



Know Your Numbers

Small Business Mentoring Program - Mackay Regional Council

Webinar four - Presented by Giovanna Lever

PIONEER VALLEY MOUNTAIN BIKE TRAILS

Today's session

1. How data helps you to answer questions about all aspects of your business to make more money
2. Using data for looking backwards and looking forward
3. How spreadsheets can be used for modelling data and forecasting

**DATA HELPS
YOU TO
ANSWER
QUESTIONS
ABOUT MANY
ASPECTS OF
YOUR
BUSINESS**

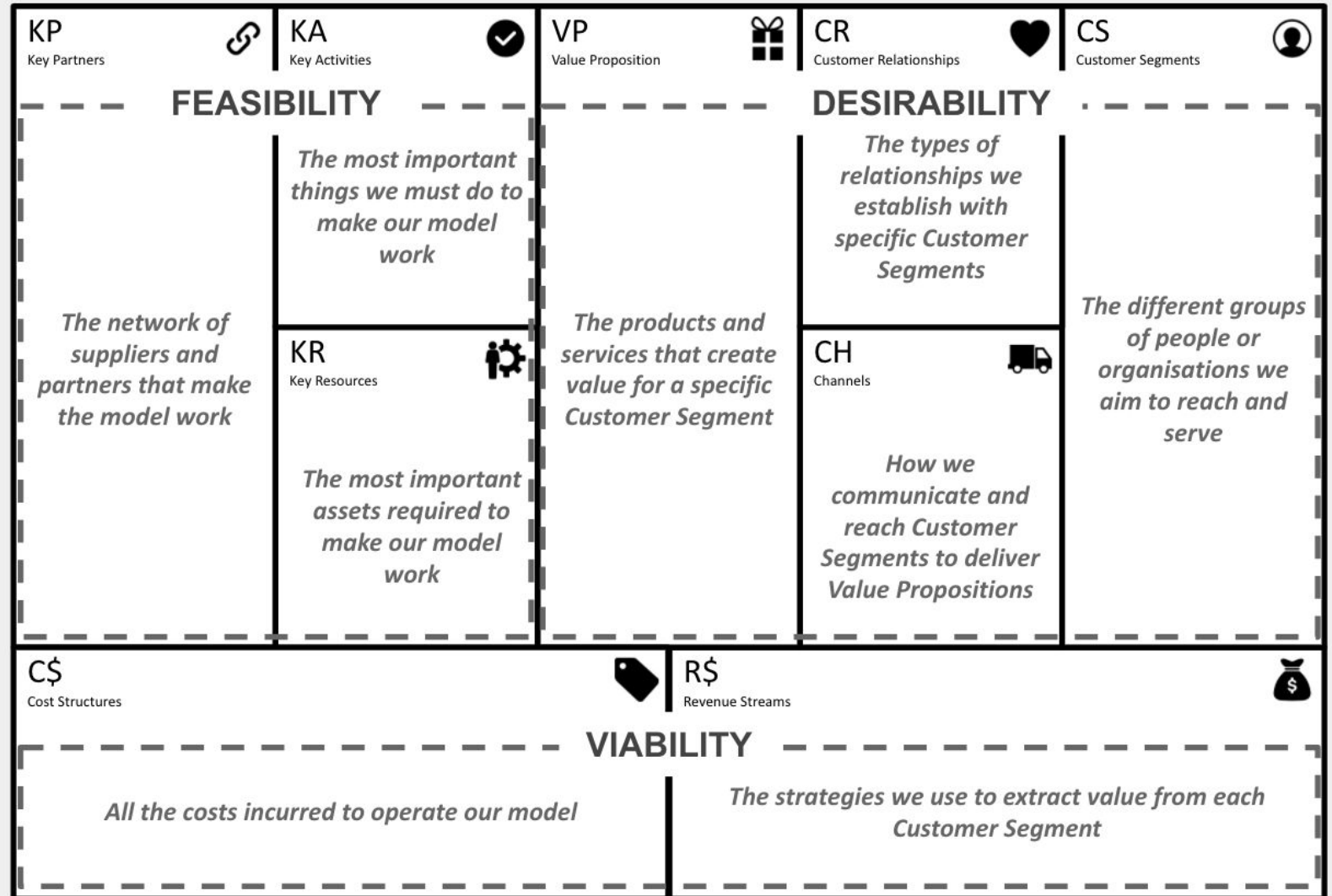
Business Model Canvas

Designed for:

Designed by:

Date:

Version:



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Financial questions

BUSINESS VIABILITY

- How much money did I make last year?
- Why did I lose money last year?
- Can I afford to hire new staff members?
- Should I raise my prices?

