Deloitte.

Profitfocus Dashboards

Your Profitfocus Dashboards - bringing your data to life.

Compatibility

Please note our ProfitFocus Dynamic dashboard is only supported by...

chrome

We have improved the accessibility and visibility of your data to drive more valuable insights and improve dealership performance

and this is how...

ProfitFocus Reporting Architecture

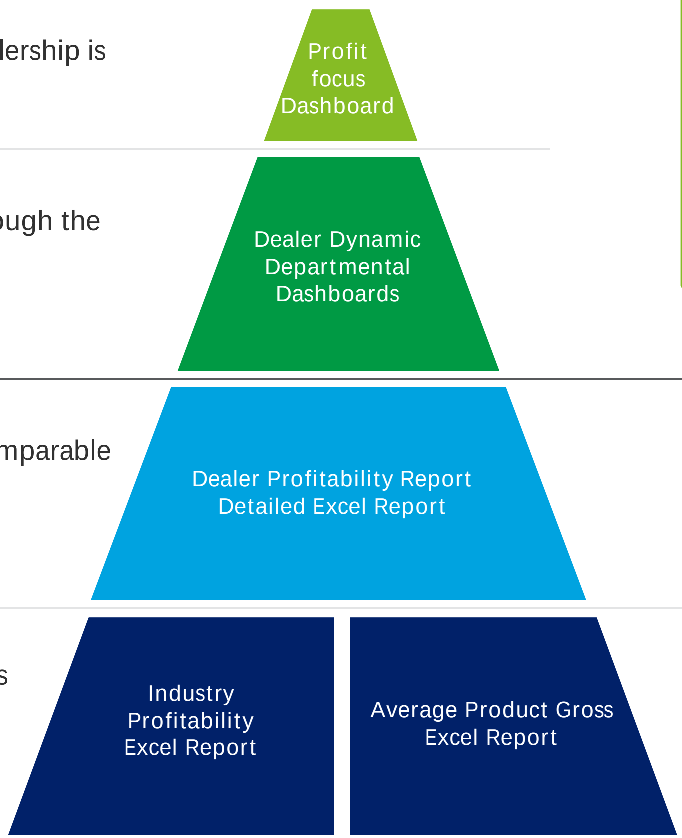
In addition to (y)our existing dynamic reports (in blue below) we have added an interactive visual dashboard to assist analysis of dealership financials (in green below). This dashboard will allow analysis of real time data against other dealers, KPIs and benchmarks. It will also quickly identify areas of strength and opportunity.

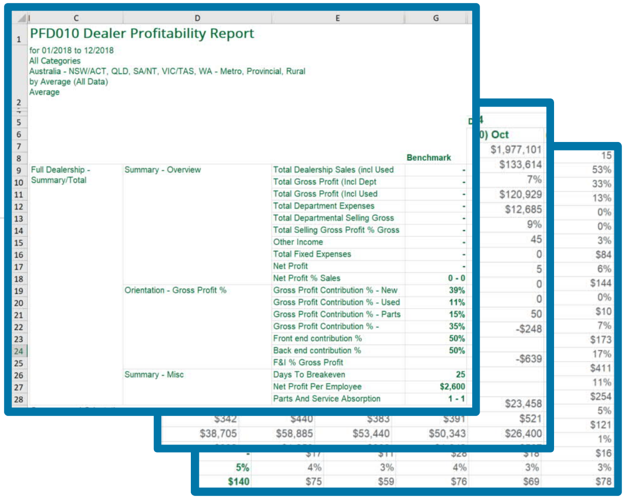
1. Understand how your dealership is performing overall.

2. Understand and work through the drivers of your dealerships performance.

3. Understand how other comparable dealers in your network are performing.

4. Identify your opportunities and areas for improvement.





Let’s talk about the details
Dealer Dashboard

Your Profitfocus Dashboard Features

What do the dealers see? What are the benefits for dealer principals, financial controllers and their teams?

Dealers can track their dealership performance month to month.

They can also compare their position to last year - displayed through KPIs on the left. Whilst also comparing to the segment benchmarks displayed on the right.

