



S/4HANA Essentials Workshop

What every IT and Business Professional Must know About SAP S/4HANA - Analytics

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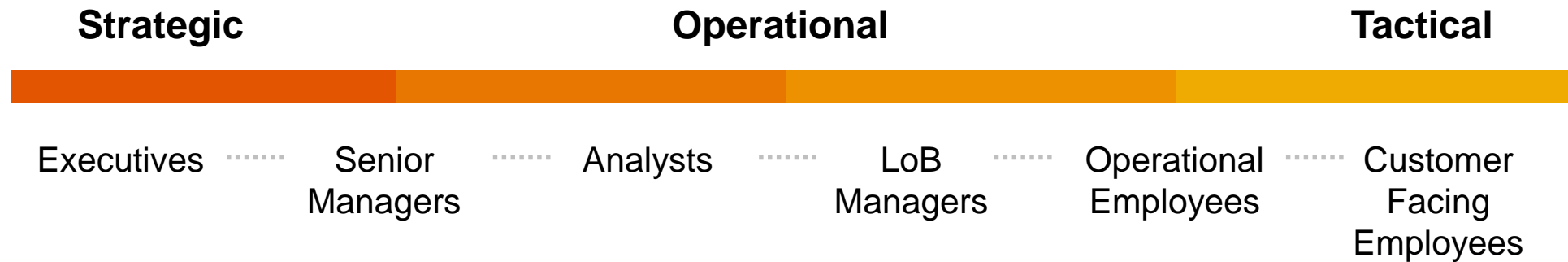
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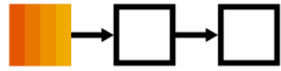
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Diversity of Decisions

How should organizations account for the **diversity** of decisions and decision makers?



Evolution of Decision Making



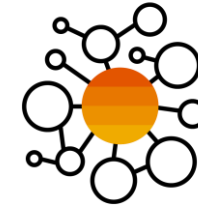
Linear

-
- Historical
 - Static
 - Top-down & costly



Dynamic

-
- Self service
 - Fast iterations
 - Distributed



Augmented

-
- AI-driven
 - Instantaneous adjustments
 - Continuous



SAP Analytics Cloud

C-Suite Executives



DIGITAL BOARDROOM + WEB + MOBILE + NLP

Business Users



SMART BUSINESS INTELLIGENCE + COLLABORATIVE ENTERPRISE PLANNING + PREDICTIVE ANALYTICS



INDUSTRY SOLUTIONS + LINE OF BUSINESS SOLUTIONS

IT and BI Architects



SAP S/4HANA



SAP HANA

+



SAP BW/4HANA

+



3rd PARTY APPLICATIONS

Demo - SAP Analytics Cloud Smart Insight

SAP® Analytics Cloud content

Business Area

- All
- Unassigned
- Business Unit A
- Business Unit B
- Business Unit C

Profit Center

Search

- All
- 1
- 2
- 3
- 4
- 5
- 6
- 38
- 39
- 40
- 41
- 42
- 43

Earnings

2018 YTD | in Million USD

578.52

Expenses

2018 YTD | in Million USD

216.68

Profit and Loss Statement

in Million USD

> 2017 > 2018

	2017	2018
> Sales revenue	920.73	681.59
> Sales deductions	142.62	130.16
> Changes in inventory	-0.53	-0.49
> Other operating gains	31.57	27.09
> Material expenses	213.19	161.92
> Depreciation	1.57	1.95
> Other operating expenses	108.46	52.82
^ Profit and loss statement	422.80	307.17

Earnings and Expenses

in Million USD



Net Profit Margin

2018 (ΔPrevious Year) YTD

42.62% (+3.19)

Gross Profit Margin

2018 (ΔPrevious Year) YTD

70.64% (-1.97)

