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"Comprehensive Financial Planning And Analysis for D2C Companies"

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ABSTRACT :

This research paper titled "Comprehensive Financial Planning and Analysis for D2C Companies" focuses on the financial complexities and strategic decision-making processes crucial for D2C companies to achieve success in the United States. Based on vast experience as a CFO services provider, this project will analyze how to create and execute dynamic financial models, key performance indicators tracking mechanisms, and trend analysis reports, specific to the requirements of D2C companies.

This will involve constructing financial models to predict future performance, examine revenue streams and cost structures, and calculate profitability metrics to give strategic financial guidance in such a manner. These models will be made flexible and responsive to business environments in the interest of management's optimum resource allocation decisions.

Further, the project also underlines the importance of KPI tracking, indicating it as an important tool in tracking and analyzing financial and operational health within a D2C business. Identifying and tracking crucial KPIs enable business concerns to track trends regarding their performance and strategic decisions well.

The trend analysis report is another major part of the project. This may help the client understand emerging sales patterns, geographic trends, and customer conversion behaviors. Thus, from historical data, actionable insights can be derived and help in making strategic plans and decisions.

Generally, the studies reflect the need for D2C firms to embrace FP&A so as to facilitate strategic planning, budgeting, forecasting, and performance evaluation. The scope of the project would be development of financial models, trackers of KPIs, and trend analysis reports that might help in foreseeing potential risks in finance, optimizing the marketing strategy, and steering product and geographical expansion. This project through detailed financial analysis will contribute to the growth and success of D2C companies within a challenging and competitive environment.

Introduction :

The project "**Comprehensive Financial Planning And Analysis for D2C Companies**" aims to delve into the intricacies of financial analysis and strategic decision-making within the dynamic Direct-to-Consumer (D2C) landscape in the United States. The experience of providing CFO services to D2C companies, it will leverage my understanding of financial modelling, KPI tracking, and trend analysis to contribute to the strategic growth and success of these businesses.

The project includes comprehensive financial analysis which contains constructing financial models tailored to the unique needs of D2C companies. This involved analyzing revenue streams, cost structures, and profitability metrics to forecast future financial performance and support strategic decision-making. I gained hands-on experience in constructing dynamic models that adapted to changing business environments, providing management with insights to optimize resource allocation.

Additionally, preparing Key Performance Indicator (KPI) trackers, which serves as vital tools for monitoring and evaluating the financial and operational health of the businesses. This involved identifying critical KPIs to track performance trends effectively.

Also, Preparing Trend Analysis report to help clients understand emerging Sale patterns by product, Geography and customer conversion patterns for the current revenue analysis. This included examining historical data to identify trends and providing actionable insights for strategic planning.

Definition of Concept

Financial Planning & Analysis (FP&A) is a critical function within organizations that provides the financial insights needed to make informed business decisions. It involves the collection, analysis, and interpretation of financial data to support strategic planning, budgeting, forecasting, and performance evaluation.

Purpose And Objectives

The primary purpose is to provide strategic financial guidance and support to the organization by analysing financial data, forecasting future performance to make informed business decisions. The key Objectives included:

1. "To forecast future financial performance of D2C companies using historical data analysis"
2. "To develop KPI tracking mechanisms to assess financial health and track performance metrics"
3. "To conduct trend analysis to understand revenue patterns for strategic decision-making"

Scope of the project

The scope of the project includes-

To provide comprehensive financial analysis and strategic guidance to D2C companies in the   United States. Key deliverables include:

- **Financial Modeling:** To construct tailored financial models to forecast future performance and support decision-making.
- **KPI Tracking:** To Develop and implement KPI trackers to monitor and evaluate business health.
- **Trend Analysis:** To Prepare reports analyzing sales patterns, geographic trends, and customer conversion to inform strategic planning.

Salient Contributions of the project

- Helped clients anticipate potential financial risks and develop strategies to mitigate them.
- Analysed historical data to uncover emerging sales patterns, geographic trends, and customer conversion behaviours.
- Provided clients with valuable insights to optimize their marketing strategies, product offerings, and geographic expansion plans.

Review of Literature :

Baek, H. Y., Kim, D., & Oh, J. (2019). Financial attitude, knowledge, investment behaviour and satisfaction among the clients of comprehensive financial planning services. Financial Planning Research Journal, 5(1), 11-28

We explore whether and how FP services affect the financial behavior and satisfaction of clients through the alteration of their financial attitude and knowledge. Our sample consists of 216 clients for whom an independent FP firm completed all six steps of comprehensive FP from April 2012 through February 2015 in Korea. Our findings reveal that attitudes toward FP, financial knowledge, and satisfaction increase post-completion of FP services. The clients also reduced discretionary expenses and increased savings and investments almost by 20 percent of the median income. Such changes are related to the change in financial attitude rather than financial knowledge, which is strongly connected to client satisfaction. In conclusion, our results support the role of independent financial planners toward changing clients' financial behavior and satisfaction toward a sustainable relationship between FP professionals and their clients. [1]

Schallhart, J. LEVERAGING EXISTING BRAND ASSETS FOR A D2C MARKET ENTRY

This master's thesis wants to analyse the topic of D to C brand extensions with the questions "how can the company Hollu, a leading supplier of cleaning products and services, leverage its existing brand assets from the B-to-B market to create synergies between the existing business and the new brand hollu home?" and "what do customers expect from the new brand hollu home?".

In the process, existing literature from the field was closely examined in addition to further case studies from companies that already conduct the process of a D to C brand extension. This was complemented by forty interviews with existing and potential customers in acquiring more case-specific information. [2]

Chene, D., Gold, J., & Gramlich, J. (2010). The Scope and Practice of Comprehensive Financial Planning: Survey Results, Current Standards, and Engagement Letter Recommendations. Journal of Financial Service Professionals, 64(1)

The paper discusses whether the term "comprehensive" should indeed be used to describe professionals who provide financial planning consulting services to individuals. We first discuss how the term" comprehensive financial planning" came to be and what that term means to financial planners. We consider potential legal liability associated with the term" comprehensive," taking into account that clients may construe it differently. To gauge the profession's commitment to the term, we undertook, and report the results of, a survey of Financial Planning Association members. While there are some planners who raise legal liability exposure concerns that flow from use of the term "comprehensive," on balance, the evidence is insufficient. To deal with these concerns, we discuss the standards of the Certified Financial Planner Board of Standards regarding engagement letters and offer a list of recommendations for improving engagement letters [3].