Operational questions

BUSINESS FEASIBILITY

- Do I have too many staff?
- Do I have too few staff?
- What if we were more efficient?
- How often are we using an asset?
- How much inventory do I waste?

Customer questions

BUSINESS DESIRABILITY

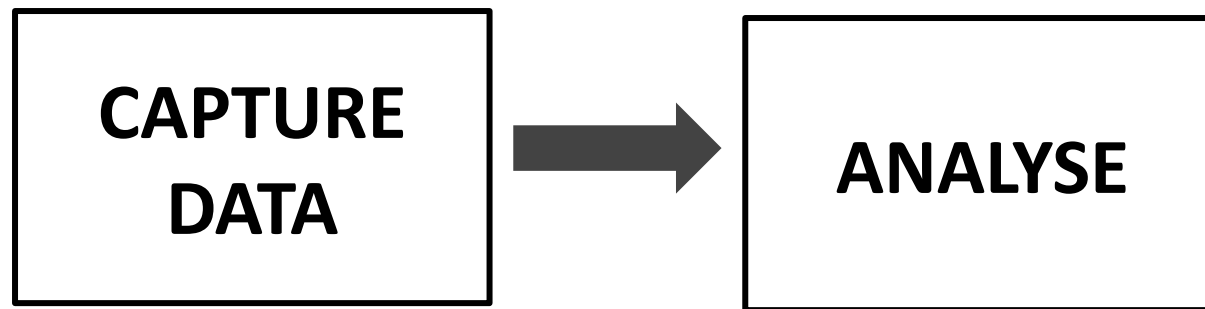
- Who are my actual customers?
- Am I reaching my customers?
- Do my services resonate with my customers?
- What if I attracted different types of customers during the week?

How can you use data to answer these questions?

Looking backwards

ANSWERING QUESTIONS ABOUT THE PAST

- How much money did I make last year?
- How much inventory do I waste?
- Who are my actual customers?



Tools for capturing and analysing data



Looking forward

ANSWERING QUESTIONS ABOUT THE FUTURE

- Can I afford to hire new staff members?
- What if we were more efficient?
- What if I attracted different types of customers during the week?