Dealers can also see how they compare to the benchmark per department in the spider graph at the base of the dashboard.

This allows for quick identification of areas of opportunity. If dealers meet benchmarks they can see their potential increase in earnings, (displayed at the base on the right-hand side.)

Let’s talk about the details
Departmental Reports

Your Profitfocus Dashboard Features

The dealer benchmarking framework

Financials	How much money am I holding onto?	How well am I holding onto it?
Income	Sales + Profit	Utilisation + Resourcing
		
		
Highlight and view financials	What have I sold? + How much have I made in the process of selling it?	Productivity and Efficiency How well am I using my resources?

- Provides a high level overview of the department and its operational levers
- Easily identifies areas of opportunity through month to month graphical and key performance indicator displays
- Focuses on key drivers of a department
- Ability to easily monitor and assess real time impacts of changes on a monthly basis

Your Profitfocus Departmental Reports

What they offer

1 New Vehicle

2 Used Vehicle

3 Finance and Insurance

4 Service

5 Parts

Dealers and Franchise users have access to these reports. To view the entities in which they have permissions for.

Similarly – the reports are interactive allowing the user to focus on certain areas quickly and per dealer.

Hovering over any period in a graph will allow you to see the monthly value of that figure.

This will allow you to see the exact income/expense figure. This feature is available for all graphs in each dashboard.

Each department dashboard, shows KPI most relevant to that department as well as the most applicable graphs.

Comparisons to benchmarks are made easy through the graphs, whilst also viewing the top KPIs compared to last years results on the right.

Each department dashboard will highlight the key performance indicators relevant to that department.

Clicking on a certain month in the graph in the top centre, or selecting it as part of the criteria will fill the rest of the dashboard with that month's data only, allowing for quick analysis of certain months.

Graphs can visually show the current position of the dealership by month, year and previous year.

This can allow for department managers to quickly identify the key points of priority.

Your Profitfocus Departmental Reports

New Vehicle

The Key KPIs for the New Vehicle Department.

Gross Profit Per Employee

Calculation: New Vehicle Gross Profit ÷ Total Number of New Vehicle Employees

What does it measure: The average gross profit generated by each member of the new vehicle sales team.

Why is it important: A measure of salesperson's ability to be profitable when making vehicle sales.

Average Cost on Hand

Calculation: Value of New Vehicle Stock on Hand ÷ No. of Used Vehicles on Hand

What does it measure: The Average Value of each car.

Why is it important: Provides an understanding of the value of the vehicles the dealership has available to sell.

Ageing of Stock

Calculation: Value of Stock Held for each ageing category ÷ Value of Total Stock Held

What does it measure: Measures the mix of stock based on the date they were brought into stock.

Why is it important: Indicates how long dealers are holding their stock (i.e. being unable to sell them).

Days Supply

Calculation: (No. of New & Demonstrator Vehicles on Hand ÷ No. of New & Demonstrator Vehicles Sold) × No. of Days in Month i.e. 30.4 days

What does it measure: How many days worth of New vehicle stock the dealership will need to meet the sales level.

Why is it important: Indicates how well new vehicle stock levels are controlled. Consistently high days supply figures should be addressed as there is a direct correlation to stock holding costs of the dealership e.g. floorplan interest.

ROI (Gross ROI)

Calculation: (New Vehicle Gross Profit ÷ New Vehicle Cost of Sales) × (365 Days ÷ New Vehicle Days Supply)

What does it measure: A measure of the efficient utilisation of current investment in inventory. The higher the figure for the KPI, the better return a dealership is getting from holding stock.

Your Profitfocus Departmental Reports

Used Vehicle

The Key KPIs for the Used Vehicle Department.

Gross ROI

Calculation: (Used Vehicle Gross Profit ÷ Used Vehicle Cost of Sales) × (365 Days ÷ Used Vehicle Days Supply)

What does it measure: A measure of the efficient utilisation of current investment in inventory. The higher the figure for the KPI, the better return a dealership is getting from holding stock.

