Tracking Category Analytics for Xero

Heavy-duty divisional reporting... made simple.
We’re excited to announce that tracking analysis is now available in Fathom!

These new features help you to dig deeper into the performance of different areas of your business. This latest release offers everything you need to gain insights into the performance of your divisions, departments, locations, cost centres, profit centres...

Or any other tracking category data sourced from Xero.
Importing from Xero

When importing from Xero into Fathom, you can now choose to also import data for selected tracking categories. First select the period range for import, then click ‘Import’.
Selecting tracking categories

Then choose which tracking categories you wish to import for analysis. Tracking categories are typically setup in Xero to help to track different segments within a business (ie. divisions, departments, business units, cost centres etc..)
Selecting tracking category options

Then select which tracking category options you wish to include in your analysis and reports. You can import a maximum of 20 tracking category options per company.

Simply select the ‘green’ tick (✓) to include the option in the import.
Confirm selection

Click on ‘Confirm selection’ to start the import process. The import of data for each tracking category option may take up to 1 minute - depending on the number of monthly periods to be imported.
Importing

While the import is occurring, you can continue using Fathom. Click ‘Continue using Fathom’ to proceed. A notification will appear to let you know when the import is complete. After the import is complete, you may access the setup, analysis and reports for this company.
To update the financial results for a company and associated results for each tracking category option, you can choose for Fathom to automatically update from Xero. This ensures that the results in Fathom will keep in sync with the results in Xero.

To select this option, go to ‘Step 1’ of the company setup.
Importing tracking categories for an existing company

If you have previously imported a company from Xero into Fathom, it’s possible to subsequently import data for tracking categories. To do this go to ‘Step 1’ of the company setup > then in the ‘Tracking’ section click on ‘Edit’ to select which divisions, departments or locations you wish to include in your analysis.
Creating a Custom KPI

You can easily create custom KPIs to track the performance of your divisions, departments or regions. Go to ‘Step 4’ of the company setup, then select ‘Create a KPI’.
Creating a KPI for a division

Using the KPI formula builder, you can create your own custom KPIs. For example:

**Gross Profit % of Division A =**

\[
\frac{\text{Gross Profit}_{\text{Division A}}}{\text{Total Revenue}_{\text{Division A}}} \times 100
\]
Creating a KPI for multiple divisions

You can also create a custom KPI which tracks the performance of multiple categories, departments, locations, etc... For example:

Revenue from Division A + Division B, as a % of Total Revenue

\[
\left( \frac{\text{Revenue}_{A} + \text{Revenue}_{B}}{\text{Total Revenue}} \right) \times 100
\]
Breakdown analysis

The breakdown analysis tool makes it easy to view profitability breakdowns. It helps to rank the profitability of each business unit. Using the menu at the top of the analysis tool, you can quickly select from a range of profitability margins. And then sort results, from best performer to worst performer, or sort by alphabetical order.
**ANALYSIS**

Breakdown analysis for any metric

In addition to the profitability metrics, you can view a breakdown analysis for any other metric. To do this select the magnifying glass (🔍). Note: any amounts not classified to a tracking option, are shown as 'unclassified'.

![Image of breakdown analysis]

- **Acme Corporation**: $1,440,714
- **Healer Brewery**: $964,820
- **Accoustic Labs**: $706,010
- **Pepper's Bar**: $529,206
- **Anacott Steel**: $292,857
- **Balance Capital**: $272,071
- **Allied Biscuits**: $245,298
- **Moby's Restaurant**: $232,580
- **Tyrell & Co**: $185,395
Select a metric

Then from the side panel, select any specific revenue account, expense account, financial KPI or custom KPI. You can also search for a metric or account.
Breakdown drilldown

To see additional details about the results for a specific tracking category option, click on a row in the breakdown analysis to view more details and a trend of results.
Breakdown report

Click on the download a report icon ( Vinci ) to create a PDF report of the current view.
Excel reports

You can also create Excel reports which show **side-by-side financial statements** for each division, department, location or business unit. To do this go to ‘Reports’.

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<th>Account Name</th>
<th>Account Code</th>
<th>East</th>
<th>North</th>
<th>South</th>
<th>Unclassified</th>
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<td>8,950.00</td>
<td>500.00</td>
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<td>8,950.00</td>
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<td>Cost of Sales</td>
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<tr>
<td>Cost of Goods Sold</td>
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<td>Total Cost of Sales</td>
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<td>763.64</td>
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<td>Gross Profit</td>
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<td>7,311.36</td>
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</table>
Overview

Fathom enables you to consolidate tracking categories from separate Xero organisations. For example, if a business operates in 3 locations and each location is comprised of 2 divisions.

LOCATION 1

LOCATION 2

LOCATION 3

CONSOLIDATED GROUP ‘DIVISION B’

(For locations 1, 2 & 3)
Consolidating Divisions

To consolidate or compare different divisions, first import a single tracking category option as a separate entity in Fathom.

Go to ‘Add a company / group’, select ‘Xero’ as your source, then select to ‘import a single tracking category option’. Rather than importing a company and all selected divisions, only data for the selected division will be imported.
You can only import a single tracking category option for any company which you have previously imported into Fathom. Select the company > then select one division from that company. Click “Import” to commence the import of data for this tracking category option.
Creating a consolidated group

After importing each division as a separate entity, you can group divisions into a consolidated group. To do this go to 'Add a company / group', then select 'Group'.

or creating a benchmark group

Or after importing each division as a separate entity, you can also group divisions into a benchmark group. To do this, from the top menu go to 'Benchmark Settings', then select 'Create a new group'.

(CONSLIDATING DIVISIONS)
Benchmarking divisions

Using the **Compare** tools in Fathom you can compare and rank the performance of your divisions.

**EACH DOT REPRESENTS A DIVISION**
Tracking categories in Xero help to review and compare different areas of your organisation, and improve your reporting. For example if you have a car hire business operating from 7 locations and also have two business divisions, Corporate and Retail. Tracking categories help to track sales at each location, and also sales in each division.

These are the tracking category options you want to track. For example, the regions in which your business operates (ie. north region, south region, east region and west region).

The breakdown analysis tool makes it easy to visually compare the performance of different areas of your organisation. It is also enables consolidated groups to compare the performance of companies which form part of that group.