Riofrio, M. I. P., Granizo, G. G. U., Mayorga, M. D. L. Á. H., & Alarcón, C. H. M. (2023). Key Performance Indicators for Business Financial Perspective. Journal of Namibian Studies: History Politics Culture, 34, 3917-3940

Financials KPI are the cornerstones of strategic management regarding the measurement and monitoring of the key factors that are responsible for success in an organization. The article attempts to summarize a general list of key performance indicators for the financial perspective, categorized by type. These can be used in assessing the present situation and the prospective situation of any industry by managers. The steps of the SLR process include developing research questions, finding inclusion and exclusion criteria, defining control group studies, developing a search string, retrieving candidate studies,

refining selected studies, and analyzing these in full text. Six control group studies, 171 candidate studies, 119 selected studies, 109 retrieved papers, and 43 primary studies have been considered through the result of the SLR. These primary studies support the identification of nine liquidity indicators, 29 activity indicators, 24 profitability indicators, and two debt indicators. [4]

Logan, T. (2014). Profiting from market trends: simple tools and techniques for mastering trend analysis. John Wiley & Sons
A user-friendly guide to trending and profiting in financial markets Trends in the financial markets represent the most common path toward success for traders. The problem is not just identifying a trend but knowing when to get into and out of the market. No one is better positioned to share this knowledge than author Tina Logan. Now, in Profiting from Market Trends, she shares her knowledge in this regard with you. Spanning four parts? trend formation, change of trend direction, market interpretation, and profiting from technical analysis? It skillfully describes how to: Identify the emergence of a new trend Quantify the strength of the trend Identify signals that confirm the trend, or warn that the trend may be ending Place trades to profit from trends The book is well written in an easy-to-understand and engaging style, and it would do a phenomenal job of explaining exactly how to apply the information so that one can make money in today's dynamic markets. [5]

Project Details :

Task assigned
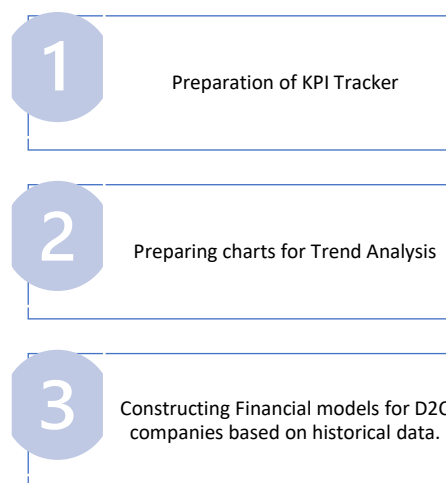
Fig1.1

Details of Task Assigned

1. Preparation of KPI Tracker

    i.   A KPI tracker is a tool used to monitor and evaluate the performance of various company specific key performance indicators (KPIs) over a specific period. KPIs are measurable values that shows how effectively a company is achieving its key business objectives.

    ii.   We use this tool to monitor and evaluate key metrics such as net weekly revenue, advertising expenses, website visitor conversions, average unit prices, and average order value.

    iii.   By tracking these indicators, businesses can develop better strategies on a weekly basis. This is particularly crucial for Direct-to-Consumer (D2C) companies, which operate in a fast-changing environment and need to adapt their strategies quickly to meet market demands. The KPI tracker provides actionable insights that help optimize resource allocation, improve marketing efforts, and enhance overall business performance.

2. Preparing charts for trend analysis

    i.   Trend analysis is the practice of collecting and analysing data over a period to identify patterns or trends. It helps businesses understand how certain metrics, such as sales, revenue, or customer behaviour, change over time.

    ii.   I was assigned to prepare charts for trend analysis, enabling clients to visualize and comprehend the patterns in their revenue generation.

3. Constructing financial models for D2C companies based on historical data

    i.   Financial modelling is the process of creating a numerical representation of a company's financial performance.

    ii.   To build accurate financial models, I began by gathering and inputting historical data. Next, I carefully aligned this data with the model's structure. By updating key financial components such as sales, cost of goods sold, variable order costs, marketing expenses, and fixed overhead, this created the base for forecasting the company's financial statements for the specified year.

Process Flow of Tasks

Task 1: KPI Tracker

1. Data Collection

2. Data cleaning and standardization

3. KPI Sheet Development

4. Visualization

Fig 1.2

1. Data Collection

During the data collection phase, we obtained weekly data from clients through various methods. This included requesting specific information via email and gaining access to client websites where data was recorded. If any necessary data was missing, we would follow up with clients to ensure the accuracy.

2. Data Cleaning and standardization

Once the necessary data was collected from clients, I meticulously cleaned and standardized it to ensure accuracy and consistency. This involved removing duplicates, correcting errors, and formatting the data into a standardized format that was suitable for creating the KPI details sheet.

Total sales report: -

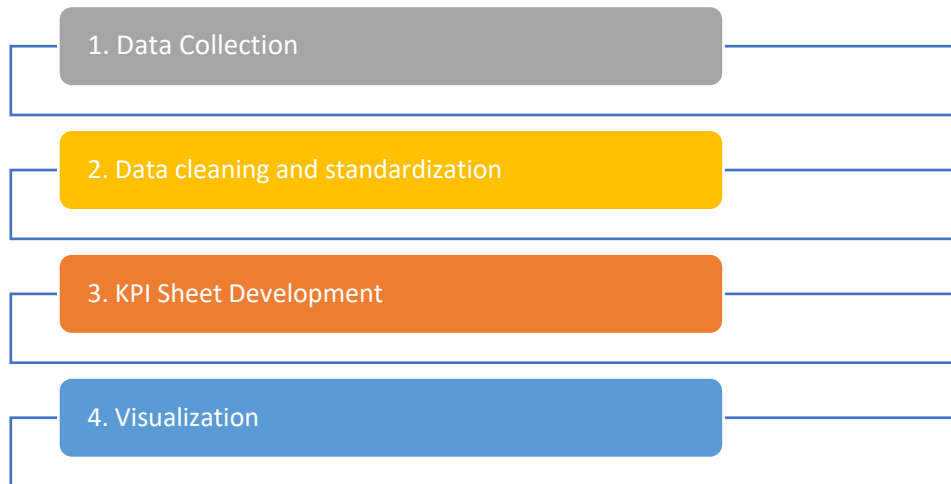| Week	Month	Date	Week-Ye	Order I	Sale ID	Date	Order	Transac	Sales cl	POS loc	Billing count	Shippin	Produc	Produc	Variant	Net qu	Gross s	Discour	Return	Net sal	Shippir	Taxes	Total sa
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208062	product	Online Store		Singapore	Singapore	Beauty	The Choco	7 refillabl	1	86.55	0	0	86.55	0	0	86.55
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208062	product	Online Store		Singapore	Singapore	Sample	the blue cocoon		1	27.41	-27.41	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208062	product	Online Store		Singapore	Singapore	Hidden	The Jasmine Garden		1	32.45	-32.45	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208062	product	Online Store		Singapore	Singapore	Beauty	The Youth	30ml	1	201.94	0	0	201.94	0	0	201.94
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208063	product	Online Store		Singapore	Singapore	Beauty	The Hone	100ml	2	209.16	0	0	209.16	0	0	209.16
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208063	product	Online Store		Singapore	Singapore	Beauty	The Facial	6.5 inch in	2	80.78	0	0	80.78	0	0	80.78
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208063	product	Online Store		Singapore	Singapore	Sample	the blue cocoon		1	27.41	-27.41	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208063	product	Online Store		Singapore	Singapore	Hidden	The Jasmine Garden		1	32.45	-32.45	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208064	product	Online Store		United States	El Dorado	Beauty	The Youth	30ml	1	185	0	0	185	0	13.41	198.41
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208064	product	Online Store		United States	El Dorado	Beauty	The Jasmi	100ml	1	80	-80	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208064	product	Online Store		United States	El Dorado	Beauty	The Jasmine Garden		1	30	-30	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208064	product	Online Store		United States	El Dorado	Sample	the blue cocoon		1	25	-25	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208065	product	Online Store		United States	Matthews	Beauty	The Hone	100ml	1	95	0	0	95	0	6.89	101.89
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208065	product	Online Store		United States	Matthews	Beauty	The Jasmi	100ml	1	80	0	0	80	0	5.8	85.8
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208065	product	Online Store		United States	Matthews	cleanse &	The Pend	100ml	1	80	0	0	80	0	5.8	85.8
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208065	product	Online Store		United States	Matthews	Hidden	The Jasmine Garden		1	30	-30	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208066	product	Online Store		Germany	Graefelfir	Hidden	The Jasmine Garden		1	36.03	-36.03	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208066	product	Online Store		Germany	Graefelfir	Beauty	The Good	200ml	1	217.24	0	0	217.24	0	0	217.24
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208066	product	Online Store		Germany	Graefelfir	Beauty	The Jasmi	100ml	1	95.37	0	0	95.37	0	0	95.37
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208066	product	Online Store		Germany	Graefelfir	Sample	the blue cocoon		1	30.73	-30.73	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208067	product	Online Store		Switzerland	Zuchwil	Beauty	The Good	200ml	1	200.03	0	0	200.03	0	0	200.03
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208067	product	Online Store		Switzerland	Zuchwil	Beauty	The Hone	100ml	1	102.61	0	0	102.61	0	0	102.61
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208067	product	Online Store		Switzerland	Zuchwil	Sample	the blue cocoon		1	26.92	-26.92	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208067	product	Online Store		Switzerland	Zuchwil	Hidden	The Jasmine Garden		1	32.33	-32.33	0	0	0	0	0
23	6/30/2024	6/2/2024	23-24	#######	#######	2024-06-0	#208068	product	Shop		United States	Murfreesl	hydrate &	The Blue (	50ml	1	220	0	0	220	0	21.45	241.45