Average Cost on Hand

Calculation: Value of Used Vehicle Stock on Hand ÷ No. of Used Vehicles on Hand

What does it measure: The average cost to holding a used vehicle at the dealership.

Why is it important: Provides an understanding of the value of the used vehicles the dealership has available to sell.

Average Cost of Sale

Calculation: (Used Vehicle Retail & Wholesale Sales - Used Vehicle Retail & Wholesale Gross Profit) ÷ No. of Retail Used Vehicles Sold

What does it measure: The average cost price of the retail vehicles that the dealership sells.

Why is it important: It is used to compare the average cost that a dealership sells its used vehicles at, compared to the cost of holding the cars.
If the average cost of sale is significantly lower than the average cost on hand, this may reflect a lost gross profit opportunity.

Used to New Ratio

Calculation: No. of Used Retail Units Sold ÷ No. of New Retail Units Sold

What does it measure: Measures the mix of used retails vehicles sold as a proportion of all retail vehicle sales at the dealership.

Used Vehicle Days Supply

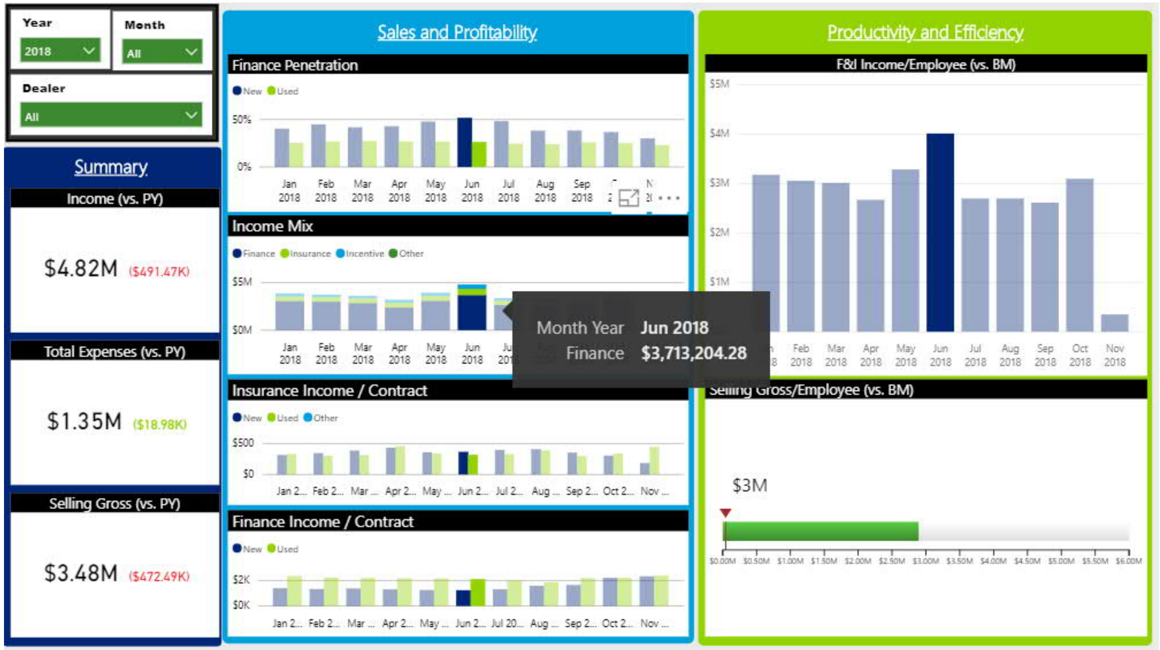
Calculation: (No. of Used Vehicles on Hand ÷ No. of Retail Used Vehicles Sold) × No. of Days in Month i.e. 30.4 days

What does it measure: How many days the dealership can sustain sales for based on levels of used vehicle stock and current sales performance.

Why is it important: Indicates how well used vehicle stock levels are controlled. Consistently high days supply figures should be addressed as there is a direct correlation to stock holding costs of the dealership e.g. floorplan interest.

Your Profitfocus Departmental Reports

Finance and Insurance



The Key KPIs for the Finance and Insurance Department.