Net Profit Margin

Ratio, in Million USD

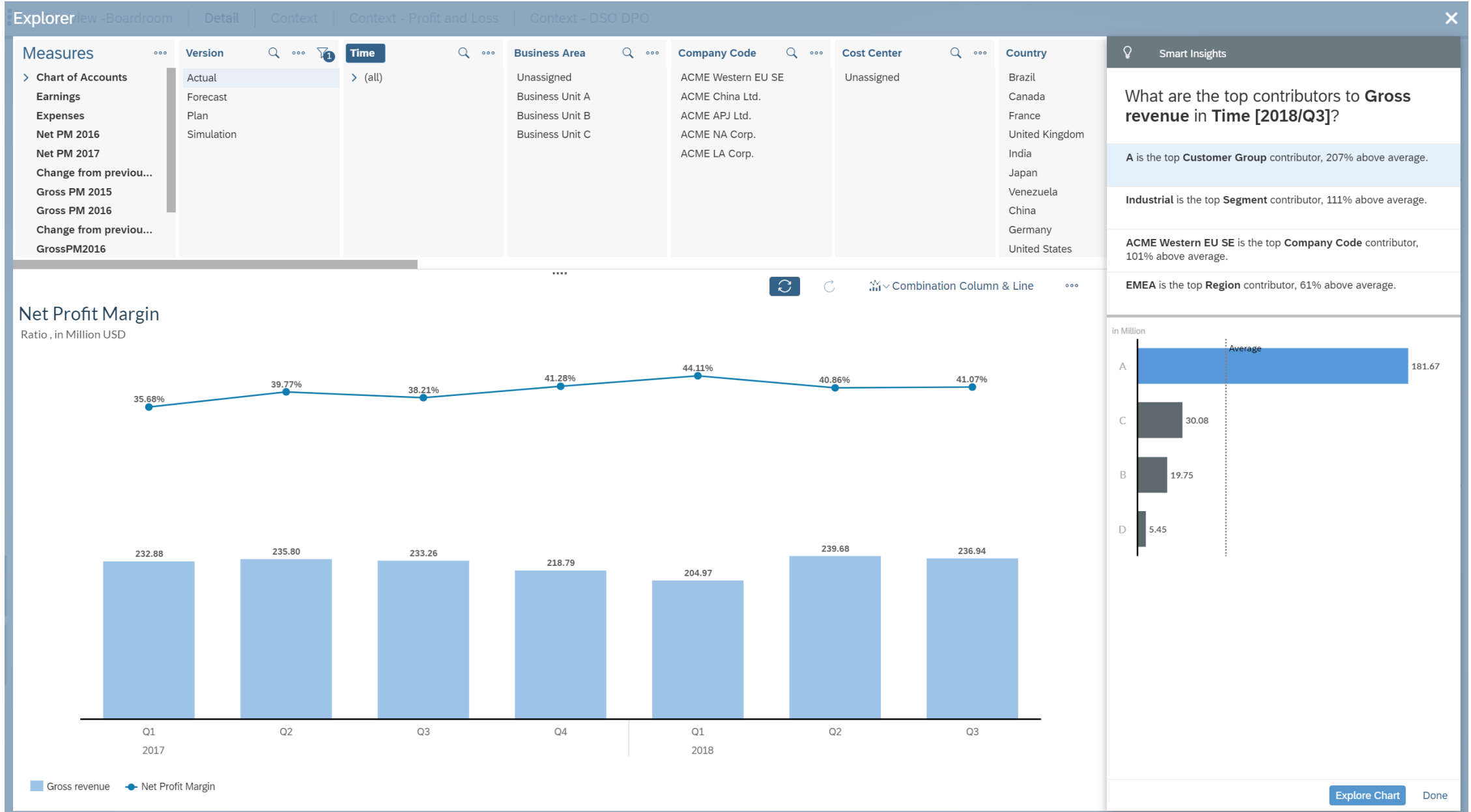


Gross Profit Margin

Ratio, in Million USD



Demo - SAP Analytics Cloud **Smart Insight**



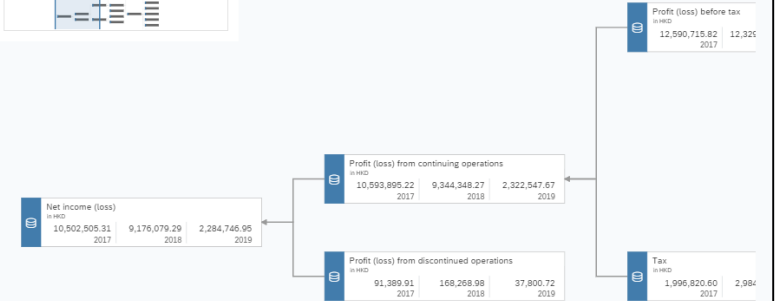
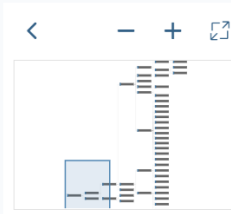
Demo - SAP Analytics Cloud Smart Planning

Budget Simulation

	> 2017		> 2018		v 2019		> Q1		
	Actual*	Budget*	Actual*	Budget*	Actual*	Budget*	Actual*	Budget*	
Net income (loss)	9,911,092.58	10,502,505.31	9,704,439.69	9,176,079.29	3,389,643.02	2,284,746.95	2,560,750.64	2,284,746.95	82%
Profit (loss) from continuing operations	9,997,995.01	10,593,895.22	9,865,161.84	9,344,348.27	3,443,851.88	2,322,547.67	2,601,703.44	2,322,547.67	84%
Profit (loss) before tax	11,911,613.61	12,590,715.82	12,697,918.18	12,329,298.44	4,434,705.33	2,983,925.09	3,350,256.78	2,983,925.09	1,08%
Operating profit	10,717,620.13	11,308,554.70	10,829,547.74	10,381,461.08	3,808,684.45	2,534,006.39	2,877,321.03	2,534,006.39	93%
Gross profit	12,183,651.41	12,999,653.05	13,823,592.96	13,406,507.07	4,732,540.53	3,176,005.39	3,575,260.32	3,176,005.39	1,15%
Revenues	42,673,823.41	44,450,646.57	68,445,645.88	71,802,653.22	22,723,813.38	16,778,585.36	17,167,005.29	16,778,585.36	5,55%
Cost of sales	20,691,246.27	21,199,235.95	36,518,173.25	39,300,469.15	11,995,944.84	9,124,538.82	9,062,495.15	9,124,538.82	2,93%
Advertising & Promotion	7,180,252.04	7,523,139.71	13,736,566.03	14,502,906.74	4,508,968.93	3,409,215.13	3,406,360.20	3,409,215.13	1,10%
Trade Promotion Costs	2,618,673.69	2,728,617.86	4,367,313.64	4,592,770.26	1,486,359.08	1,068,826.02	1,122,889.62	1,068,826.02	36%
Other income	2,416,849.97	2,524,085.46	4,801,951.15	5,014,426.10	1,577,362.98	1,177,936.04	1,191,639.72	1,177,936.04	38%
Other expenses	3,957,594.72	4,285,515.17	7,906,542.33	8,121,908.88	2,578,619.65	1,844,044.09	1,948,052.31	1,844,044.09	63%
Other gains (losses)	74,713.47	70,331.36	110,545.96	82,436.79	77,400.59	24,109.05	58,473.30	24,109.05	1%
Financial result	1,132,915.58	1,216,504.29	1,693,299.90	1,772,129.74	560,463.26	407,330.46	423,409.38	407,330.46	13%
Share of P&L of associates and JV accounted for using EM	61,077.90	65,656.83	175,070.54	175,707.62	65,557.62	42,588.25	49,526.37	42,588.25	1%
Tax	1,913,618.60	1,996,820.60	2,832,756.34	2,984,950.17	990,853.45	661,377.42	748,553.34	661,377.42	24%
Profit (loss) from discontinued operations	86,902.43	91,389.91	160,722.15	168,268.98	54,208.86	37,800.72	40,952.80	37,800.72	1%
Operating Profit %	23.23 %	23.63 %	14.18 %	12.78 %	14.92 %	13.62 %	14.92 %	13.62 %	

