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Business Case – Dynamic Charting

Now that we have finished with our numbers, we are going to put a graphic in the model. It is always nice to display the output of your financial model with a chart. You know how to create a chart on two separate axes. We have got lots of numbers; customer numbers, cash flow, years, market penetration data and lots of different metrics that you can show. It would be quite interesting to show cash flow on one side and maybe some market information on the other side. One with a column and one with a chart. I will let you have a go at that. It doesn't matter what you show on it, just two different units of measurement in a chart, on the same page and use a chart with two separate axes or a combo chart if you are using Excel 2013 or 2016.

The easiest way to do this is to highlight the years starting from column A. I don't mind what you put on your chart, just put something that is insightful and interesting that is going to tell me something about your business case. Let's put acquired number of customers versus the profit/cash flow. Let's say insert and you preview all different types of charts. Let's select all charts and go to combo charts and we will put that onto a secondary axis and hit okay. There we go. Change the standard colours; having red and blue doesn't look very original. Change it to something that might match a bit more with your colour scheme. If the years don't pop up automatically, you might need to go to select data and have a play around or go in and edit it. If that still doesn't work, you might need to edit the second series and see if you can get that working.

What we have here is a chart showing the number of customers versus the profit or loss. I would rather call it cash flow so I am going to go here and edit. I can edit it here or edit it on the sheet itself. I will call it cash flow. See how the labels for my X axis are over the top of

Financial Modelling in Excel

my bars, the reason for that is because my cash flow is negative number. To change that and make it down below, I can go into format axes, go to labels, scroll down and when it says label position you can just change that to low. That looks much better. Let's put in a title. What I would like to know is what scenario am I looking at because if I change the drop down then all the numbers change right throughout the model. What I would like to have is the chart title to automatically change as well. I am going to create a dynamic title. This is using the ampersand which is very useful. So put in equals and inverted commas; anything that is text you need to put it into inverted commas. Use ampersand and link it through to here. We will say Business Case for Pet Insurance Product - Best Case and then I am going to link that title through to here. Click on the title, go to your formula bar, equals, click on A1 and hit enter. You can see there that is going to automatically link to that title. When I change that now to base case, you can see all my numbers automatically calculate and the title of my chart automatically changes as well.

Let's move the chart down. Think about how your model is going to look when you print it out. Let's go to print preview and check. We have now got all of the output, summary and scenarios all on a single page including a chart.