# S2K ANALYTICS

## Creating Dynamic Financial Reports

*Training Manual*

Source: VAI Connect 2025 — “Create Dynamic Financial Reports with S2K Analytics” session recording

Prepared for internal training use

# Table of Contents

# 1. Introduction & Learning Objectives

This manual documents how to work with financial data in S2K Analytics, VAI's reporting and analytics tool. It is based on the VAI Connect 2025 training session "Create Dynamic Financial Reports with S2K Analytics."

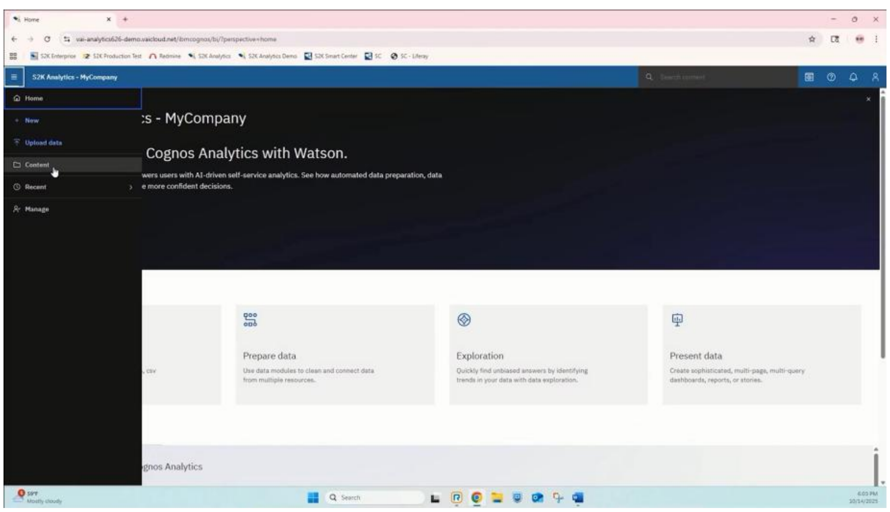
By the end of this manual, you will be able to:

- Log into S2K Analytics and locate your company's shared reports
- Run and interpret pre-built financial reports, including the Trending Income Statement and Balance Sheet
- Export and share reports as PDF or Excel files
- Build a custom Profit & Loss statement from a blank crosstab report
- Add metrics, general ledger accounts, and calculations (variance, net sales, gross profit, net income) to a report
- Format a report so it reads like a polished financial statement
- Use pre-built prompt pages to run a report by company, year, and period
- Understand additional capabilities such as drill-throughs and charting

# 2. Getting Started: Logging Into S2K Analytics

1. Log into S2K Analytics.
2. From the Analytics homepage, go to the top left and open the menu.
3. Click into Content.

This brings you into Team Content, which stores all of your company's shared reports and data folders.




# 3. Working with Pre-Built Financial Reports

## 3.1 Locating Shared Reports in Team Content

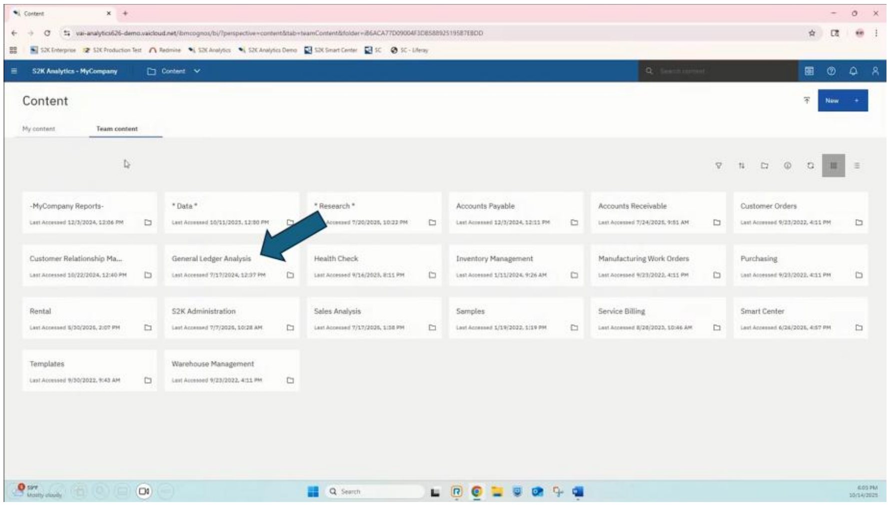
1. From Team Content, open the General Ledger Analysis folder.