Fig 1.3

Orders over time: -

Week	Month	Date	Week-	day	orders	average_units_ordered	average_order_value	returned_item_quantity_abs
01	1/31/2024	1/1/2024	01-24	1/1/2024	23	4.6	226.745	0
01	1/31/2024	1/2/2024	01-24	1/2/2024	208	4.3	171.886	26
01	1/31/2024	1/3/2024	01-24	1/3/2024	133	3.9	161.968	1
01	1/31/2024	1/4/2024	01-24	1/4/2024	129	4.2	209.278	13
01	1/31/2024	1/5/2024	01-24	1/5/2024	92	4.3	219.535	2
01	1/31/2024	1/6/2024	01-24	1/6/2024	53	4.2	221.409	0
02	1/31/2024	1/7/2024	02-24	1/7/2024	42	4.6	257.847	0
02	1/31/2024	1/8/2024	02-24	1/8/2024	59	3.7	212.104	23
02	1/31/2024	1/9/2024	02-24	1/9/2024	79	4.1	203.955	5
02	1/31/2024	1/10/2024	02-24	1/10/2024	87	3.8	185.267	3
02	1/31/2024	1/11/2024	02-24	1/11/2024	77	4.5	245.517	8
02	1/31/2024	1/12/2024	02-24	1/12/2024	65	4.4	233.547	3
02	1/31/2024	1/13/2024	02-24	1/13/2024	55	4.1	218.063	0
03	1/31/2024	1/14/2024	03-24	1/14/2024	46	4.8	271.901	0
03	1/31/2024	1/15/2024	03-24	1/15/2024	48	4.5	266.53	0
03	1/31/2024	1/16/2024	03-24	1/16/2024	101	3.9	202.687	9
03	1/31/2024	1/17/2024	03-24	1/17/2024	101	3.6	182.915	22
03	1/31/2024	1/18/2024	03-24	1/18/2024	177	4.1	220.928	13
03	1/31/2024	1/19/2024	03-24	1/19/2024	83	3.8	197.532	10
03	1/31/2024	1/20/2024	03-24	1/20/2024	47	4.2	223.922	0
04	1/31/2024	1/21/2024	04-24	1/21/2024	46	3.8	213.907	0
04	1/31/2024	1/22/2024	04-24	1/22/2024	92	3.7	175.108	6
04	1/31/2024	1/23/2024	04-24	1/23/2024	92	3.8	202.18	24
04	1/31/2024	1/24/2024	04-24	1/24/2024	167	2.8	195.213	33
04	1/31/2024	1/25/2024	04-24	1/25/2024	87	2.6	176.777	5
04	1/31/2024	1/26/2024	04-24	1/26/2024	100	2.8	231.693	6
04	1/31/2024	1/27/2024	04-24	1/27/2024	47	3.1	237.207	1

Fig 1.4

Conversion data: -

Week	Month	Date	Week-Ye	day	total_sessions	total_carts	total_checkouts	total_orders_placed	total_conversion
01	1/31/2024	1/1/2024	01-24	1/1/2024	1904	80	37	23	0.01207
01	1/31/2024	1/2/2024	01-24	1/2/2024	2441	411	274	199	0.08152
01	1/31/2024	1/3/2024	01-24	1/3/2024	2281	188	142	112	0.0491
01	1/31/2024	1/4/2024	01-24	1/4/2024	2672	297	182	114	0.04266
01	1/31/2024	1/5/2024	01-24	1/5/2024	1871	198	116	74	0.03955
01	1/31/2024	1/6/2024	01-24	1/6/2024	1537	141	77	50	0.03253
02	1/31/2024	1/7/2024	02-24	1/7/2024	1374	102	59	41	0.02983
02	1/31/2024	1/8/2024	02-24	1/8/2024	1506	99	73	53	0.03519
02	1/31/2024	1/9/2024	02-24	1/9/2024	2283	160	88	69	0.03022
02	1/31/2024	1/10/2024	02-24	1/10/2024	1701	165	100	75	0.04409
02	1/31/2024	1/11/2024	02-24	1/11/2024	1953	161	105	72	0.03686
02	1/31/2024	1/12/2024	02-24	1/12/2024	1663	135	87	63	0.03788
02	1/31/2024	1/13/2024	02-24	1/13/2024	1629	127	74	54	0.03314
03	1/31/2024	1/14/2024	03-24	1/14/2024	1736	107	65	41	0.02361
03	1/31/2024	1/15/2024	03-24	1/15/2024	1886	119	75	46	0.02439
03	1/31/2024	1/16/2024	03-24	1/16/2024	3202	271	126	89	0.02779
03	1/31/2024	1/17/2024	03-24	1/17/2024	2400	193	110	86	0.03583
03	1/31/2024	1/18/2024	03-24	1/18/2024	3013	316	223	167	0.05542
03	1/31/2024	1/19/2024	03-24	1/19/2024	1798	147	89	59	0.03281
03	1/31/2024	1/20/2024	03-24	1/20/2024	1647	103	58	44	0.02671
04	1/31/2024	1/21/2024	04-24	1/21/2024	1718	98	65	45	0.02619
04	1/31/2024	1/22/2024	04-24	1/22/2024	1808	135	84	64	0.03539
04	1/31/2024	1/23/2024	04-24	1/23/2024	1724	125	95	67	0.03886
04	1/31/2024	1/24/2024	04-24	1/24/2024	3376	369	210	139	0.04117
04	1/31/2024	1/25/2024	04-24	1/25/2024	2377	162	106	67	0.02818

Fig 1.5

3. KPI Sheet Development

Following data cleaning and standardization, we meticulously crafted a comprehensive key performance indicators (KPIs) sheet. This sheet served as a centralized database for all essential information, drawing directly from the cleaned and standardized data.

Which is further used for preparation of KPI charts.

