ACCT414 (SMU-X) Accounting Analytics Capstone

SMU SINGAPORE MANAGEMENT UNIVERSITY × **PONTIAC LAND**

Pontiac Land is a leading Singapore-based luxury property developer with over 60 years of experience in luxury property development, seeking to better the built environment through their holistic approach to development & management.

OBJECTIVES

- **Identify Key Area of Concerns**
- **Identify Anomalies & Variances**
- **Less Manual Work Done** (XLS)

PROBLEM STATEMENT

To automate the visualisation & presentation of asset review data for Millenia Singapore Cluster (specifically Millenia Tower). This includes identifying variances between budgeted and actual figures, and trend analysis.

Nevertheless, we have extended the data extraction & data visualization to all properties

OUR APPROACH

1 Data Cleaning

Cleaned & merged client's data using **PowerQuery** to ensure a more efficient data extraction process
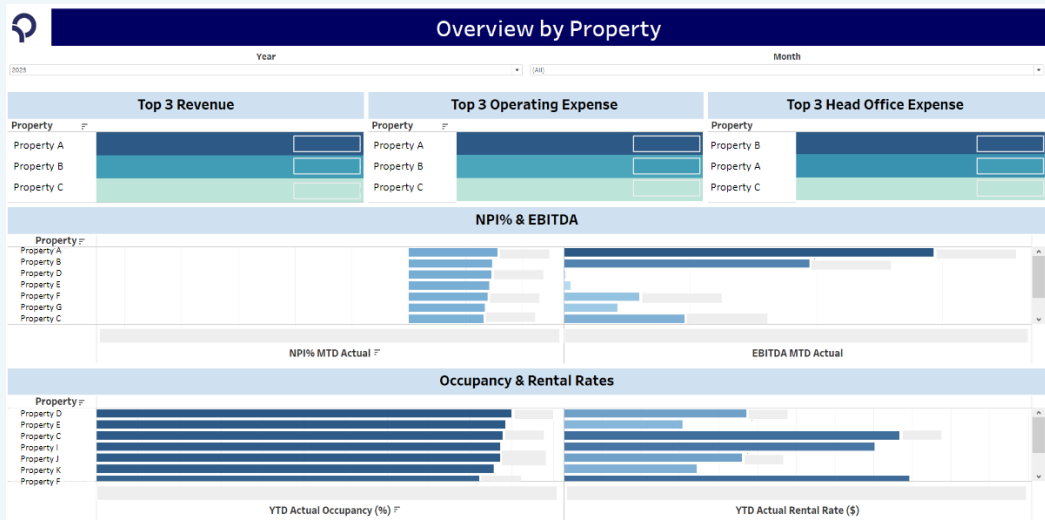
2 Data Visualisation

Created insightful dashboards to aid client in identifying trends & insights for their reporting process using **Tableau** & **Google Looker Studio**
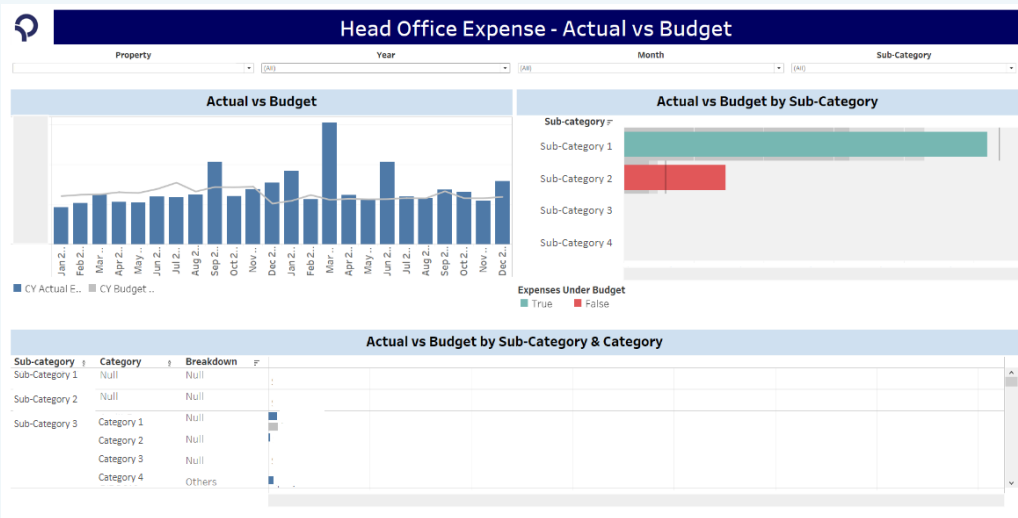
VALUE CREATION

Tableau

Comparison Across Properties

Facilitate the management in identifying properties that are not performing well & requires rectifications

Overview by Property

Comparison Across Periods

Facilitate the management in visualising each property's year on year performances; Breakdowns of revenue & expenses allow for quick identification of causes