Finance Penetration – New

Calculation: No. of New Finance Contracts ÷ No. of Retail New Vehicles Sold

What it measures: The percentage of customers who purchase a new vehicle and also purchase finance.

Why is it important: Indicates how effective the salesperson is at converting new vehicle customers into finance customers.

Insurance Income per Retail Sale - New

Calculation: Total New Insurance Income ÷ No. of Retail New Vehicles Sold

What it measures: The amount of insurance income received on average for each sales contract written on new vehicles.

F&I Income per Vehicle Retailed

Calculation: (Total New & Used Finance Income + Total New & Used Insurance Income) ÷ No. of New and Used Retail Units Sold

What it measures: The average F&I income received on average for each sold by the dealership.

F&I Income per F&I Employee

Calculation: (Total Finance Income + Total Insurance Income) ÷ No. of F&I Employees

What it measures: Indicates how effective the department staff are at earning F&I income - a measure of income.

Vehicles Retailed per F&I Employee

Calculation: No. of New and Used Retail Units Sold ÷ No. of F&I Employees

What it measures: Measures the size of the opportunity available to F&I employees to sell F&I.

Why is it important: If this figure is high, it may indicate that capacity for more staff to be put on at the dealership. This would be validated if the figure for finance penetration was also low.

Your Profitfocus Departmental Reports

Service

The Key KPIs for the Service Department.

Efficiency

Calculation: Hours Sold ÷ Hours Clocked

What does it measure: The amount of technician time that was able to be billed to a customer as a percentage of the total time they were clocked onto jobs.

Why is it important: If low, this could mean:

Are the right technicians getting the right work to their skill level?
Are there issues with discounting or costing at the front counter?
Are there diagnostic issue in the service operations?
Are the technicians and workshop staff motivated?

Productivity

Calculation: Hours Clocked ÷ Hours Available

What does it measure: The amount of technician time that has been clocked onto a job as a percentage of the total available technician time.

Why is it important: If low, this could mean:

There is not enough work in the service department.
The process of booking repair orders may not be effective.
Are there issues with clocking and potentially billing?

Parts to Labour Ratio

Calculation: Total Workshop (Service Retail) Parts Sales ÷ Total Retail Labour Sales

What does it measure: The ratio of workshop parts revenue to retail labour sales i.e. for every dollar of retail labour generated, how much parts revenue was also generated.

Why is it important: Indicates how efficient the service advisors are at selling parts. It also provides an indication of the level of cooperation between the parts and service department.

Monthly Gross Profit per Employee

Labour Sales per Chargeable Employee
Calculation: Total Labour Sales ÷ No. of Chargeable Employees

What does it measure: The amount of labour sales revenue generated on average for each chargeable employee employed by the department.

Why is it important: Indicates how effective the service advisor is at generating sales for the workshop given the level of staff available to complete repair orders.

Your Profitfocus Departmental Reports

Parts

The Key KPIs for the Parts Department.

Stock Turns per Annum

Calculation: 365 days ÷ Parts Days Supply
What does it measure: The number of times your parts inventory can be completely sold and bought in a year.

Why is it important: A low turnover rate may indicate that the dealership should assess its stock mix to address issues like overstocking, obsolescence or deficiencies in the model line or marketing effort. A high turnover rate may signal to a dealership that there may be an inadequate level of inventory which may lead to a loss in business opportunity.

ROI (Gross ROI)

Calculation: (Parts Gross Profit ÷ Parts Cost of Sales) × Stock Turns

What does it measure: A measure of the efficient utilisation of current investment in inventory. The higher the figure for the KPI, the better return a dealership is getting from holding stock.

Gross Profit % Sales

Calculation: Total Gross of Type ÷ Total Sales of Type

What does it measure: The gross profit margin for each sales type.

Why is it important: Reflects the size of the dealership's trade margins for each type of sale.

Monthly Gross Profit per Employee

Calculation: Total Parts Gross Profit (including Other Income) ÷ No. of Parts Employees

What does it measure: The amount of sales generated on average for each person employed in the parts department.