Looking
Backwards

**CAPTURE
DATA**



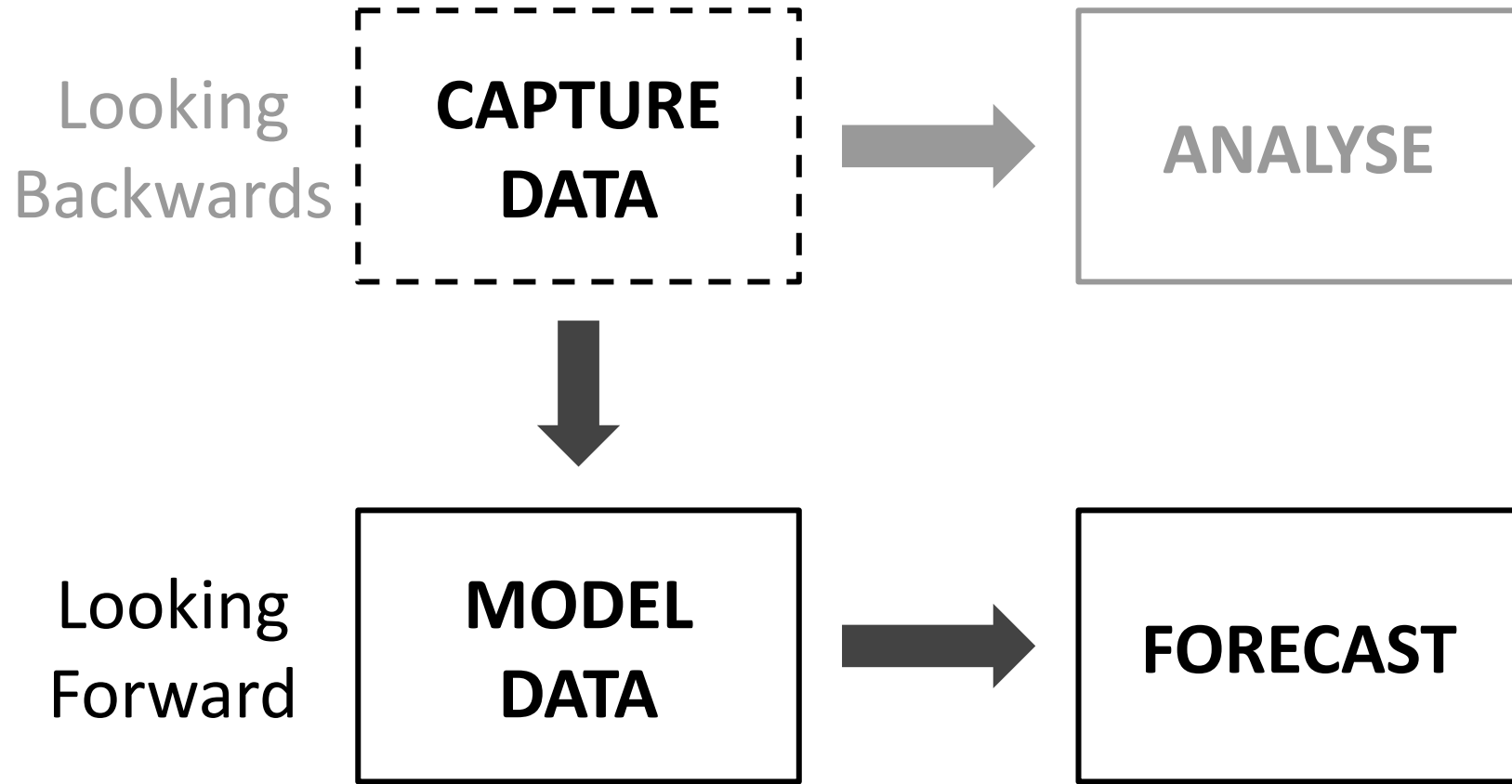
ANALYSE

Looking
Forward

**MODEL
DATA**



FORECAST



The tool for modelling and forecasting

THE HUMBLE SPREADSHEET

- General purpose tool
- “Digital back-of-envelope”
- Allows for varying degrees of complexity
- Widely available and shareable
- Lots of resources



Microsoft Excel



Google Sheets



Apple Numbers

Spreadsheet examples

- Income/expense forecast
- Three business types:
 - Food and Beverage Retailer
 - Accommodation Provider
 - Tour Operator