Week Beginning	5/26/2024	5/19/2024	5/12/2024	5/5/2024
D2C Revenue - Gross	=SUMIFS('Total Sales Report'!$AC:$AC,'Total Sales Report'!$H:$H,B$1)			$133,882
D2C Returns & Discounts	-$33,523	-$32,599	-$14,433	-$16,366
Net D2C Revenue	$121,078	$137,754	$96,187	$117,516
Returns & Discounts %	-21.68%	-19.14%	-13.05%	-12.22%
Ad Spend	$14,672	$12,350	$10,750	$10,434
MER - D2C Gross Revenue	10.54	13.79	10.29	12.83
MER - D2C Net Revenue	8.25	11.15	8.95	11.26
Shopify Avg Unit Price	$75	$74	$82	$85
Shopify Gross Units Sold	2070	2312	1347	1578
Avg Units / Order	3.5	3.4	2.8	3.0
Shopify Sessions (Visitors)	9,778	9,838	9,350	10,508
Shopify # Orders	591	676	480	522
Shopify CVR	6.04%	6.87%	5.13%	4.97%
Shopify AOV	$262	$252	$230	$256
Monthly D2C Revenue Pace - Gross	$662,574	$730,084	$474,083	$573,780
Monthly D2C Revenue Pace - Net	$518,906	$590,375	$412,229	$503,640
Monthly D2C Ad Spend Pace	$62,880	$52,929	$46,071	$44,717
Gross MER	10.54	13.79	10.29	12.83
Net MER	8.25	11.15	8.95	11.26

Fig 1.6

4. Visualization

Once the KPI sheet was assembled, I proceeded to create visually compelling charts that effectively represented the key performance indicators. By transforming raw data into graphs and charts, we were able to gain a deeper understanding of trends and patterns.

Fig 1.7

Task 2: Charts for Trend Analysis

Fig 1.8

1. Data Collection

During the data collection phase, we obtained weekly data from clients through various methods. This included requesting specific information via email and gaining access to client websites where data was recorded. If any necessary data was missing, we would follow up with clients to ensure completeness and accuracy.

Orders over time

	A	B	C	D	E	F	G
1	**Month**	month	orders	average_units_ordered	average_order_value	returned_item_quantity_abs	
2	1/31/2024	2024-01	2585	3.8	205.558	268	
3	2/29/2024	2024-02	1686	3.3	209.21	937	
4	3/31/2024	2024-03	1959	3.2	209.595	221	
5	4/30/2024	2024-04	1929	2.8	204.442	132	
6	5/31/2024	2024-05	2678	3.7	216.714	235	
7	6/30/2024	2024-06	203	3.4	216.64	7	

Fig 1.9

First time vs returning customers

	A	B	C	D	E
1	**Month**	day	customer_type	orders	total_sales
2	5/31/2024	5/1/2024	First-time	17	3547.74
3	5/31/2024	5/13/2024	First-time	12	2227.72
4	1/31/2024	1/2/2024	First-time	11	2000.69
5	3/31/2024	3/8/2024	First-time	16	3756.7
6	4/30/2024	4/28/2024	First-time	10	2684.45
7	3/31/2024	3/24/2024	First-time	20	5807.83
8	5/31/2024	5/9/2024	First-time	9	2100.07
9	1/31/2024	1/3/2024	First-time	20	3498.37
10	3/31/2024	3/12/2024	First-time	12	2646.67
11	4/30/2024	4/20/2024	First-time	13	3596.29
12	5/31/2024	5/19/2024	First-time	20	3449.17
13	2/29/2024	2/24/2024	First-time	10	1105.82
14	2/29/2024	2/28/2024	First-time	10	1225.25
15	4/30/2024	4/16/2024	First-time	6	1153.42
16	3/31/2024	3/28/2024	First-time	20	4598.14
17	4/30/2024	4/3/2024	First-time	12	3843.08

Fig 1.10

Etc.

2. Data Categorization

Once the necessary data was collected from clients , I Organize the raw data into meaningful categories based on specific criteria, such as product type, geographic location, customer segment, or time-period. This categorization will facilitate trend analysis and visualization.

Sales by product

AM5   fx   =+SUMIFS('Total Sales Report'!$AF:$AF,'Total Sales Report'!$Y:$Y,'Sales by Product'!$B5,'Total Sales Report'!$F:$F,'Sales by Product'!AM$4)

	A	B	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX
1									5/31/2024	5/31/2024				
2									1/31/2024	6/30/2023				
3														
4		Particulars	1/31/2024	2/29/2024	3/31/2024	4/30/2024	5/31/2024		YTD	TTM				
5	17	Gift Wrapping	$ 231	$ 292	$ 71	$ 161	$ -		$ 754	$ 4,223				
6	18	Test product description	$ -	$ -	$ -	$ -	$ -		$ -	$ -				
7	1	The Blue Cocoon	$ 168,619	$ 85,346	$ 113,443	$ 138,337	$ 165,688		$ 671,434	$2,164,415				
8	10	The Chocolate Box	$ 9,502	$ 9,983	$ 11,989	$ 7,504	$ 11,539		$ 50,517	$ 173,232				
9	9	The Clean Dirt	$ 20,711	$ 9,555	$ 29,211	$ 15,932	$ 19,930		$ 95,340	$ 323,279				
10	15	The Dandelion Wand	$ 1,025	$ 1,036	$ 1,475	$ 820	$ 1,845		$ 6,200	$ 22,746				
11	18	The Facial Steam Cloth	$ -	$ -	$ -	$ -	$ -		$ -	$ -				
12	13	The Facial Treatment Brush	$ 3,269	$ 1,360	$ 1,882	$ 1,755	$ 1,984		$ 10,250	$ 39,433				
13	3	The Good Stuff	$ 55,050	$ 92,529	$ (176)	$ 220	$ 113,272		$ 260,895	$ 599,773				
14	18	The Good Stuff - custom order	$ -	$ -	$ -	$ -	$ -		$ -	$ -				
15	16	The Good Stuff - Limited	$ -	$ 900	$ 361	$ -	$ -		$ 1,261	$ 3,217				
16	18	The Good Stuff test	$ -	$ -	$ -	$ -	$ -		$ -	$ -				
17	5	The Happy Galaxy	$ 39,073	$ 18,041	$ 22,547	$ 33,334	$ 32,204		$ 145,198	$ 425,682				
18	4	The Honey Mud	$ 42,382	$ 20,348	$ 52,124	$ 34,119	$ 40,230		$ 189,203	$ 616,797				

Fig 1.11

Sales by Geography

AM3   fx   =+SUMIFS('Total Sales Report'!$AF:$AF,'Total Sales Report'!$D:$D,'Sales by Geography'!$A3,'Total Sales Report'!$F:$F,'Sales by Geography'!AM$1)

	A	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB
1	Particulars	1/31/2024	2/29/2024	3/31/2024	4/30/2024	5/31/2024												
2	United States	$ 415,674	$ 288,538	$ 326,563	$ 325,878	$470,746												
3	All Others	$ 96,755	$ 49,160	$ 62,699	$ 56,196	$ 91,815												
4	% International	19%	15%	16%	15%	16%												
5																		
6	Units	1/31/2024	2/29/2024	3/31/2024	4/30/2024	5/31/2024												
7	United States	6,700	4,084	5,115	4,814	7,155												
8	All Others	1,618	591	932	658	1,410												
9																		
10																		
11																		

Fig 1.12

Etc.