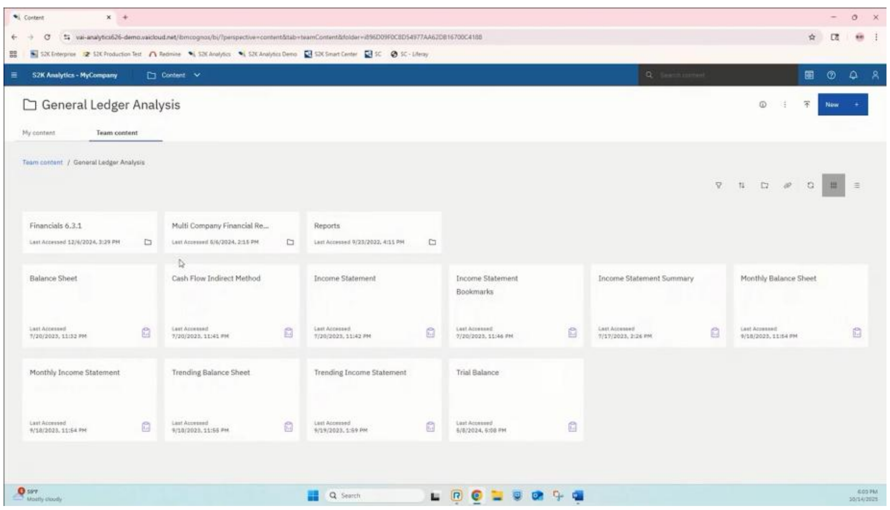
Inside this folder is a set of pre-built financial reports that come standard with the Base Package, including:

- Balance Sheet

- Income Statement
- Trending Income Statement

These reports provide essential insights into company financial performance and are ready to use out of the box.

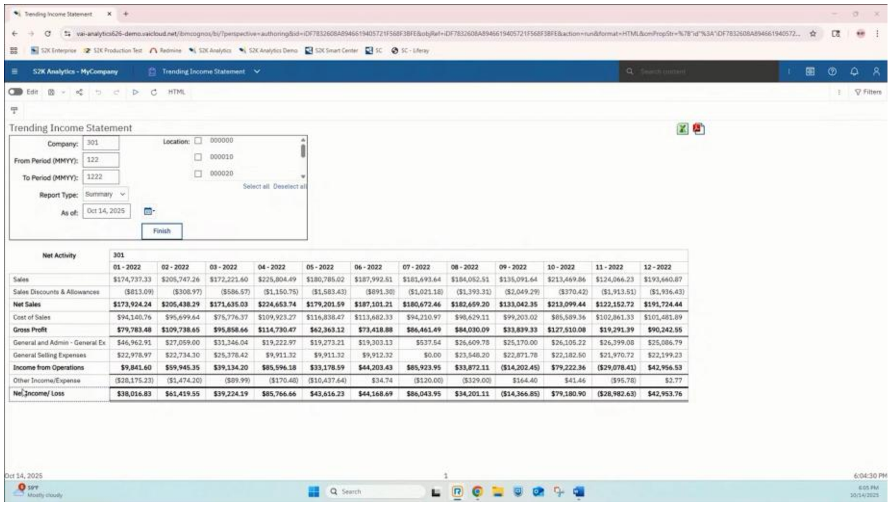



## 3.2 Running the Trending Income Statement

1. Open the Trending Income Statement report.
2. Enter the company number, the from and to period.
3. Select the report type: Detailed, Summary, Consolidated, or Total (this walkthrough uses Summary).
4. If working across multiple locations, select the desired location(s).
5. Click Finish.