Revenue - Overall Performance

Actual vs Budget Comparison

Facilitate the management on improving budgeting ability; Breakdowns on categories & other variables help to identify causes of significant deviations
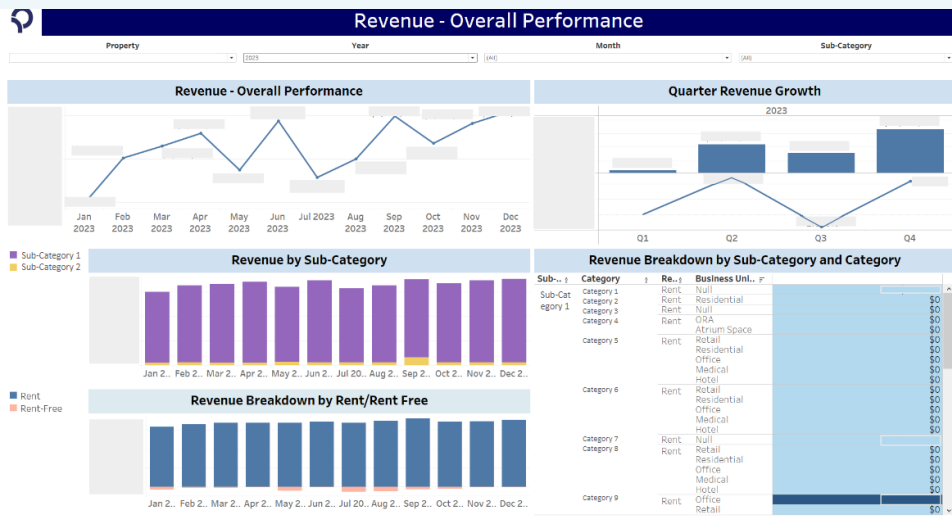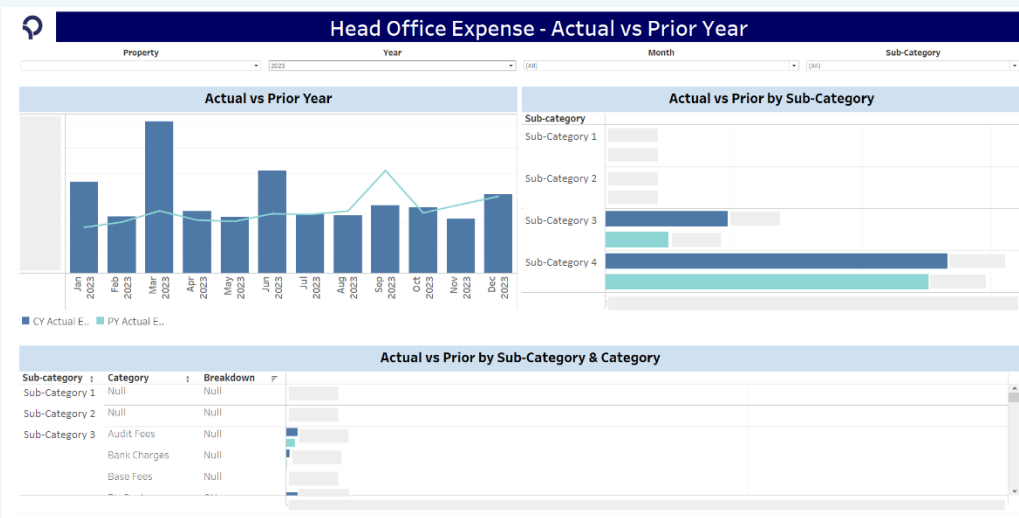

Head Office Expense - Actual vs Budget

Actual vs Prior Year Comparison

Facilitate the management in examining the differences between the current and prior year expense figures, allowing for trend analysis; Breakdowns on categories & other variables help to identify causes of significant deviations

Head Office Expense - Actual vs Prior Year

Overall Performance

Google Looker Studio (Overall Performance)

RECOMMENDATIONS

Transformable Data Formats

For future ease of importing source data files for visualization, data recorded in variables (columns) & inputs (rows) format will be beneficial

Consistent Naming

Consistent naming for all properties, metrics, breakdowns, and filenames, is encouraged & important for data extraction, ensuring synchronized mechanism & complete presentation of data for visualisation

IT Incorporation

To reduce human errors & for the ease of data management, maintaining financial data on financial system can be considered

OUR TEAM

- Adeline Ng Shu Ting
- Foh Chian Ni
- Priscilla Yap Shixuan
- Stefanie Chua Sock Hui
- Tay Ee Chiew
- Zheng Yi

LEARNING POINTS

1 Client-Centric Mindset

Important to understand client's pain points & expectations to set a clear direction for the project

2 Importance of Communication

Prompt clarifications are critical in ensuring efficiency & effectiveness of communications

APPRECIATION

We would like to extend our gratitude to our project sponsor, Pontiac Land, and also Fen Yun, Joycelyn & Qian Yu for all the assistance provided to us. We would also like to thank Prof Benjamin Lee and Prof Clarence Goh for the support in this project.