3. Visualization

Once the data categorization was done, I proceeded to create visually compelling charts that effectively represented the trends segment wise. By transforming raw data into graphs and charts, we were able to gain a deeper understanding of trends and patterns.
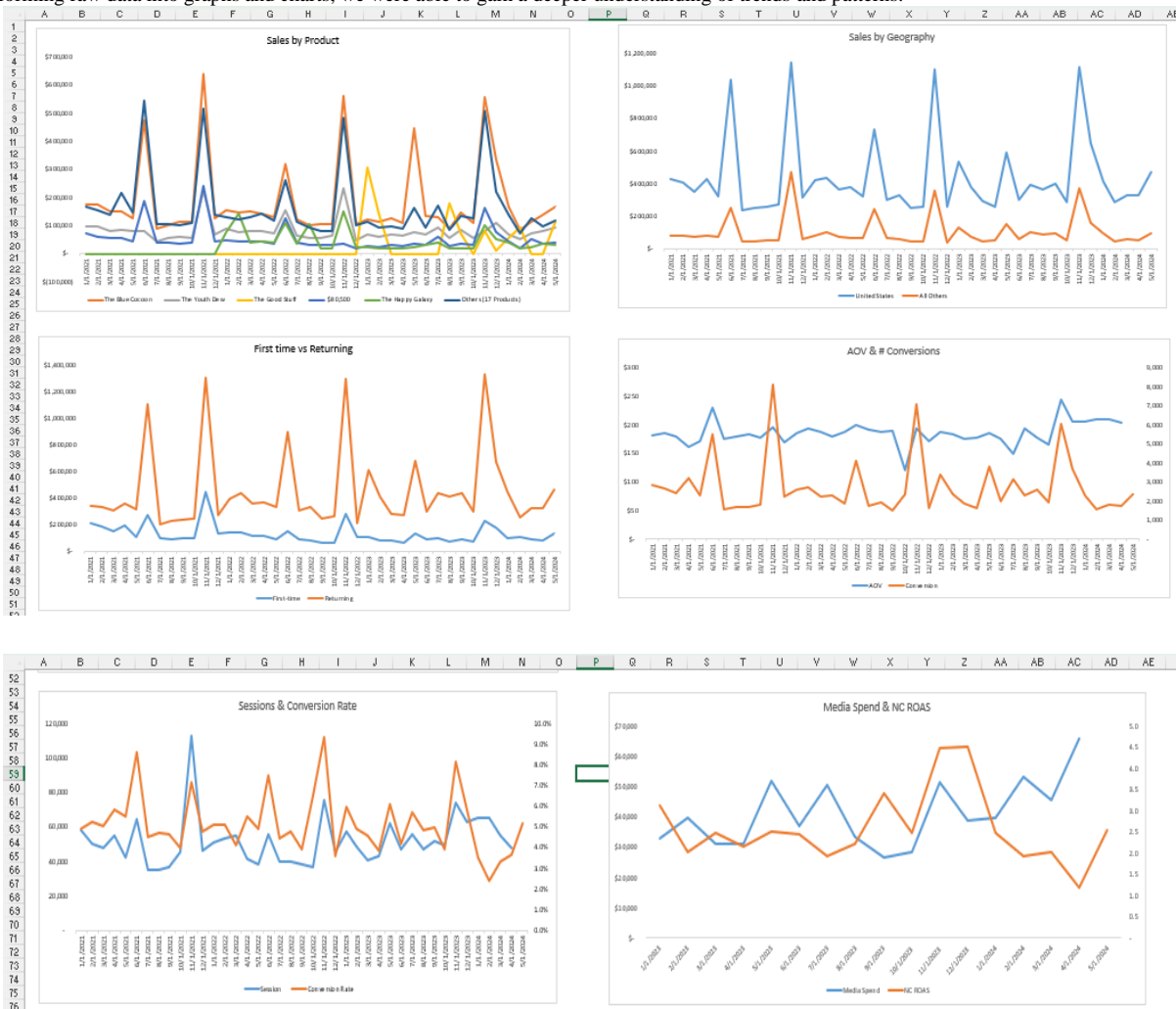
Fig 1.13

Task 3: Constructing Financial Models

1. Data Collection

2. Data Mapping into Standard format.
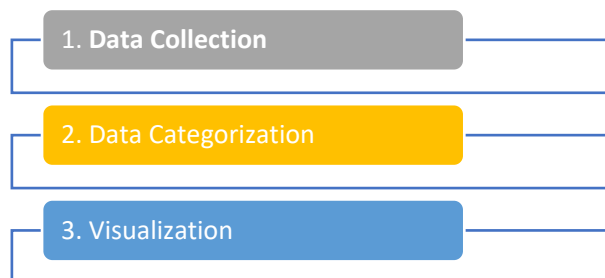
3. Updating supplementary models

4. Forcasting
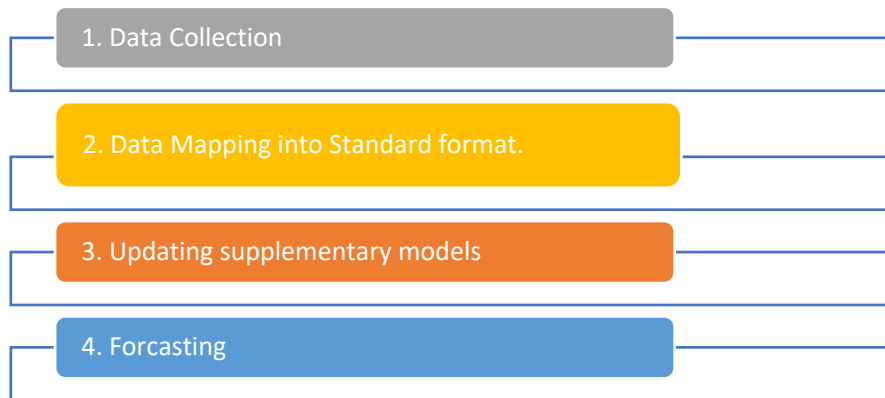
Fig 1.14

1. Data Collection

During the data collection phase, we obtained weekly data from clients through various methods. This included requesting specific information via email and gaining access to client websites where data was recorded. If any necessary data was missing, we would follow up with clients to ensure completeness and accuracy.

2. Data mapping into standard format

Once the necessary data was collected from clients, the next step involved mapping it into a standardized format to facilitate seamless updates of supplementary models.

