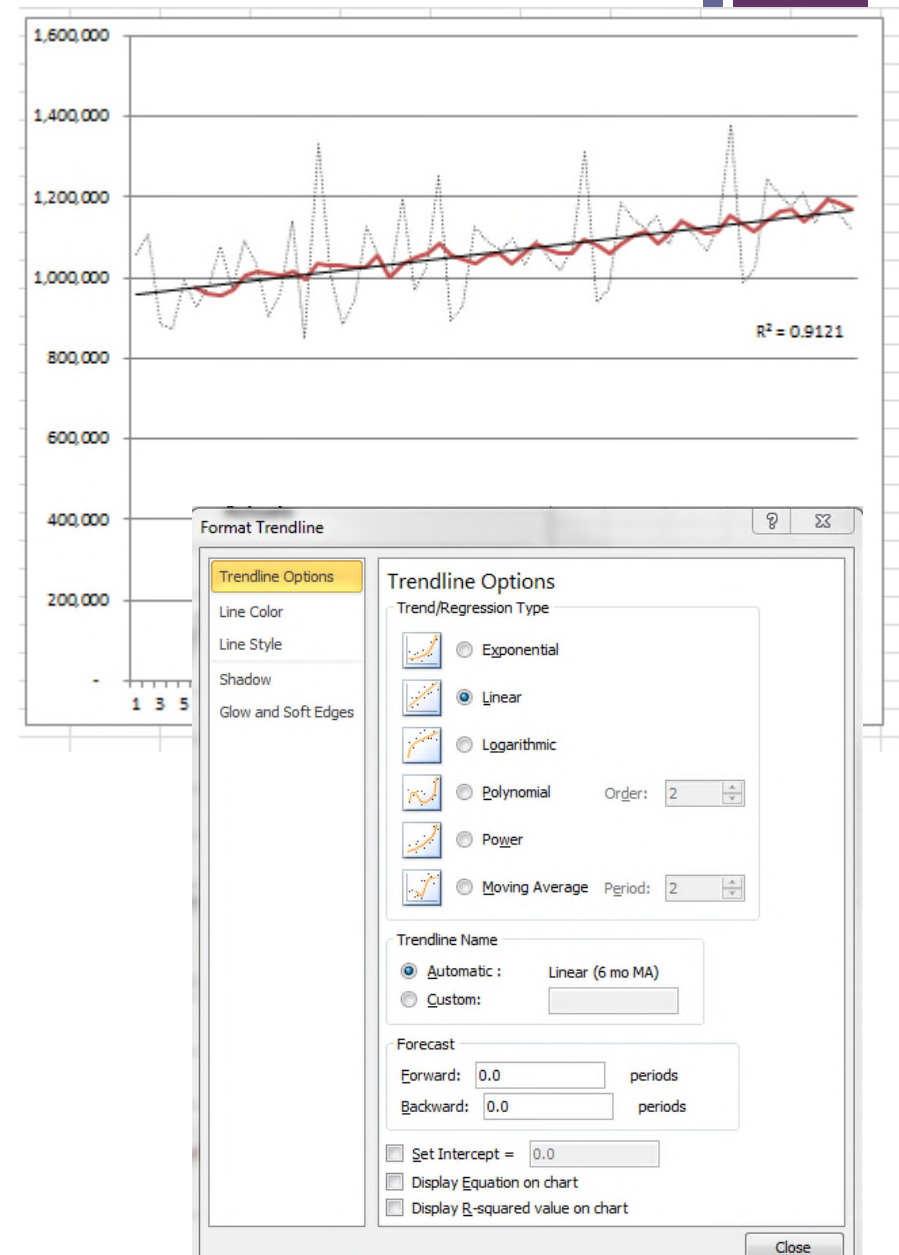


Distance Measurement



# + How to Create a Trendline

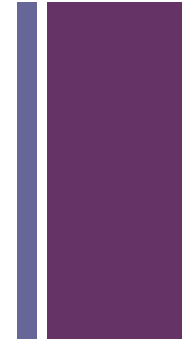
- Select your data series on the chart
- Right click
  - Select “add Trendline”
  - Select type of line
  - Select additional information to display



# + Final Thoughts

- Get access to information
  - Organization
  - Sufficient history/granularity
- Know your data
  - Outliers
  - Organizational/Policy changes can affect information
- Tell a really good story using it
  - Always a story to be told
  - Uncover it by evaluating / assessing the information
  - Forecasting is more art than science
- Share it and empower those around you





■ End of Presentation