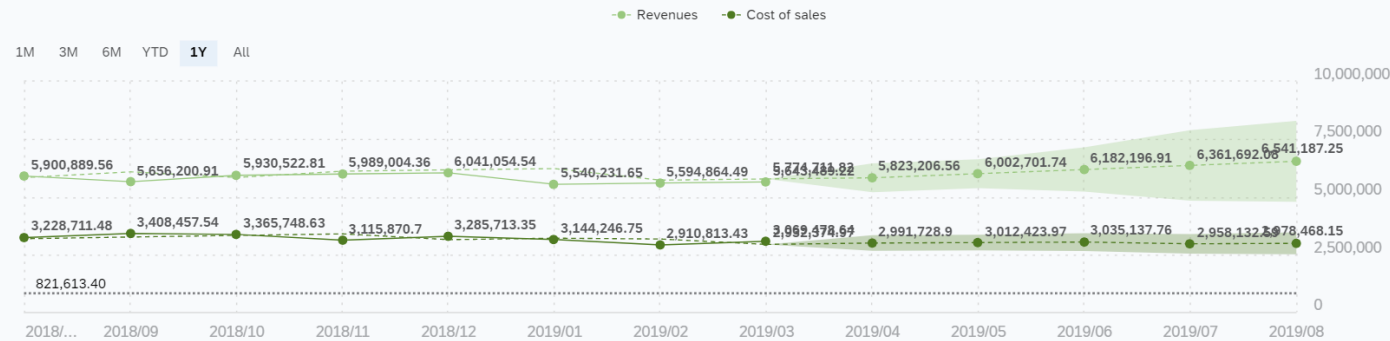
Profit and Loss Value Driver Tree

Budget | HKD



Cost of sales, Revenues per Time for Budget

in HKD | Forecast

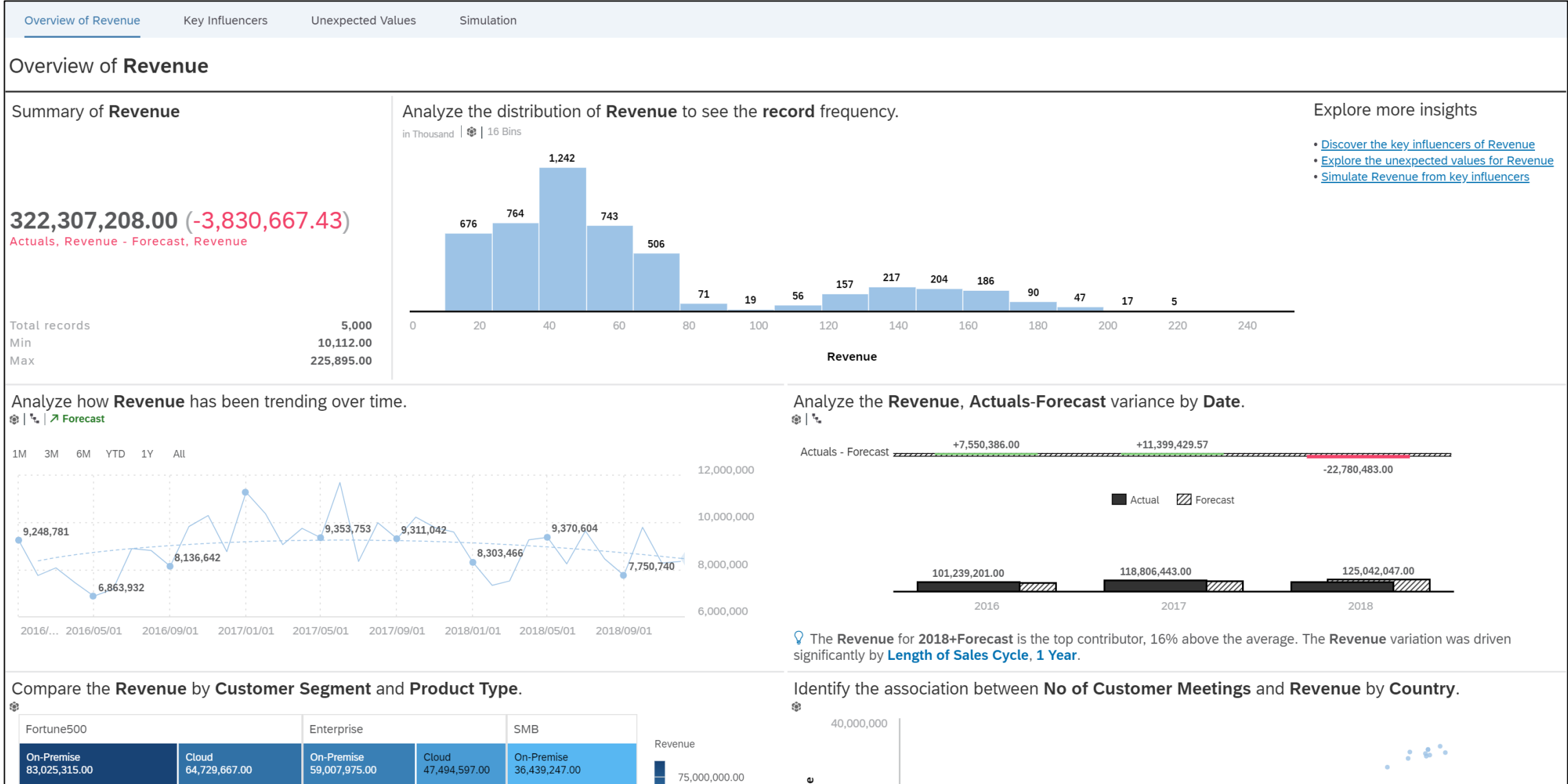


Demo - SAP Analytics Cloud **Smart Discovery**

The screenshot displays the SAP Analytics Cloud Smart Discovery interface. The top navigation bar includes 'Story' and 'Data' tabs, followed by menu options: File, Insert, Tools, Display, and More. The main workspace contains a diagram illustrating the data flow process: data is input from a source (represented by a server rack icon), passes through a funnel, and is processed by a central device (resembling a control panel or computer) which outputs results to a laptop. Below the diagram, the text reads: 'Run a Smart Discovery! Gain insights on the information that matters most to you. With Smart Discovery, it only takes us a few seconds to help you know more about your data.'

On the right side, the 'Smart Discovery' configuration panel is visible. It shows the 'Data Source' as 'SUGHK2019_Sales_Demo_I052215'. Under 'Discovery Settings', the 'I want to know more about' section has 'Revenue' selected in a dropdown menu. The 'Advanced Options' section is currently collapsed. At the bottom right of the panel, there are 'Run' and 'Cancel' buttons.