	A	B	V	W	X	Y	Z	AA	AB	AC	AD	AE
5	FTG Mapping		Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
62	-	LIABILITIES AND EQUITY										
63	-	Liabilities										
64	-	Current Liabilities										
65	-	Accounts Payable										
66	-	200000 Accounts Payable	0.00	0.00	0.00	0.00	10,106.39	67,500.36	171,777.15	215,742.04	184,113.30	203,421.35
67	Accounts Payable	Total Accounts Payable	$ 0.00	$ 0.00	$ 0.00	$ 0.00	$ 10,106.39	$ 67,500.36	$ 171,777.15	$215,742.04	$ 184,113.30	$203,421.35
68	-	Credit Cards										
69	-	210000 Credit Cards	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
70	-	210310 Capital One 8029 (formerly 3419)	258,023.87	200,134.67	263,752.84	143,567.56	243,129.43	163,412.60	91,476.76	83,962.76	86,555.24	52,634.63
71	-	210200 Citibank CC - 3718	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
72	-	210300 WF Elite 5487	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
73	-	Total 210000 Credit Cards	$258,023.87	$200,134.67	$263,752.84	$143,567.56	$243,129.43	$ 163,412.60	$ 91,476.76	$ 83,962.76	$ 86,555.24	$ 52,634.63
74	Credit Cards	Total Credit Cards	$258,023.87	$200,134.67	$263,752.84	$143,567.56	$243,129.43	$ 163,412.60	$ 91,476.76	$ 83,962.76	$ 86,555.24	$ 52,634.63
75	-	Other Current Liabilities										
76	Other Current Liabilities	220100 Loan Payable - STRM Temp Float	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
77	Wayflyer	220200 WayFlyer Loan	152,408.77	527,094.86	465,838.43	176,965.13	51,996.39	0.00	0.00	0.00	0.00	0.00
78	-	220300 Payroll Liabilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
79	-	220310 CA Franchise Tax Board 2021	0.00	0.00	0.00	0.00	838.67	0.00	0.00	0.00	0.00	0.00
80	-	220320 CA PIT / SDI	0.00	430.16	0.00	3.93	2,764.28	0.00	0.00	0.00	0.00	2,818.68
81	-	220330 CA SUI / ETT	0.00	0.00	0.00	0.00	0.00	2,731.06	3,078.52	3,087.00	0.00	0.00
...	-	220340 CO Income Tax	14.00	14.00	14.00	30.00	281.00	30.00	30.00	30.00	30.00	65.00

Fig 1.15

FTG Mapping		Sep - 2023	Oct - 2023	Nov - 2023	Dec - 2023	Jan - 2024	Feb - 2024	Mar - 2024	Apr - 2024	May - 2024
Gross Sales	Total 400400 Shipping Income	$52.09	$307.95	$37.01	$81.63	$1,201.18	$873.92	$948.87	$774.82	$1,424.81
Wholesale	400500 Wholesale Sales Income	8,851.00	48,758.40	11,071.00	32,401.20	11,201.50	14,871.30	18,299.50	13,385.80	3,692.00
-	450000 Customer Refunds-Allowances									
-	450100 Discounts						-39,466.74			
-	450110 Discounts given					-79,853.34		-56,894.08	-50,962.74	-91,947.71
Discounts	Total 450100 Discounts	$0.00	$0.00	$0.00	$0.00	-$79,853.34	-$39,466.74	-$56,894.08	-$50,962.74	-$91,947.71
-	450200 Returns									
-	450210 Refunds Shopify Retail	-14,628.86	-7,416.34	-10,633.36	-7,032.87	-19,544.32		-21,346.44	-12,295.23	-17,799.97
Orders				-1,568.90	-1,284.09	0.00				
-	450230 Returns - Retail Customers	-2,942.49	-1,799.20	-11,651.77	-1,402.65		-15,030.37			
Refunds	Total 450200 Returns	-$17,571.35	-$9,215.54	-$23,854.03	-$9,719.61	-$19,544.32	-$15,030.37	-$21,346.44	-$12,295.23	-$17,799.97
-	Allowances	-$17,571.35	-$9,215.54	-$23,854.03	-$9,719.61	-$99,397.66	-$54,497.11	-$78,240.52	-$63,257.97	-$109,747.68
-	Total 400000 Sales of Product Income	$535,302.80	$416,380.33	$1,394,586.31	$843,600.56	$527,991.77	$381,412.93	$382,702.77	$409,053.43	$538,407.74
Gross Sales	490200 Uncategorized Income									
-	Total Income	$535,302.80	$416,380.33	$1,394,586.31	$843,600.56	$527,991.77	$381,412.93	$382,702.77	$409,053.43	$538,407.74
-	Cost of Goods Sold									
-	500000 Cost of Goods Sold									
-	500100 COGS - LABOR									
-	500110 Cost of labor - COS	78,157.07	76,370.15	76,938.13	205,594.59	84,726.76	76,065.80	81,569.53	72,235.93	109,096.80
COGS - Labor	Total 500100 COGS - LABOR	$78,157.07	$76,370.15	$76,938.13	$205,594.59	$84,726.76	$76,065.80	$81,569.53	$72,235.93	$109,096.80
-	500200 COGS - PRODUCT								485.00	
-	500210 Raw Materials & Supplies - COGS	34,197.43	53,965.83	38,096.01	39,003.76	19,289.30	19,961.55	12,397.59	34,697.30	50,788.90

Fig 1.16

3. Updating Supplementary Models

Following the mapping stage, supplementary models were updated using historical data. This involved adjusting the sales model, COGS model, marketing model, and fixed and variable overhead cost models, incorporating assumptions such as consistent growth rates, stable inflation rate, and constant tax structures. These models provide a strong foundation for forecasting financial statements.

COGS Model

C12 =IF(MONTH(C$6)=12,$R$19,$Q$19)

Description	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Oct-20
COGS forecast	$156,402	$157,256	$157,256	$157,256	$157,256	$159,942	$299,873	$288,051	$183,375	$188,906	$182,572	$198,529	$185,417	$258,832	$180,973	$182,021	$176,231	$190,67
Forecast	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025	Oct-20
COGS - Product - % of revenue	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6%	13.6
COGS - Labor - % of revenue	15.2%	15.0%	15.0%	15.0%	15.0%	14.5%	5.2%	33.8%	11.1%	10.6%	11.2%	9.7%	10.9%	6.4%	11.4%	11.3%	12.0%	10.4
COGS - Total - % of revenue	28.8%	28.6%	28.6%	28.6%	28.6%	28.1%	18.7%	47.4%	24.7%	24.1%	24.8%	23.2%	24.5%	19.9%	25.0%	24.8%	25.5%	23.9
COGS - Product	$73,702	$74,556	$74,556	$74,556	$74,556	$77,241	$217,172	$82,456	$100,675	$106,205	$99,871	$115,828	$102,716	$176,131	$98,272	$99,320	$93,530	$107,9
COGS - Labor	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$205,595	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,7
COGS - Total	$156,402	$157,256	$157,256	$157,256	$157,256	$159,942	$299,873	$288,051	$183,375	$188,906	$182,572	$198,529	$185,417	$258,832	$180,973	$182,021	$176,231	$190,6
Sales forecast	$543,700	$550,000	$550,000	$550,000	$550,000	$569,811	$1,602,089	$608,284	$742,681	$783,483	$736,752	$854,470	$757,745	$1,299,328	$724,957	$732,686	$689,979	$796,53

Description	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	TTM	YTD		Avg w/o Dec	Dec
Historical Data	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	TTM	YTD		Avg w/o Dec	Dec
COGS - Product	$74,332	$55,365	$64,142	$63,031	$84,470	$62,991	$170,755	$122,659	$49,336	$97,616	$55,570	$68,737	$969,007	$271,261			
COGS - Labor	$85,954	$116,189	$75,787	$85,718	$78,157	$76,370	$76,938	$205,595	$84,727	$76,066	$81,570	$72,236	$1,115,305	$314,598		$82,701	$205,595
Total COGS	$160,285	$171,554	$139,929	$148,749	$162,627	$139,362	$247,693	$328,254	$134,063	$173,682	$137,140	$140,973	$2,084,312	$585,859			
Total sales	$806,552	$419,070	$516,974	$514,784	$535,303	$416,380	$1,394,586	$843,601	$527,992	$381,413	$382,703	$409,053	$7,148,412	$1,701,161			
% of Revenue																	
COGS - Product	9.2%	13.2%	12.4%	12.2%	15.8%	15.1%	12.2%	14.5%	9.3%	25.6%	14.5%	16.8%	13.6%	15.9%			
COGS - Labor	10.7%	27.7%	14.7%	16.7%	14.6%	18.3%	5.5%	24.4%	16.0%	19.9%	21.3%	17.7%	15.6%	18.5%			
Total COGS	19.9%	40.9%	27.1%	28.9%	30.4%	33.5%	17.8%	38.9%	25.4%	45.5%	35.8%	34.5%	29.2%	34.4%			

