

DAC Office Customer Top/Bottom Report

Overview

The Customer Top/Bottom report gives you the means to review the profitability of your customers, ranking them by profit percent and grouping them into 4 categories: Top, Top Half, Bottom Half and Bottom. Filter by category by selecting the categories to include or exclude from the analysis. Enter a date range or select the period range. Further restrict sales by entering a value in the Sales to Exclude box, entering 1000 in the box will exclude all sales under \$1,000. Check off the boxes that fit your needs:

- Use Base Cost- net is used if this box is not checked
- Include All Line Types- if checked, charges will be included in the analysis
- Exclude Price Under .001- this can be used to exclude dummy items with invalid cost/price.

Custom Filter

Click the filter button to filter by a variety of other fields such as City, State, Zip, Billing Matrix, Route, Tax Jurisdiction, Order Date, etc. Select either the Customer Master or Order Detail table in the first column. Select the field in the second column. Select a restrictor in the third column and finally a value in the fourth column. Enter up to eight filter criteria and click the Save button to save your filter restrictions.

Load Factor

The load factor is used to subtract a percentage from the profit calculation. This percentage represents the operating expense that you want to distribute to your customers before you calculate the profit percent. Check the "Include Load Factor in Profit Calculation" and enter a "Load Factor %" in the box.

Notice below how the profit calculation includes the load factor as a percentage of sales. So the profit is Sales less Cost less the Load Factor resulting in a more realistic profit calculation. On the control tab, the Load Factor can be changed if needed without re-exporting the data.

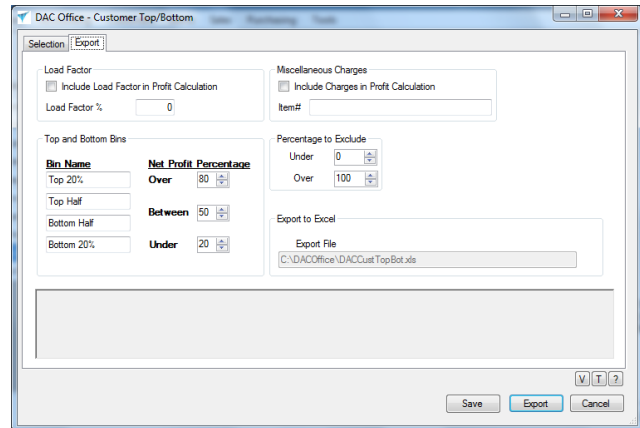
	A	B	C	D	E	F	G	H
1	Data							
3	Cust#	Customer	Sales	Net	NProfit	Net%	PerTot	CumPer
4	500101	UNION GROVE GROCERY	1990.36	1947.5	-156.176	-7.846620712	-0.743499591	-0.743499591
5	900500	USA CONVENIENCE STORE #500	124911.33	116367.92	-3947.723	-3.160420276	-18.79373552	-19.53723511

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Miscellaneous Charges

Miscellaneous charges can be added to the analysis. This was added so that profit could be adjusted based on fuel charges. Check the "Include Charges in Profit Calculation" and then enter the item number or numbers in the box. Separate numbers with a comma if there are more than one, such as "999100,999200".

Notice below the exported spreadsheet has several additional columns that can be used to adjust for the profit for the charges. Route was included so the fuel expense could be calculated based on route, you assign an expense amount to a zone on the control tab and based on the number of deliveries the customer had, the charge profit is calculated and added to the profit.



	A	B	C	D	E	F	G	H	I	J	K
1	Data										
2											
3	Cust#	Customer	Route	Zone	Charges	Deliveries	Expense	CProfit	Sales	Net	NProfit
4	500101	UNION GROVE GROCERY	400	1	5	1	1	4	1990.36	1947.5	46.86
5	771230	B & D FOOD STORE	120	2	10	2	4	6	-41.35	-39.95	4.6
6	800333	KINGS FOREST EXXON	400	1	25	5	5	20	-4317.49	-4170.06	-127.43
7	100002	DIANNE'S GROCERY	100	3	20	4	12	8	-29.57	-28.22	6.65
8	100003	BOB'S SHELL	100	3	10	2	6	4	-187.92	-179.29	-4.63
9	380130	MISS STOP N GO #130	500	4	15	3	12	3	3832.15	3636.86	198.29
10	900500	USA CONVENIENCE STORE #500	400	1	40	8	8	32	124911.33	116367.92	8575.41
11	100855	GAS-N-SHOP #6	210	2	20	4	8	12	138530.95	127628.22	10914.73
12	900600	USA CONVENIENCE STORE #600	400	1	10	2	2	8	159055.93	145998.39	13065.54

Top and Bottom Groups

After the profit percent for each customer is calculated, customers are sorted by that percentage and then a total percentage is calculated and customers are divided into groups based on that total percentage calculation. You can define the groups in the "Top and Bottom Bins" section of the Export tab.

Click the Export button to export the data to Excel and visually see a chart of your customers breakdown based on the bins you selected.