Showing the data to your team

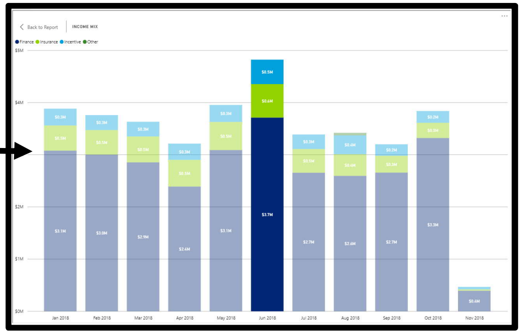
Your Profitfocus Dashboard Features

Graphs

Clicking on the ‘Focus Mode’ on any graph will expand the graph to the full screen and show the breakdown, as displayed below.

This will then show the breakdown of the graph per department.

These graphs, in addition to the dashboard as a whole can be printed with ease.



The spotlight feature: highlighting a particular graph to analyse and focus the attention of the room towards this data.

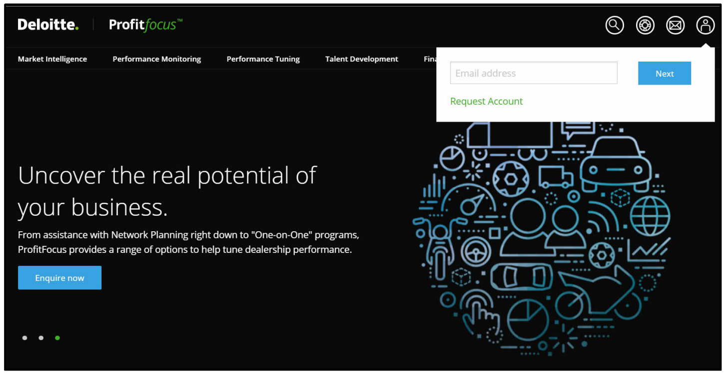
Additionally by clicking the extra settings button, you can sort the data in ascending/ descending order, you can spotlight certain graphs as shown to the left, and export the raw data.

All of the ProfitFocus Dashboards can be printed.

How to get there?

Your Profitfocus Dashboard

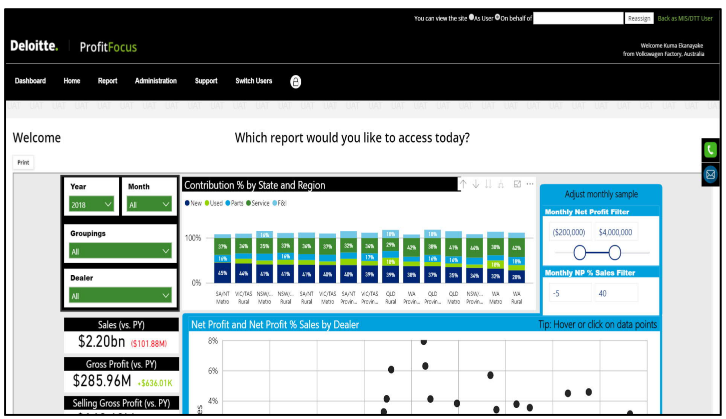
How to access the reports



Logging into Eprofitfocus via https://www.eprofitfocus.com

Login to the page via the login button in the top right corner of the page.

Your username will be your email address.

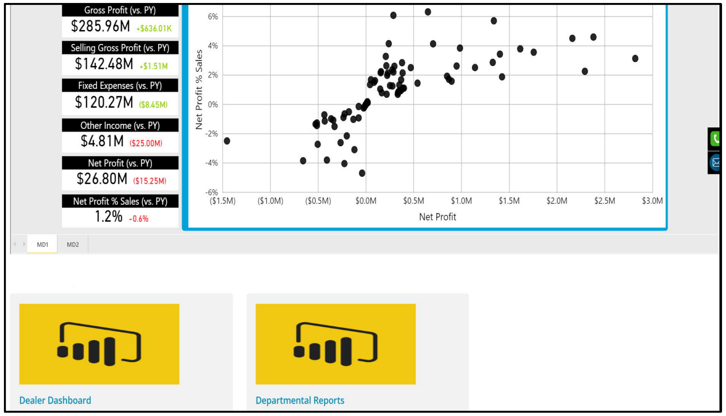


Once you have logged in you will be greeted on the home page with your Profitfocus Dashboard.