The result is a full trending profit and loss statement showing a clear month-by-month view of key financial metrics, including net sales, gross profit, and net income or loss.

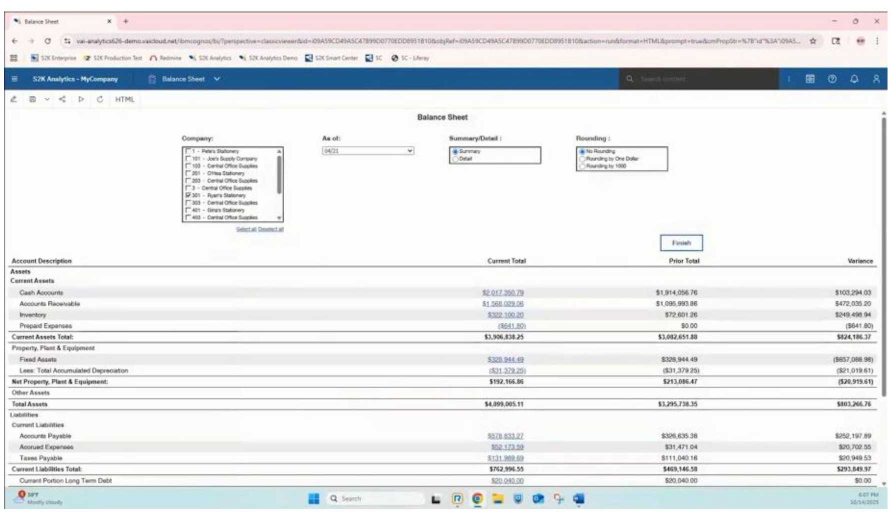



> **Tip:**
> Pre-built reports provide fast, reliable financial insight with minimal setup and can be exported instantly to PDF or Excel.

## 3.3 Running the Balance Sheet

1. Exit the Trending Income Statement and open the Balance Sheet report.
2. Select the company.
3. Select the as-of date to run the report for.
4. Select Summary or Detail.
5. Select how the report should be rounded.

The balance sheet populates instantly. It pulls from real-time data, so you are always viewing the most current snapshot of the company's financial position.




## 3.4 Exporting and Sharing Reports

Like other pre-built reports, the Balance Sheet can instantly be:

- Exported to PDF
- Exported to Excel

- Shared by email

Pre-built reports are a strong starting point, but the real power of S2K Analytics comes from customizing reports to fit specific business needs, as shown in the next section.

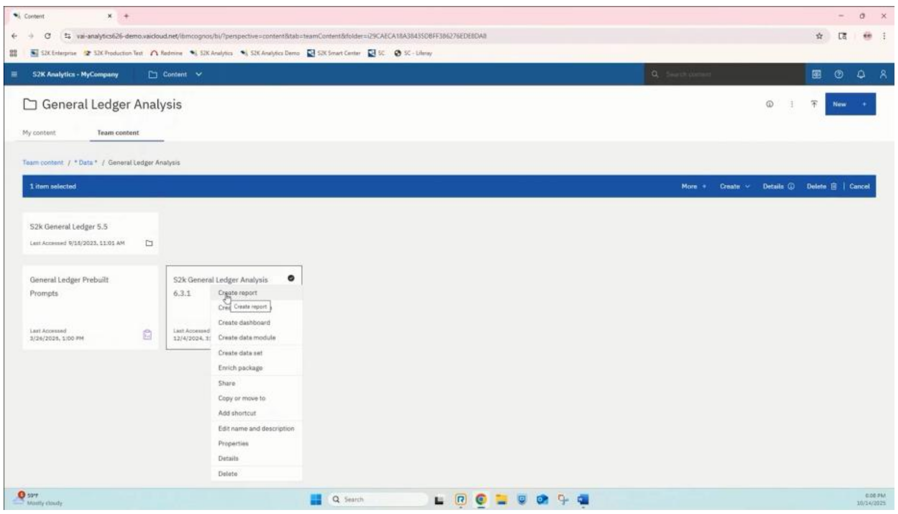
# 4. Building a Custom Profit & Loss Statement from Scratch