Demo - SAP Analytics Cloud **Smart Discovery**

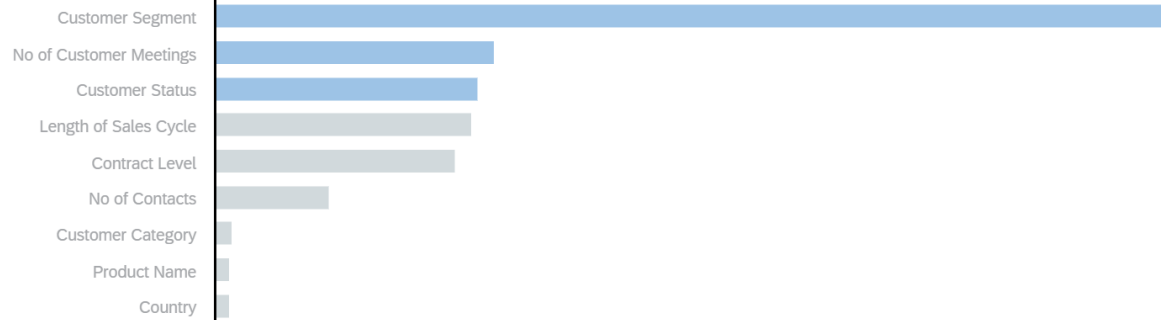


Demo - SAP Analytics Cloud **Smart Discovery**

What are the key influencers for Revenue?

We found 9 key influencers for Revenue and have highlighted the top 3:

🔍 | 2019/04/16 11:45:43 | **Very High Quality (5/5)**



Summary

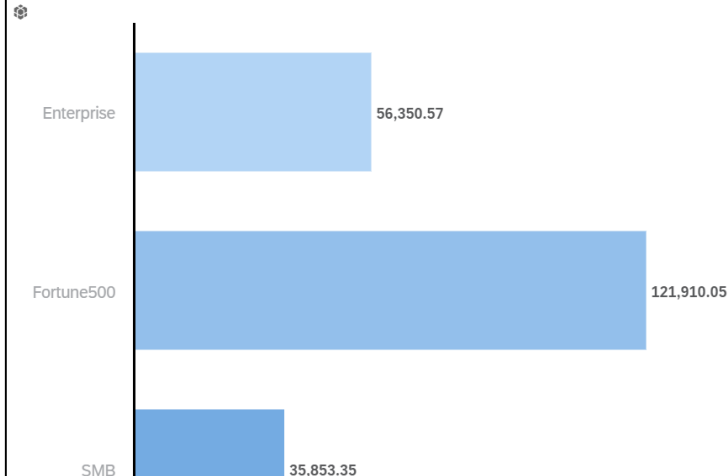
The predictive algorithm driving Smart Discovery identified 9 columns as key influencers of Revenue. These key influencers are the dimensions or measures within SUGHK2019_Sales_Demo_I052215 that impact Revenue the most. Customer Segment has the highest influence, followed by No of Customer Meetings.

Insight Quality - **Very High Quality (5/5)**

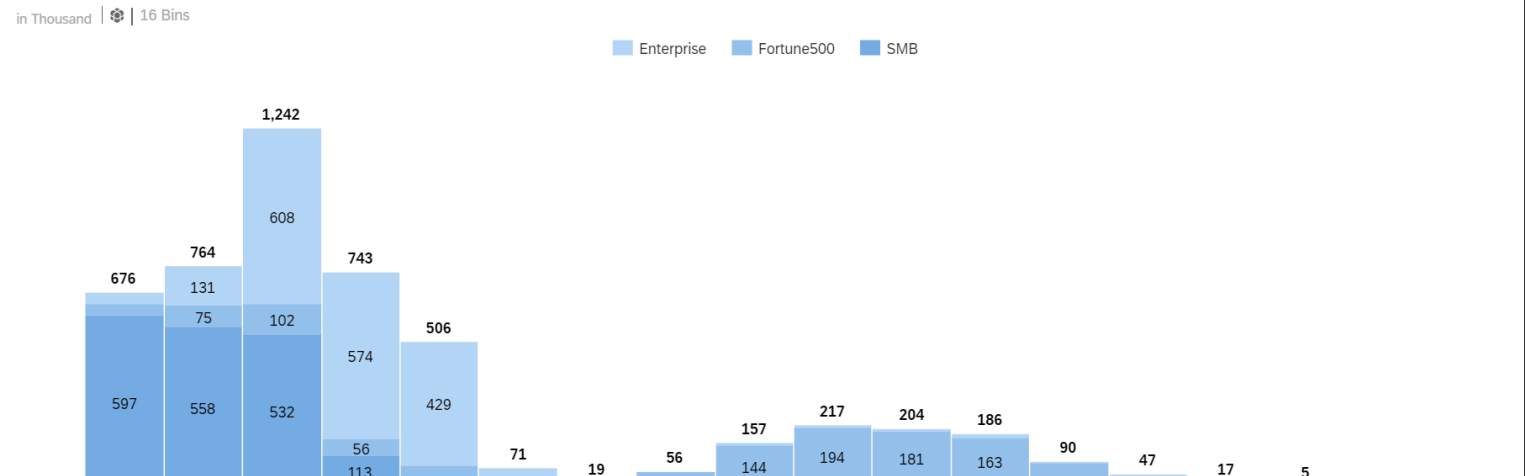
After analyzing SUGHK2019_Sales_Demo_I052215 for potential key influencers, the underlying predictive model indicates very high confidence in these influencers.

How does **Customer Segment** influence Revenue?

Compare the **Average Revenue** of each **Customer Segment**.



Analyze the **record** frequency by **Revenue** to see the difference in distribution per **Customer Segment**.



Demo - SAP Analytics Cloud **Smart Discovery**

Overview of Revenue Key Influencers Unexpected Values Simulation

What are the unexpected values within Revenue?

We found 7 records which were unexpected.

🔍 | 2019/04/16 11:45:43 | Very High Quality (5/5)

