

# Case Study:

## Business Reporting & KPI Development



Digital Multimedia Company Selects  **RTD INSIGHTS**  for Business Reporting and KPI Development

### Company and Situation Overview

- Headquartered in Midwestern U.S.
- Raised over \$30M in funding and initial set of 250K+ users on platform
- Contract VP of Finance and Operations needed assistance with reporting

### Challenges without RTD Insights

- X Limited internal team focused on finance and operations, resulting in no capacity for financial and business reporting, as well as KPI development
- X Historical company data disjointed in QuickBooks and Google Sheets; difficult to interpret and unable to use in strategic decisions
- X Limited clean reporting data available to management and investors

### Results with RTD Insights

- ✓ One-month engagement focused on assisting Contract VP of Finance and Operations to craft financial reporting package and forecast
- ✓ Organized and cleaned 36-months of historical data from QuickBooks and other systems into consolidated, repeatable reporting package
- ✓ Implemented KPI monitoring, such as cash burn & spend by department