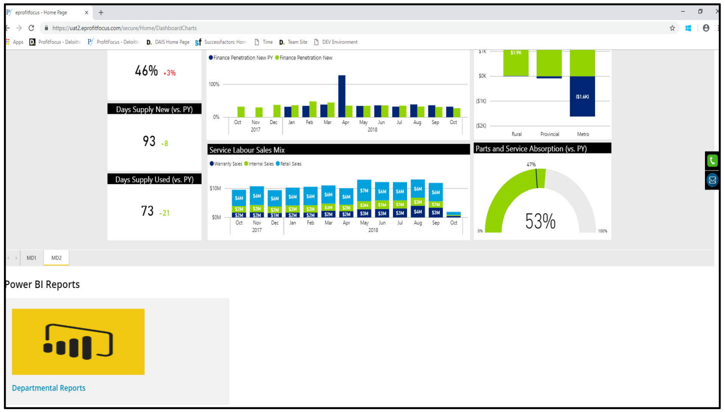
Continue to scroll down to gain access to the second display and other dashboard reports.

Your Profitfocus Dashboard

How to access the reports



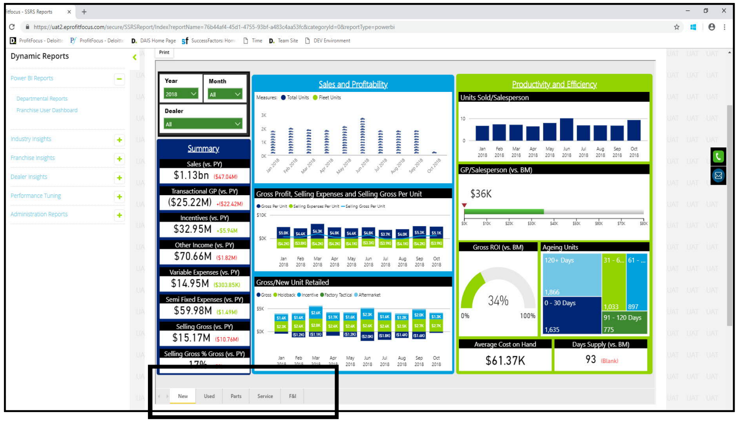
There is also a second Profitfocus Dashboard tab which looks at dealers by department.



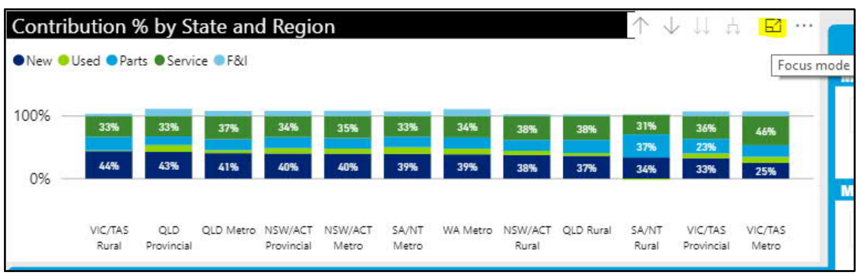
Scroll down the page to find your departmental reports that show department specific (New, Used, Parts, Service and F&I) information.

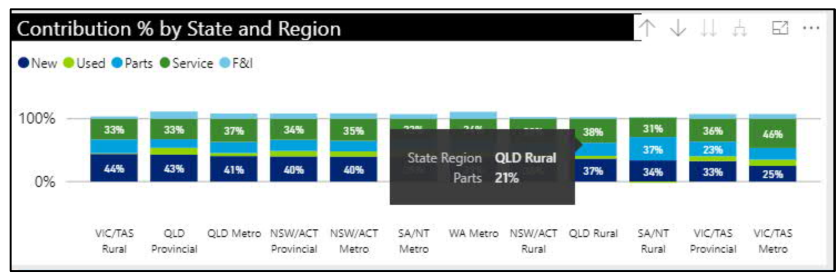
Your Profitfocus Dashboard

How to access the reports



As you click through the various tabs within the departmental reports, KPIs and data will be adjusted to reflect the data group you have selected.