Search

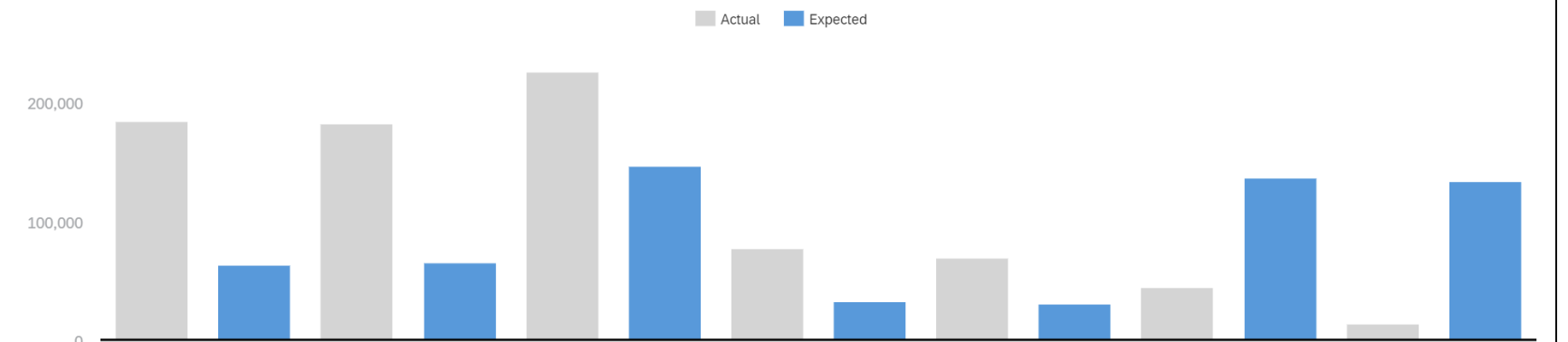
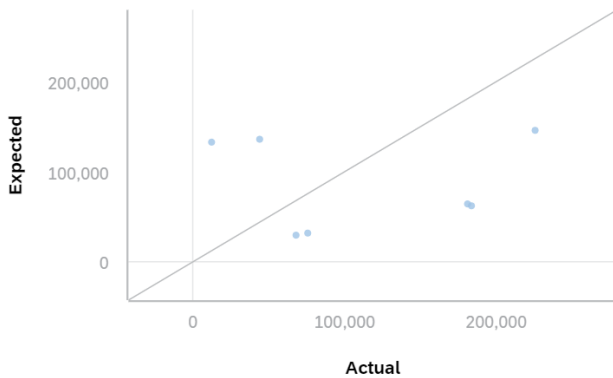
Edit Columns

	Revenue Actual	Revenue Expected	Revenue Difference	Revenue % Difference	Customer Segment	No of Customer Meetings	Customer Status	Length of Sales Cycle	Contract Level	No of Contacts	Customer Category
1	184,067.00	62,136.20	121,930.80	196 %	SMB	24.00	Current Customer	1 Year	C-Level	153.00	Category E
2	181,557.00	64,224.37	117,332.63	183 %	SMB	27.00	Current Customer	1 Year	C-Level	64.00	Category B
3	225,895.00	145,910.48	79,984.52	55 %	Fortune500	27.00	Current Customer	1 Year	C-Level	159.00	Category E
4	76,269.00	31,799.14	44,469.86	140 %	SMB	9.00	Prior Customer	18 Months	Manager Level	134.00	Category A
5	68,413.00	29,523.74	38,889.26	132 %	SMB	8.00	Prospect	6 Months	Individual Contr...	105.00	Category C
6	43,928.00	136,025.33	-92,097.33	-68 %	Fortune500	28.00	Current Customer	1 Year	C-Level	25.00	Category A
7	12,726.00	132,793.39	-120,067.39	-90 %	Fortune500	17.00	Current Customer	1 Year	C-Level	106.00	Category A

Identify the association between the actual and expected Revenue.

🔍 | 2019/04/16 11:45:43 | Very High Quality (5/5)

🔍 | 2019/04/16 11:45:43 | Very High Quality (5/5)



Demo - SAP Analytics Cloud **Smart Discovery**

Overview of Revenue Key Influencers Unexpected Values Simulation

How do my influencers affect Revenue?

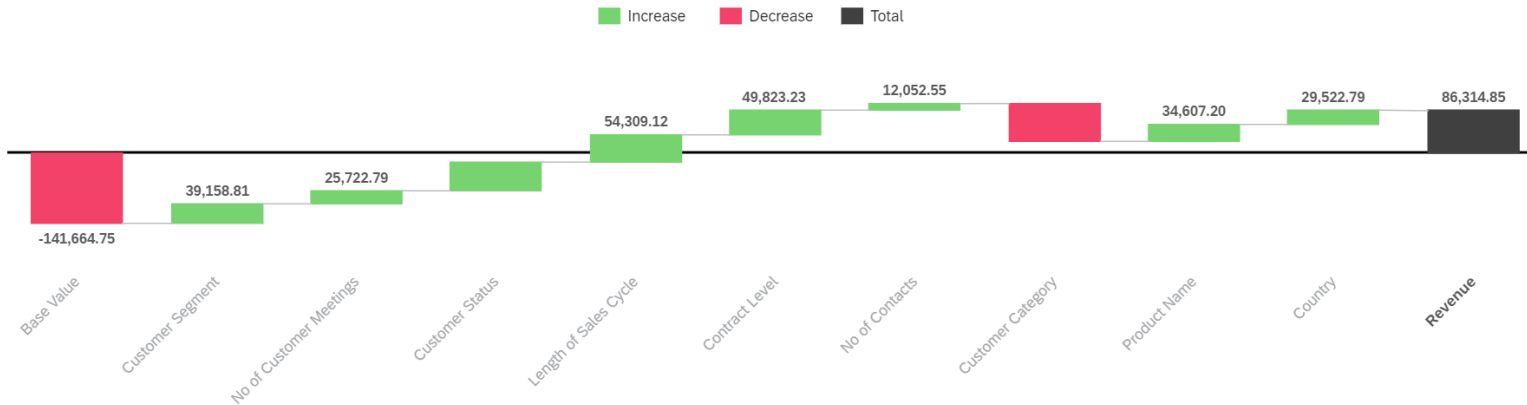
Expected Revenue

🔍 | 2019/04/16 11:45:43 | Very High Quality (5/5)

86,314.85 +59%

How do my influencers contribute to the expected Revenue?