## 4.1 Creating a Blank Crosstab Report

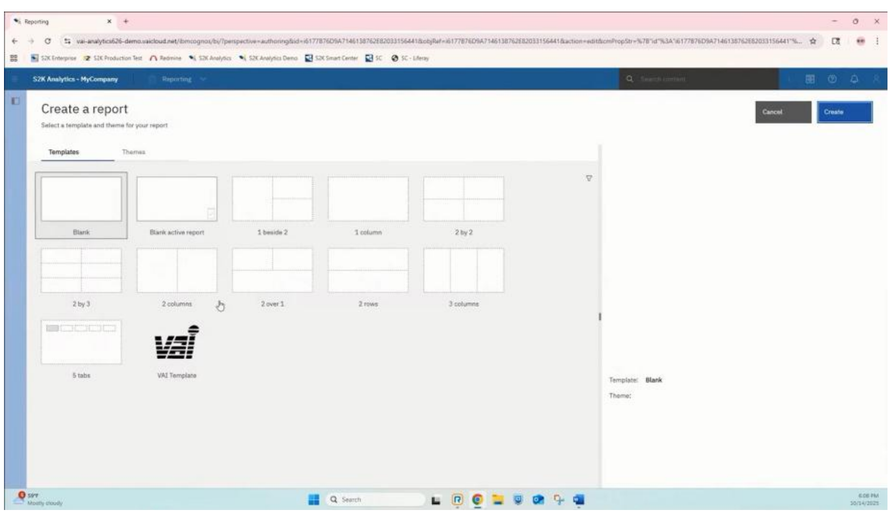
1. Go back into Team Content, then into the Data folder.
2. From the Data folder, go into the General Ledger Analysis folder.

Inside this folder is a folder called General Ledger Pre-Built Prompts (used later in this manual — see Section 5).

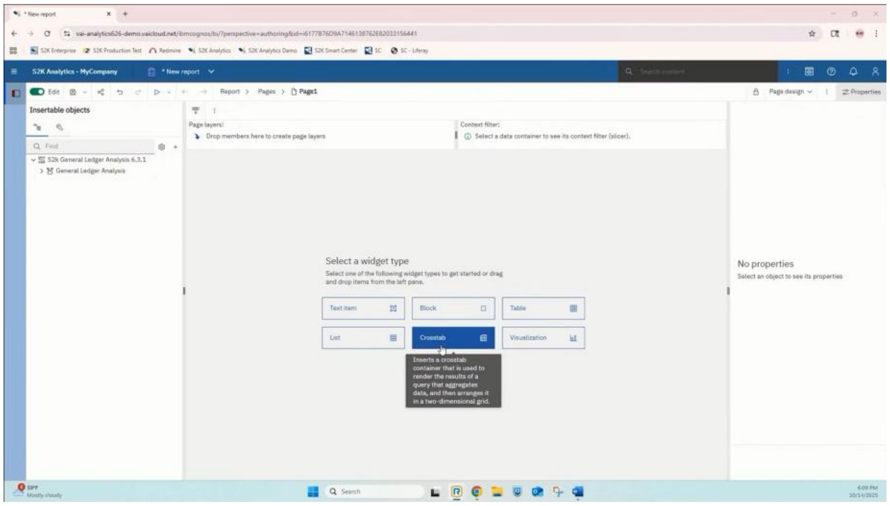
1. Right-click the General Ledger Analysis folder and select Create Report.