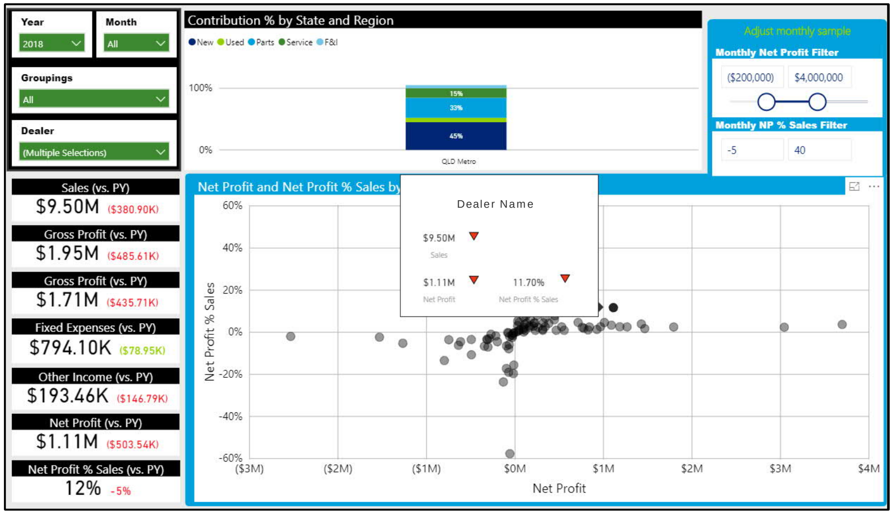


Zoom in (full screen view) on a specific part of the dashboard through ‘Focus’ mode.

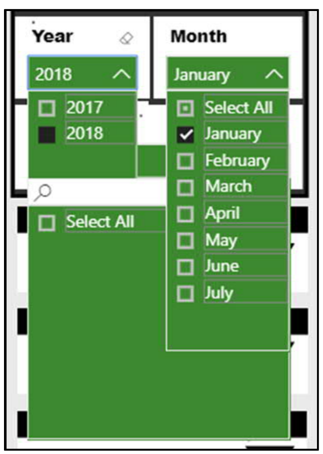
Hover over elements of the chart to view specific numbers.

Your Profitfocus Dashboard

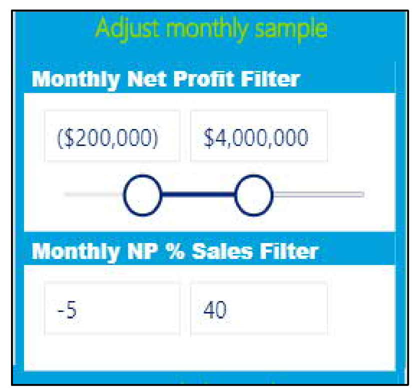
How to access the reports



Select specific dealers to change the displayed data.



Narrow down displayed results by year, month, groupings and specific dealerships.

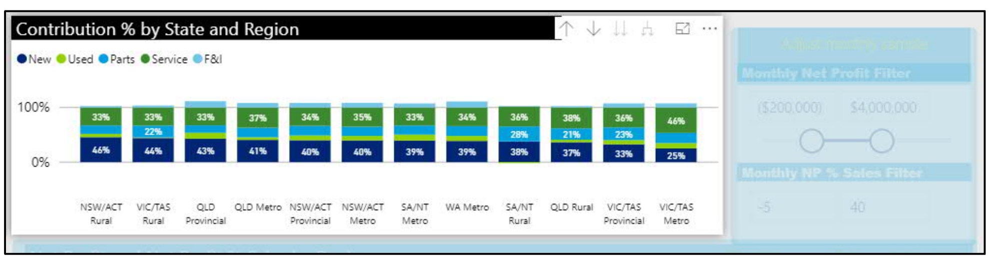


Drag the slider to adjust the range of dealers displayed.