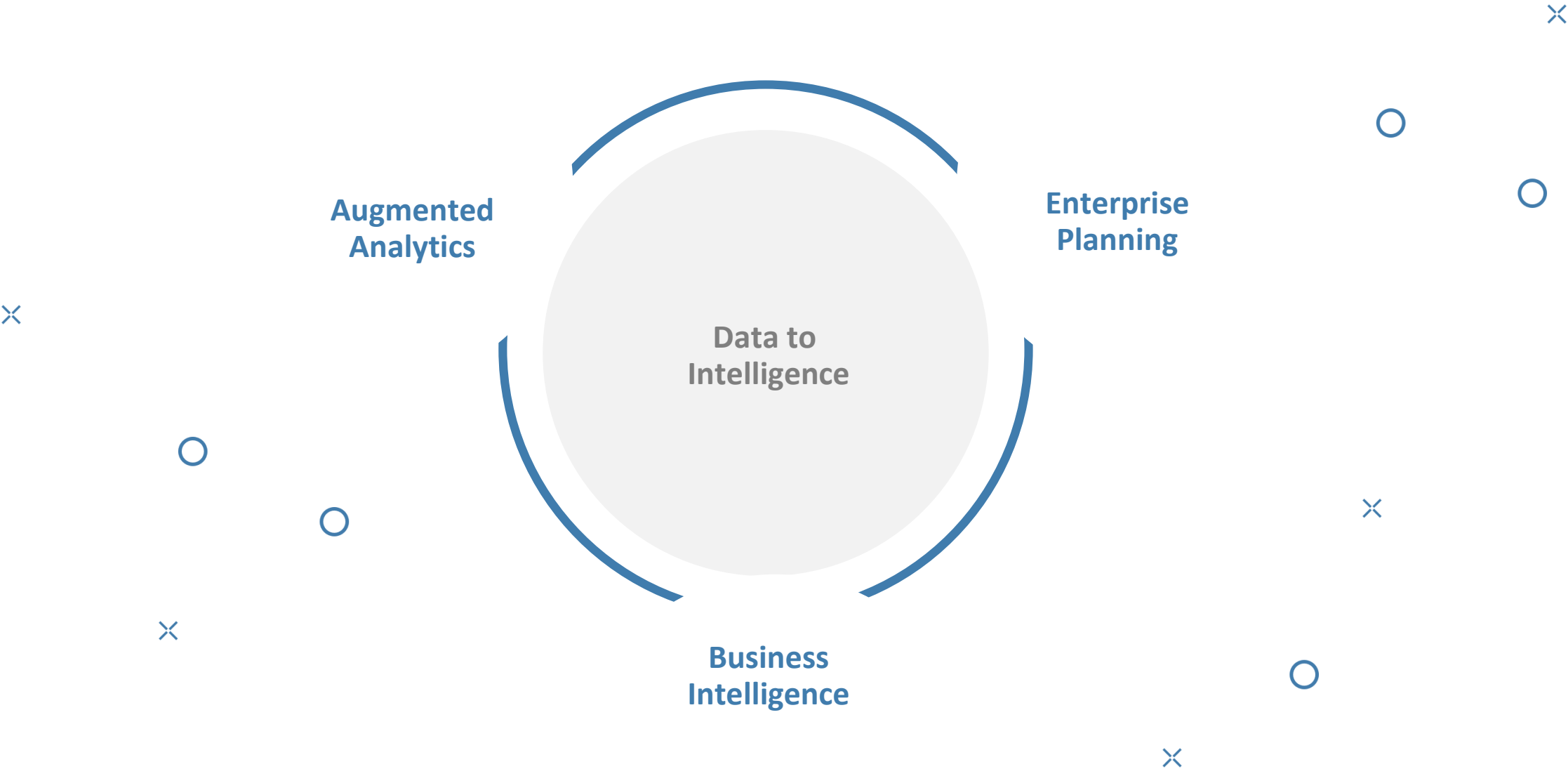
🔍 | 2019/04/16 11:45:43 | Very High Quality (5/5)



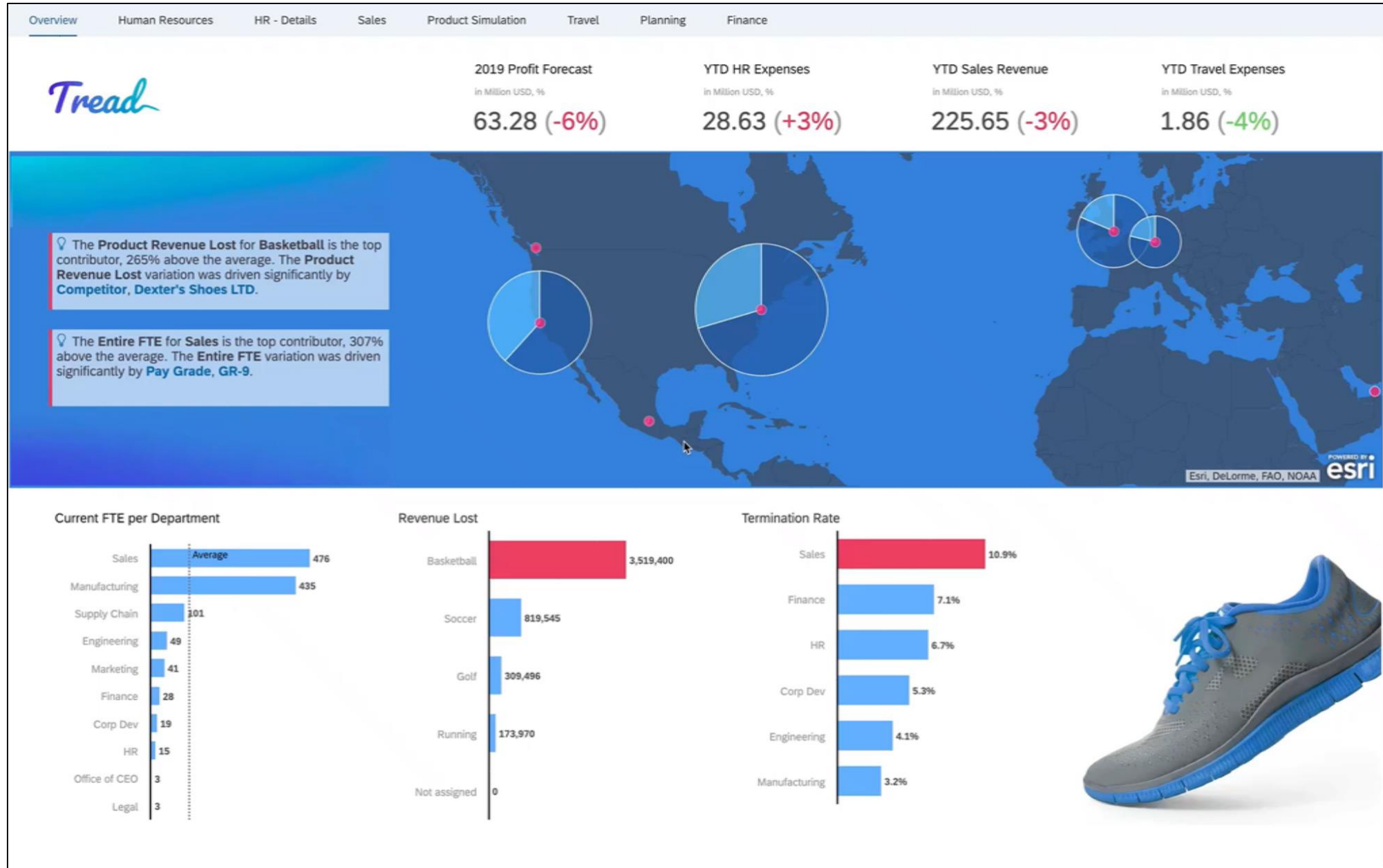
Modify the influencer settings below to simulate a potential Revenue:

Customer Segment	No of Customer Meetings
Enterprise	25.50
Customer Status	Length of Sales Cycle
Current Customer	1 Year
Contract Level	No of Contacts
C-Level	102.50
Customer Category	Product Name
Category A	Analytics
Country	
Brazil	

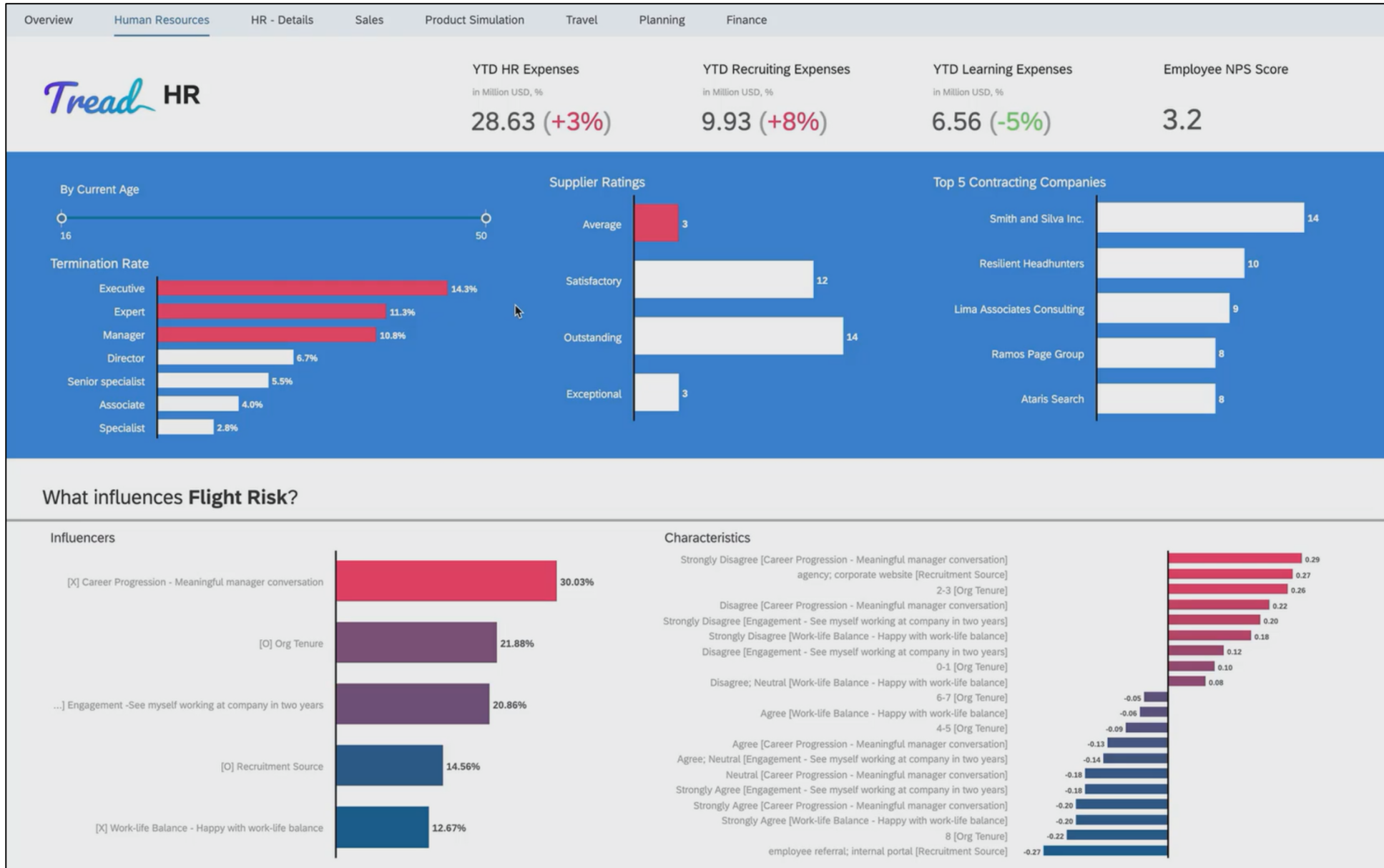
SAP Analytics Cloud



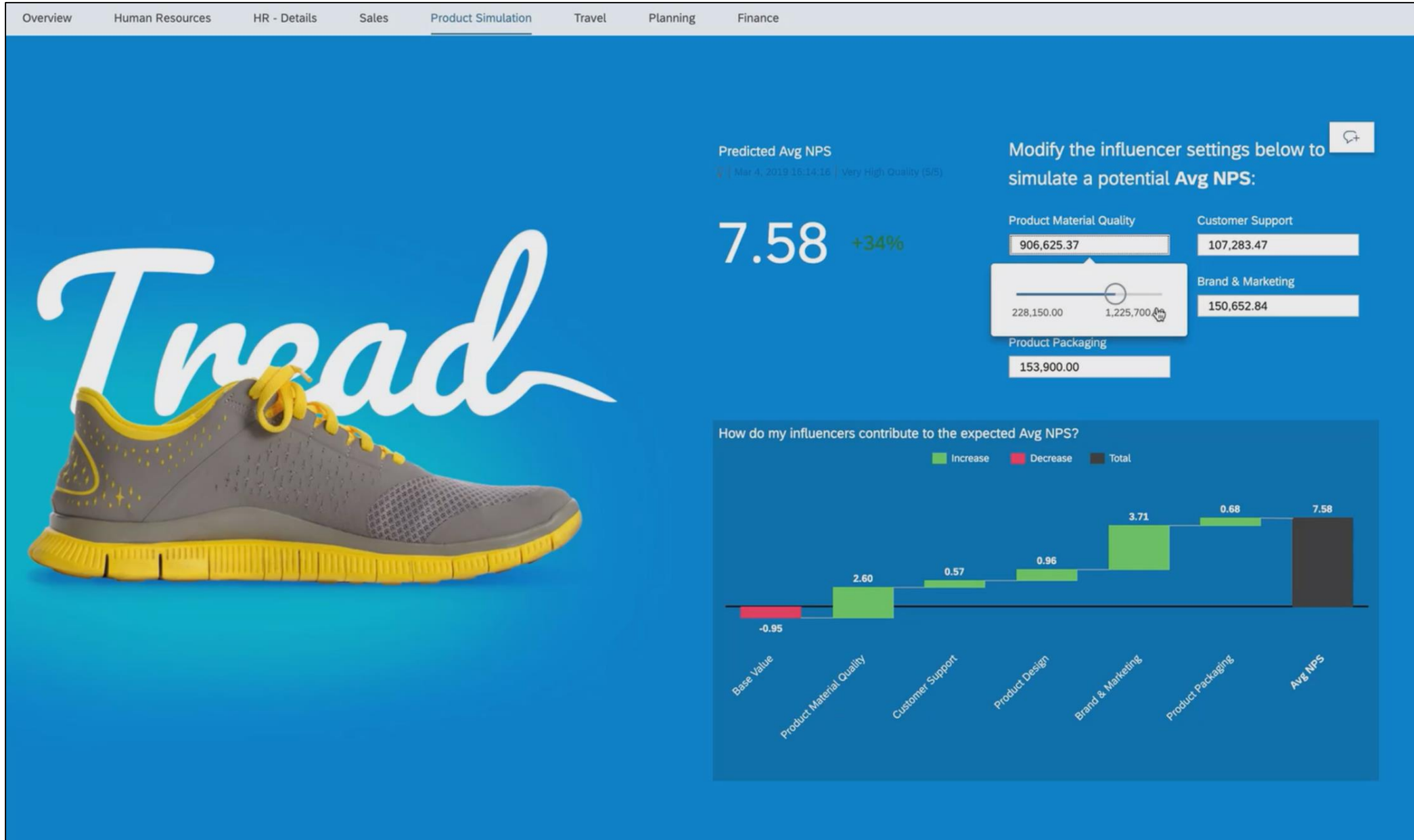
Demo - Combining X Data with O Data to Support Decision Making