2. Select Blank as the template.




3. For the layout type, choose **Crosstab.**



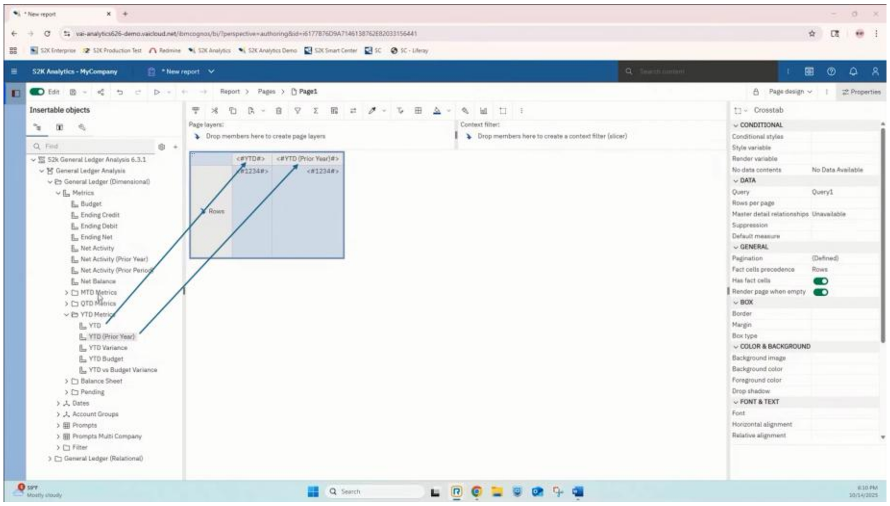

4. Click OK.

This creates a blank report ready for metrics to be added.

## 4.2 Adding Metrics to Columns

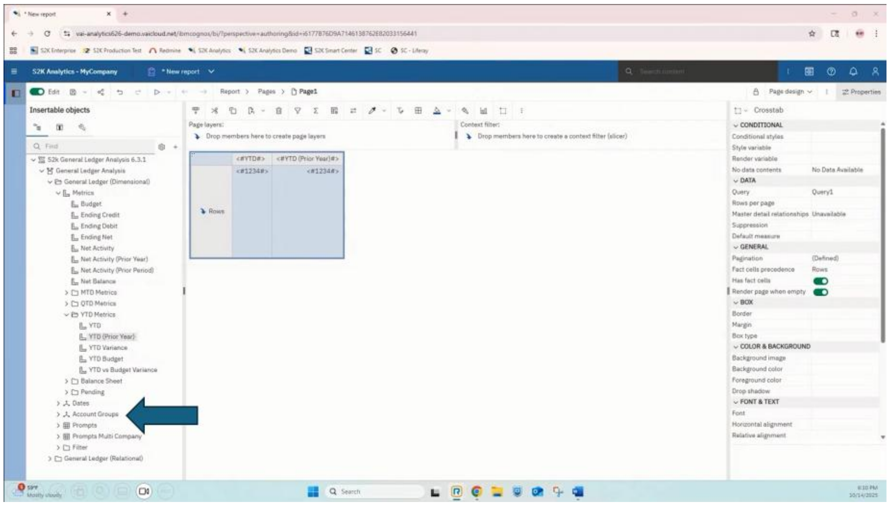
1. On the right-hand side, expand the folders to reveal Metrics.
2. Expand the Metrics folder and locate Year to Date.
3. Drag Year to Date into the Columns area.
4. Drag Year to Date Prior Year and drop it next to Year to Date.

These two metrics form the basis for the comparisons and calculations built later in the report.




## 4.3 Adding General Ledger Accounts to Rows

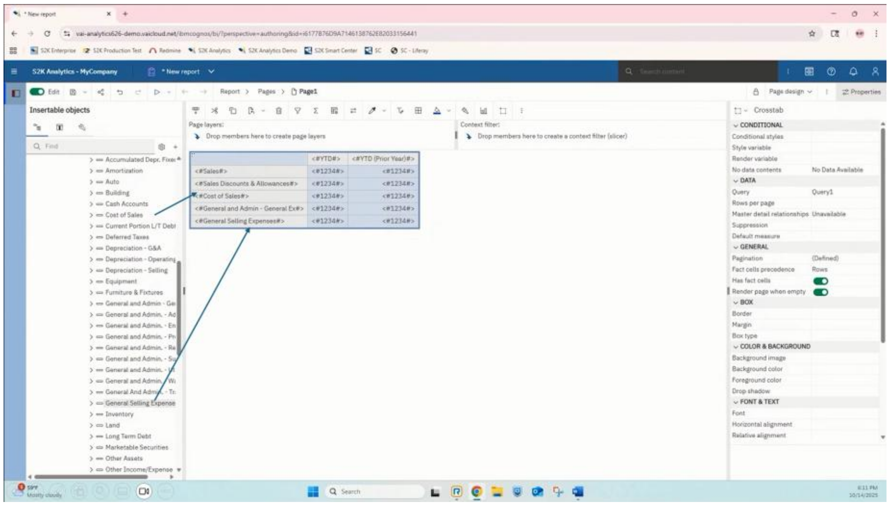
1. Open the Account Groups folder.