Fig 1.17

Sales Model

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Description	May - 2024	Jun - 2024	Jul - 2024	Aug - 2024	Sep - 2024	Oct - 2024	Nov - 2024	Dec - 2024	Jan - 2025	Feb - 2025	Mar - 2025	Apr - 2025	May - 2025
2	Sales revenue forecast	$543,700	$550,000	$550,000	$550,000	$550,000	$569,811	$1,602,089	$608,284	$742,681	$783,483	$736,752	$854,470	$757,745
3														
4														
5	**REVENUE FORECAST**	May - 2024	Jun - 2024	Jul - 2024	Aug - 2024	Sep - 2024	Oct - 2024	Nov - 2024	Dec - 2024	Jan - 2025	Feb - 2025	Mar - 2025	Apr - 2025	May - 2025
6	NC	$71,115	$114,480	$121,117	$113,097	$101,438	$143,568	$432,270	$174,820	$214,093	$197,573	$169,383	$211,451	$142,230
7	RC	$343,269	$357,182	$357,182	$379,152	$348,433	$416,243	$1,159,819	$423,464	$518,588	$575,911	$557,369	$633,019	$605,515
8	Amazon	$125,616	$68,338	$61,701	$47,752	$90,129								
9	Other													
10	Wholesale	$3,700	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
11	Total Revenue	$543,700	$550,000	$550,000	$550,000	$550,000	$569,811	$1,602,089	$608,284	$742,681	$783,483	$736,752	$854,470	$757,745
12	*Shopify Subtotal*	*$414,384*	*$471,662*	*$478,299*	*$492,248*	*$449,871*	*$559,811*	*$1,592,089*	*$598,284*	*$732,681*	*$773,483*	*$726,752*	*$844,470*	*$747,745*
13														
14														
15	NC ROAS	2.3x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x	2.1x
16	RC Haircut vs fcst	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
17														
18														
19														
20	**Khalil Model**	May - 2024	Jun - 2024	Jul - 2024	Aug - 2024	Sep - 2024	Oct - 2024	Nov - 2024	Dec - 2024	Jan - 2025	Feb - 2025	Mar - 2025	Apr - 2025	May - 2025
21	NC	$71,115	$114,480	$121,117	$113,097	$101,438	$143,568	$432,270	$174,820	$214,093	$197,573	$169,383	$194,791	$224,009
22	RC	$343,269	$796,520	$357,182	$379,152	$348,433	$416,243	$1,159,819	$423,464	$518,588	$575,911	$557,369	$633,019	$605,515
23	Subtotal	$414,384	$911,001	$478,299	$492,248	$449,871	$559,811	$1,592,089	$598,284	$732,681	$773,483	$726,752	$827,809	$829,524
24														
25	NC ROAS	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
26	Media Spend	$31,607	$50,880	$53,830	$50,265	$45,083	$63,808	$192,120	$77,698	$95,152	$87,810	$75,281	$86,574	$99,560
27														
28	YfY Growth (for '25 & '26)	-	-	-	-	-	-	-	-	15%	15%	15%	15%	15%
29														
30														
31	**Previous Years' Sales Data**	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	
32	Shopify	$803,306	$397,025	$515,879	$493,793	$526,452	$367,622	$1,383,515	$811,199	$516,790	$366,542	$364,403	$395,668	
33	400500 Wholesale Sales Income	$3,246	$22,045	$1,095	$20,991	$8,851	$48,758	$11,071	$32,401	$11,202	$14,871	$18,300	$13,386	
34	Total Income	$806,552	$419,070	$516,974	$514,784	$535,303	$416,380	$1,394,586	$843,601	$527,992	$381,413	$382,703	$409,053	
35														

Fig 1.18

Etc.

3. Forecasting

In the final forecasting step, all supplementary models were integrated into the primary financial statement forecasting sheet. This interconnected approach ensured that the projections were comprehensive and reflected the cumulative impact of various financial factors.

Forecasted P&L

	G	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
4		- 2024	Dec - 2024	Jan - 2025	Feb - 2025	Mar - 2025	Apr - 2025	May - 2025	Jun - 2025	Jul - 2025	Aug - 2025	Sep - 2025	Oct - 2025	Nov - 2025	Dec - 2025
6	Shopify	592,089	$598,284	$732,681	$773,483	$726,752	$844,470	$747,745	$1,289,328	$714,957	$722,686	$679,979	$786,539	$1,829,895	$890,586
7	Wholesale	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
8	Total Sales	602,089	$608,284	$742,681	$783,483	$736,752	$854,470	$757,745	$1,299,328	$724,957	$732,686	$689,979	$796,539	$1,839,895	$900,586
10	COGS - Product	217,172	='cogs model'!I11	$106,205	$99,871	$115,828	$102,716	$176,131	$98,272	$99,320	$93,530	$107,975	$249,408	$122,079	
11	COGS - Labor	$82,701	$205,595	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$82,701	$205,595
12	Total Cost of Goods Sold	299,873	$288,051	$183,375	$188,906	$182,572	$198,529	$185,417	$258,832	$180,973	$182,021	$176,231	$190,676	$332,109	$327,674
14	Gross Profit	302,216	$320,233	$559,306	$594,577	$554,180	$655,941	$572,327	$1,040,496	$543,984	$550,666	$513,747	$605,862	$1,507,786	$572,912
16	Shipping & Fulfillment	199,366	$75,695	$92,420	$97,498	$91,682	$106,331	$94,295	$161,690	$90,214	$91,176	$85,862	$99,122	$228,958	$112,070
17	Merchant Fees	$97,655	$37,078	$45,270	$47,757	$44,908	$52,084	$46,188	$79,200	$44,190	$44,661	$42,057	$48,553	$112,150	$54,895
18	Variable Order Costs	297,020	$112,773	$137,690	$145,254	$136,591	$158,415	$140,483	$240,890	$134,404	$135,837	$127,919	$147,675	$341,109	$166,965
20	Contribution Margin Before Sales & Marketing	,005,196	$207,460	$421,616	$449,323	$417,590	$497,526	$431,845	$799,606	$409,580	$414,829	$385,828	$458,188	$1,166,677	$405,947
22	Media Spend	192,120	$77,698	$95,152	$87,810	$75,281	$93,978	$63,213	$101,760	$53,830	$50,265	$45,083	$63,808	$192,120	$77,698
23	Other Marketing	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000	$17,000
24	Total Marketing	209,120	$94,698	$112,152	$104,810	$92,281	$110,978	$80,213	$118,760	$70,830	$67,265	$62,083	$80,808	$209,120	$94,698
26	Contribution Margin After Sales & Marketing	796,076	$112,762	$309,463	$344,512	$325,308	$386,547	$351,631	$680,846	$338,750	$347,564	$323,745	$377,379	$957,557	$311,250
28	Fixed OH - Headcount	134,405	$209,405	$134,405	$134,405	$134,405	$134,405	$134,405	$134,405	$134,405	$134,405	$134,405	$134,405	$134,405	$209,405
29	Fixed OH - Other	143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041	$143,041
30	Fixed Overhead	277,447	$352,447	$277,447	$277,447	$277,447	$277,447	$277,447	$277,447	$277,447	$277,447	$277,447	$277,447	$277,447	$352,447
32	Other Income	-	-	-	-	-	-	-	-	-	-	-	-	-	-
33	Net Income	518,629	$ (239,685)	$ 32,017	$ 67,066	$ 47,862	$ 109,101	$ 74,185	$ 403,399	$ 61,304	$ 70,117	$ 46,298	$ 99,933	$ 680,111	$ (41,197)