Demo - Combining X Data with O Data to Support Decision Making



Demo - Combining X Data with O Data to Support Decision Making



The Intelligent Enterprise Framework



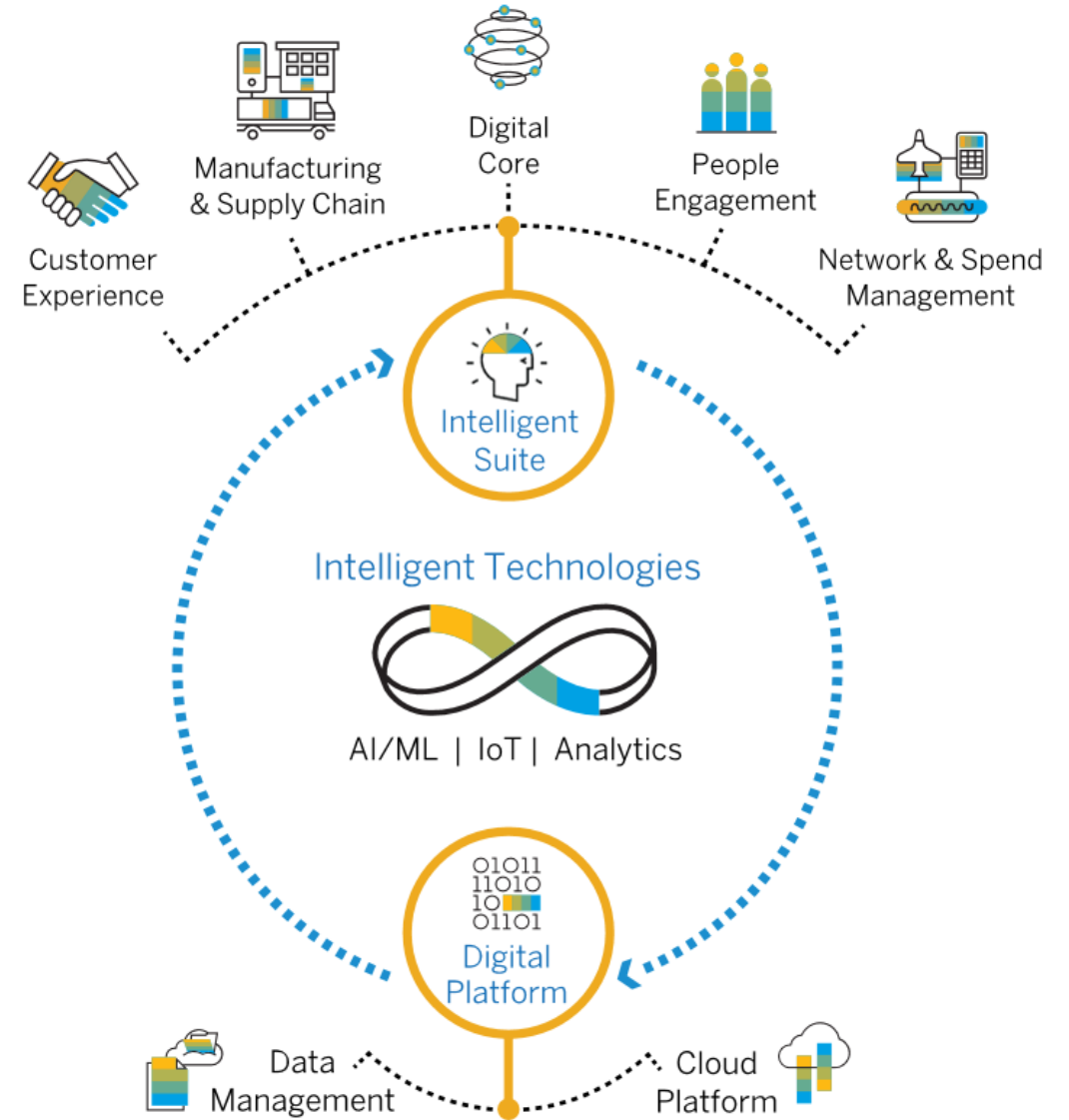
Intelligent Suite



Intelligent Technologies



Digital Platform



Thank you.

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