Model Build – Charting Cash vs Profit

Let's go back to our case study now. We have done our inputs, assumptions, revenue, expenses and we've got our P&L which we're happy with and what we're going to do now is go back and add in a few visuals. It's always nice to spend a little time at the end of the model making it look nice. We're going to add in a couple of charts to add a visual element to our financial model.

Go onto our revenue page in our model. It would be quite nice to see the number of cups that we're selling per day as a column chart, to look at those side by side. What we've got here is a bit of a split between the large and small so it would be quite interesting to see what that would look like visually, because we've got that seasonality it would be nice to see that spread. Let's highlight the data like that and one of the new features in Excel 2013 is recommended charts. I love this and use it all the time. We'll go into recommended charts and it gives us a preview of what our chart will look like. I think this one is going to be the best one. Just have a look at the different types. I haven't got my months across the bottom, so I'm going to cancel it out and hold down my Ctrl key and make sure you start from A3 and highlight it all across like that. Go back into your recommended charts and you can see here that my months have appeared and we'll just say okay. That's a really easy way of inserting the chart.

If you're not using Excel 2013 and don't have access to recommended charts, I'll do it manually. Just highlight it like that, like before, go into insert and go into stacked column chart and it should look pretty much the same with different versions of Excel. You will notice though if you're using 2013 that these things pop up on the sides, so that's all new. In the previous versions of Excel there was an extra tab called layout at the top here and all of those things have moved to here. I'm happy with that, so I'm just going to move it down

there. I don't like the colours, too standard and looks like I haven't put in any effort at all. I'm going to the design tab and change the colours and go through and select what you prefer and label, put in cups sold per day, always nice to be specific. If you're using 2013 just have a look through each of those and choose one that you like the look of and I think that adds a little bit of visual to our financial model.

Let's go to our summary page as I would like to add a chart in here as well. It would be quite interesting to look at the difference between the profitability and the cash flow and we'll see how different those two are. There are a number of different things that you might like to chart. Feel free to add different charts if you'd like to. I'm going to show profit after tax, so will highlight my months across like that, hold down the Ctrl key, include the titles so that they automatically appear in your chart and then it's going to be closing cash but don't include the total. We want to show just month by month. Then insert and I'm going to go with recommended charts again just to have a bit of a look. I think the line chart is going to be most useful. If you're just going straight into it, just go insert a 2D line chart. I've got freeze panes on here which are already pre-set so I'm just going to remove those. We'll call this cash versus profit and be a bit more specific and say cafe model so we know what it's for. So we've got profit after tax and we've got closing cash so we can see how the profit and then the closing cash is increasing. Go into here and we can change the design.

That's just adding a little bit of visual interest to our financial model.