Fig 1.19

Forecasted BS

	Beginning	May - 2024	Jun - 2024	Jul - 2024	Aug - 2024	Sep - 2024	Oct - 2024	Nov - 2024	Dec - 2024	Jan - 2025	Feb - 2025	Mar - 2025	Apr - 2025	May - 2025
ASSETS		422,000												
Current Assets														
Cash	632,715	432,426	288,912	133,462	(12,273)	(146,678)	(295,060)	389,776	(217,577)	(138,337)	(28,378)	(25,493)	134,687	165,169
Accounts Receivable	12,132	3,245	9,063	8,771	8,771	9,063	8,771	9,063	8,771	8,771	9,711	8,771	9,063	8,771
Prepaid & In Transit Inventory	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451	8,451
On Hand Inventory	785,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858	811,858
Other Current Assets	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101	84,101
Total Current Assets	1,523,257	1,340,081	1,202,386	1,046,643	900,908	766,795	618,120	1,303,249	695,604	774,844	885,743	887,688	1,048,160	1,078,350
Other Assets	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186	213,186
TOTAL ASSETS	1,736,443	1,553,267	1,415,572	1,259,829	1,114,094	979,981	831,307	1,516,435	908,790	988,030	1,098,929	1,100,875	1,261,346	1,291,536
LIABILITIES														
Accounts Payable	184,113	191,042	199,697	193,255	193,255	199,697	200,216	581,695	213,735	260,958	304,791	258,875	310,246	266,251
Credit Cards	86,555	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000
Wayflyer	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Shopify Capital	769,148	677,348	585,548	493,748	401,948	310,148	214,980	0	0	0	0	0	0	0
Other Current Liabilities	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767	41,767
Long-Term Liabilities	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748	716,748
TOTAL LIABILITIES	1,798,331	1,776,904	1,693,759	1,595,517	1,503,717	1,418,359	1,323,711	1,490,210	1,122,249	1,169,473	1,213,306	1,167,390	1,218,760	1,174,766
STOCKHOLDERS' EQUITY														
Capital Stock	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Dividends & Distributions	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Opening Equity	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Retained Earnings	340,466	(62,887)	(224,637)	(279,187)	(336,688)	(390,624)	(439,378)	(493,404)	25,225	(214,459)	(182,443)	(115,377)	(67,515)	41,586
Net Income	(403,353)	(161,749)	(54,551)	(57,500)	(53,936)	(48,754)	(54,026)	518,629	(239,685)	32,017	67,066	47,862	109,101	74,185
TOTAL STOCKHOLDERS' EQUITY	(61,887)	(223,637)	(278,187)	(335,688)	(389,624)	(438,378)	(492,404)	26,225	(213,459)	(181,443)	(114,377)	(66,515)	42,586	116,771
TOTAL LIABILITIES & STOCKHOLDERS' EQUITY	1,736,443	1,553,267	1,415,572	1,259,829	1,114,094	979,981	831,307	1,516,435	908,790	988,030	1,098,929	1,100,875	1,261,346	1,291,536

Fig 1.20

Forecasted Cashflow

	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025	Aug-2025	Sep-2025
OPERATING ACTIVITIES																	
Net Income/(Loss)	(39,555)	(54,551)	(57,500)	(53,936)	(48,754)	(54,026)	518,629	(239,685)	32,017	67,066	47,862	109,101	74,185	403,399	61,304	70,117	46,298
Adjustments to reconcile Net Income to net cash (used in) provided by operations																	
Depreciation and amortization	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cash flow from operations	(39,555)	(54,551)	(57,500)	(53,936)	(48,754)	(54,026)	518,629	(239,685)	32,017	67,066	47,862	109,101	74,185	403,399	61,304	70,117	46,298
Changes in operating assets:																	
Accounts Receivable	8,887	(5,818)	292	0	(292)	292	(292)	292	0	(940)	940	(292)	292	(292)	292	0	(292)
Prepaid & In Transit Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
On Hand Inventory	(26,000)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Prepaids and Current Assets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net change in operating assets	(17,113)	(5,818)	292	0	(292)	292	(292)	292	0	(940)	940	(292)	292	(292)	292	0	(292)
Changes in operating liabilities																	
Accounts Payable	6,928	8,655	(6,442)	0	6,442	519	381,479	(367,961)	47,224	43,833	(45,916)	51,371	(43,994)	205,516	(217,037)	2,716	(6,925)
Credit Cards	63,445	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wayflyer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Shopify Capital	(91,800)	(91,800)	(91,800)	(91,800)	(91,800)	(95,168)	(214,980)	0	0	0	0	0	0	0	0	0	0
Other Current liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net change in operating liabilities	(21,427)	(83,145)	(98,242)	(91,800)	(85,358)	(94,649)	166,499	(367,961)	47,224	43,833	(45,916)	51,371	(43,994)	205,516	(217,037)	2,716	(6,925)
Net cash (used in) provided by operating activities	(78,096)	(143,513)	(155,450)	(145,736)	(134,405)	(148,382)	684,836	(607,353)	79,241	109,959	2,886	160,179	30,483	608,623	(155,440)	72,833	39,081
INVESTING ACTIVITIES																	
Net change in non-current assets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net cash (used in) provided by investing activities	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FINANCING ACTIVITIES																	
Net change in Debt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net change in owner distributions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net cash (used in) provided by financing activities	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Net cash increase (decrease) for period	(78,096)	(143,513)	(155,450)	(145,736)	(134,405)	(148,382)	684,836	(607,353)	79,241	109,959	2,886	160,179	30,483	608,623	(155,440)	72,833	39,081
Cash at beginning of period	632,715	554,620	411,106	255,656	109,921	(24,484)	(172,866)	511,970	(95,383)	(16,143)	93,816	96,701	256,881	287,363	895,986	740,545	813,379
Cash at end of period	554,620	411,106	255,656	109,921	(24,484)	(172,866)	511,970	(95,383)	(16,143)	93,816	96,701	256,881	287,363	895,986	740,545	813,379	852,460

Fig 1.21

Through this project, I established a foundation that supported the analysis of this report. By developing a standardized framework and utilizing relevant KPIs, the company was able to deliver insightful analysis and address client concerns effectively.

Conclusion :

This project on "Comprehensive Financial Planning and Analysis for D2C Companies" highlighted the crucial role of strategic financial management for the growth of Direct-to-Consumer businesses in the United States. Despite challenges like time zone differences, limited historical data, and understanding varied market situations and tax structures, the project successfully met its goals.

Key takeaways included constructing customized financial models, effectively analyzing performance charts, and enhancing skills in data collection and analysis using Excel. Managing time across different time zones was another important learning.

Overall, the project provided valuable insights and strategic tools for D2C companies, contributing significantly to their long-term growth and success in a competitive market environment

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