Spreadsheet examples

Climbing the ladder

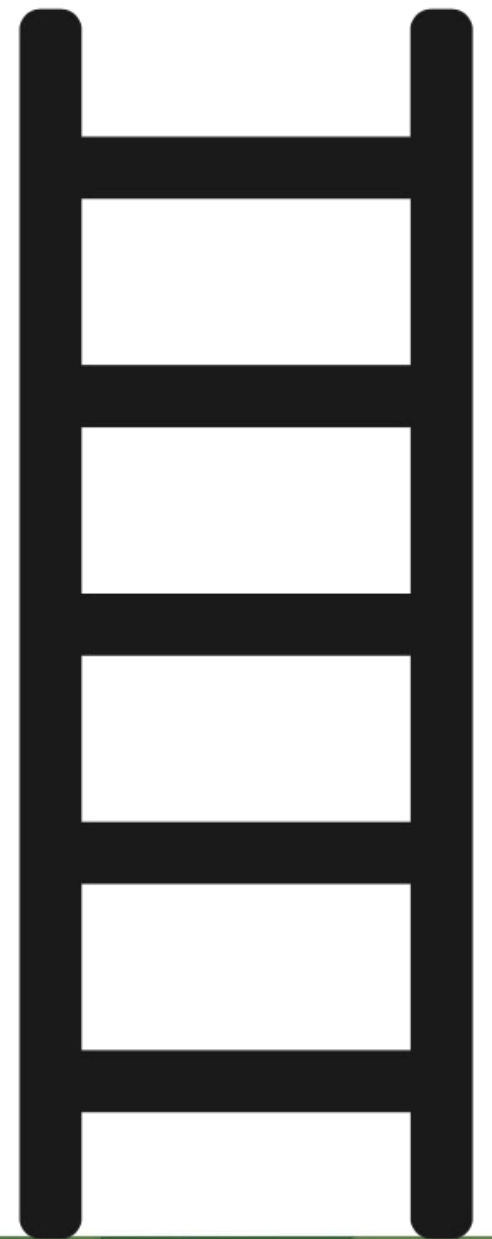
Explore the broader business

Capture more data

Model and forecast

Analyse data

Capture data



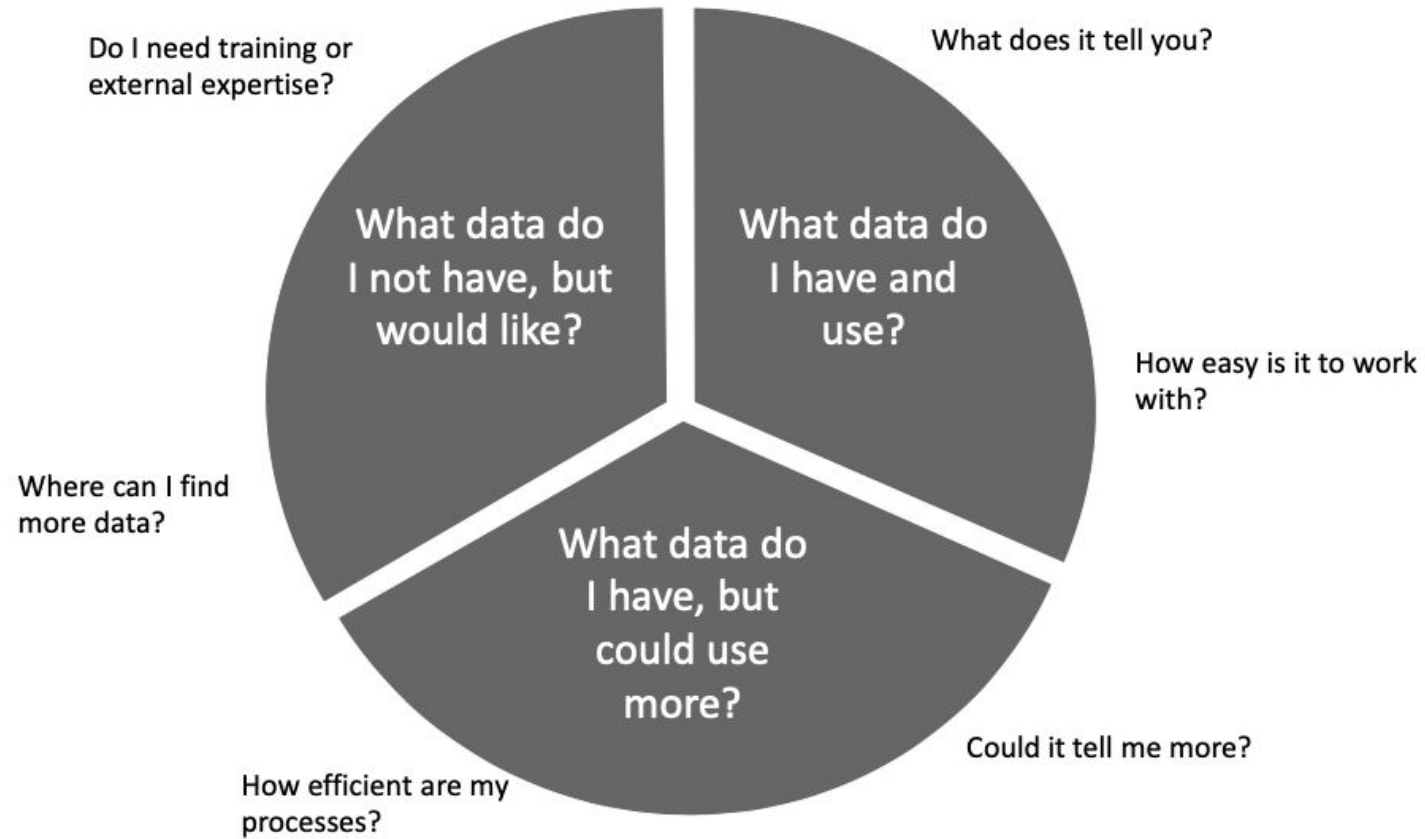
Remember...

The map is not the territory

Recap

- Data helps you to answer questions about many aspects of your business.
- We can use data to **look backwards** and **look forward**.
- Spreadsheets are a powerful general purpose tool for modelling data and forecasting.
- Start simple before getting complicated.

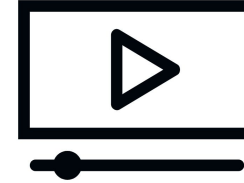
Map your current data



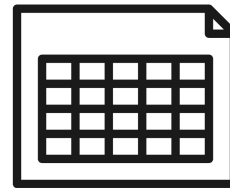
RESOURCES & TOOLS



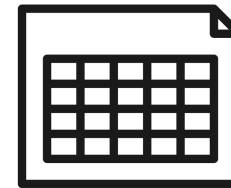
PRESENTATION SLIDES



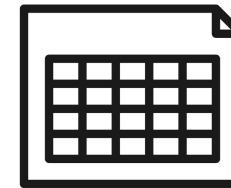
VIDEO RECORDING



F&B RETAILER
SPREADSHEET



ACCOMMODATION
PROVIDER
SPREADSHEET



TOURISM
OPERATOR
SPREADSHEET

Questions



THANK YOU

If you have any questions regarding this webinar or the mentoring program, please email the Sparrowly Group mentoring team mentoring@sparrowly.com

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