Your Profitfocus Dashboard

How to access the reports.

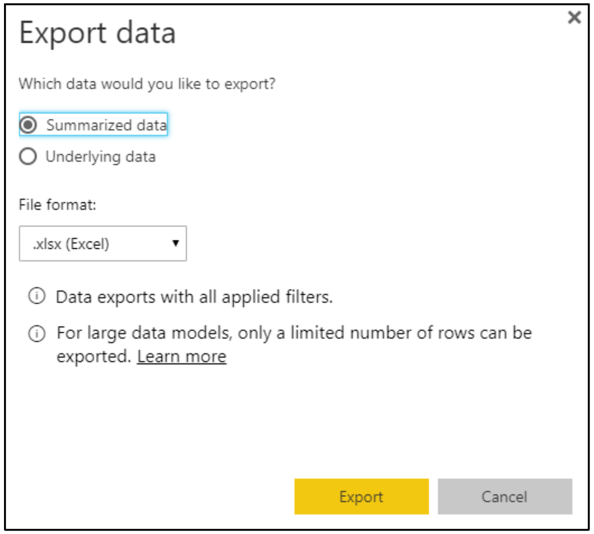
Click on the three dots to display more options.



Spotlight - Highlights the specific dash.

Your Profitfocus Dashboard

How to access the reports



Export data:

Allows user to save the background data in Excel or CSV format.

State, Region	New	Used	Parts	Service	F&I
NSW/ACT, Rural	46%	6%	15%	33%	3%
VIC/TAS, Rural	44%	1%	22%	33%	4%
QLD, Provincial	43%	11%	14%	33%	11%
QLD, Metro	41%	5%	18%	37%	8%
NSW/ACT, Provincial	40%	9%	18%	34%	8%
NSW/ACT, Metro	40%	8%	17%	35%	9%
SA/NT, Metro	39%	11%	17%	33%	7%
WA, Metro	39%	9%	18%	34%	11%
SA/NT, Rural	38%	-2%	28%	36%	1%
QLD, Rural	37%	4%	21%	38%	3%
VIC/TAS, Provincial	33%	8%	23%	36%	7%
VIC/TAS, Metro	25%	10%	19%	46%	8%

Show data
Provides a table with the background data under the dashboard

Frequently asked questions

Your Profitfocus Dashboard

Frequently asked questions.

I have an issue with my login or accessing the system - Feel free to contact the help desk via email at eprofitfocus@Deloitte.com.au or via phone on 1300 784 511.

Where will I find the calculations behind the dashboard? These calculations are all found in our Key Performance Indicator guide which can be found by typing 'KPI' into the search button before logging in to www.eprofitfocus.com or via the following link: https://www.eprofitfocus.com/help-support-centre/kpi-guide/

Is my data secure given this is a Cloud based program? Your data remains secure as it is not held on a cloud system.

Can I access the detailed reports as I could before? Yes, all your previously available dynamic reports remain available. The new dashboard is an additional report.

Can a Franchise see my total dealership data? No, franchise access remains limited to their own franchise, the same as it is in the dynamic reports.

Are the reports faster to generate? Yes, the dashboard loads within seconds and updates to your selected criteria in real time.

Can I print these? Yes, these reports can be printed via the additional features section in the top right corner of each graph.

Does this upgrade integrate with your Anaplan based Budgeting service, used by several franchises? Not currently, but this update is scheduled for future implementation.

Can I view these reports via my smartphone / tablet / iPad? Yes, your dashboard will load anywhere internet is available however may be slower to load based on data transfer speed.

I attended the Profitfocus comparison groups – will I be able to see the dashboards presented in these groups via the website during or after the meeting? Yes, these reports will be rolling out to the comparison and dealer groups throughout 2019.

Can I compare to peer groups as the current suite of reports allow? Yes you can compare to other size groups and geographic locations.

I have multiple brands – can I see each brand on the same report for a given period? Yes you can select any of the brands you have access to in eProfitfocus.

If you have any additional questions please feel free to contact us on 1300 784 511 or eprofitfocus@Deloitte.com.au