2. Expand Master Groups.
3. Expand Members, then expand Master Groups All.

This reveals the general ledger accounts, which can be dragged and dropped into the Rows of the report. Add the following accounts in order:

- Sales
- Sales Discount and Allowance
- Cost of Sales
- Expenses (as needed for the business)



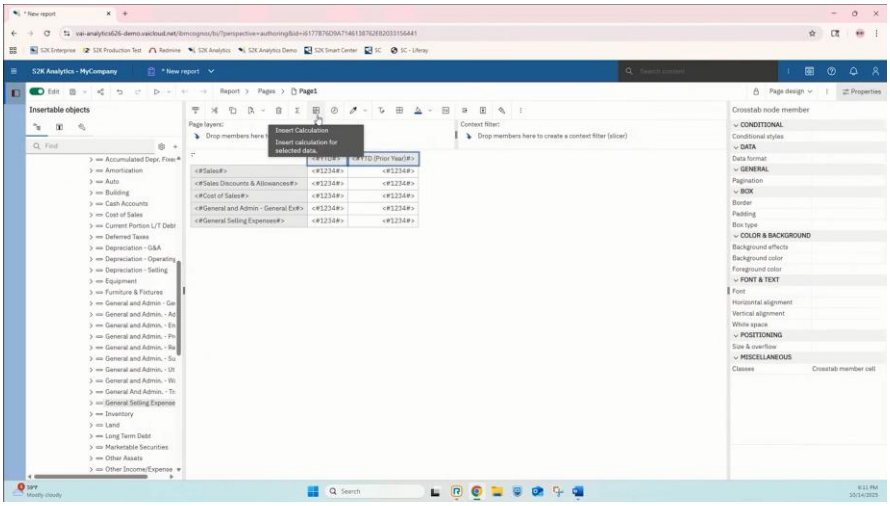
## 4.4 Building Calculations

Once data is on the report, financial logic can be layered in using click-and-drag calculations. No coding is required.

### Creating a Variance

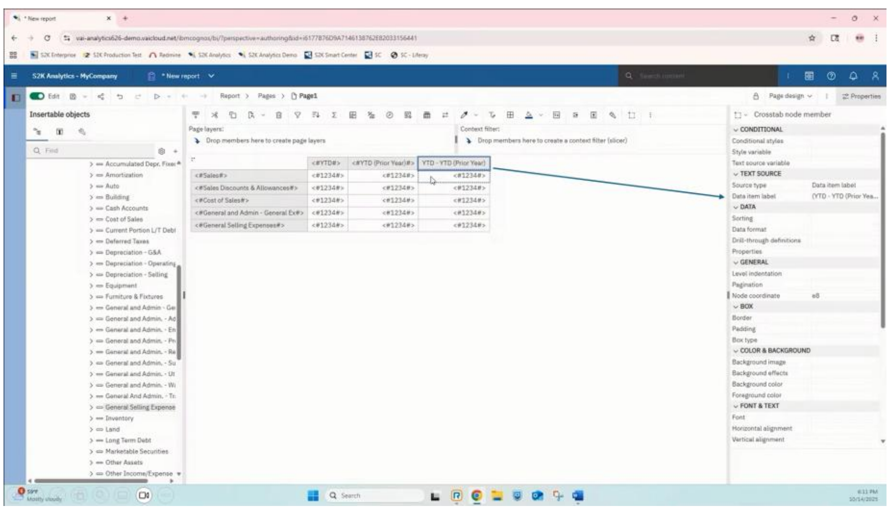
1. Click on Year to Date, hold the Control key, and click Year to Date Prior Year.
2. At the top, insert a calculation and select the desired calculation type.

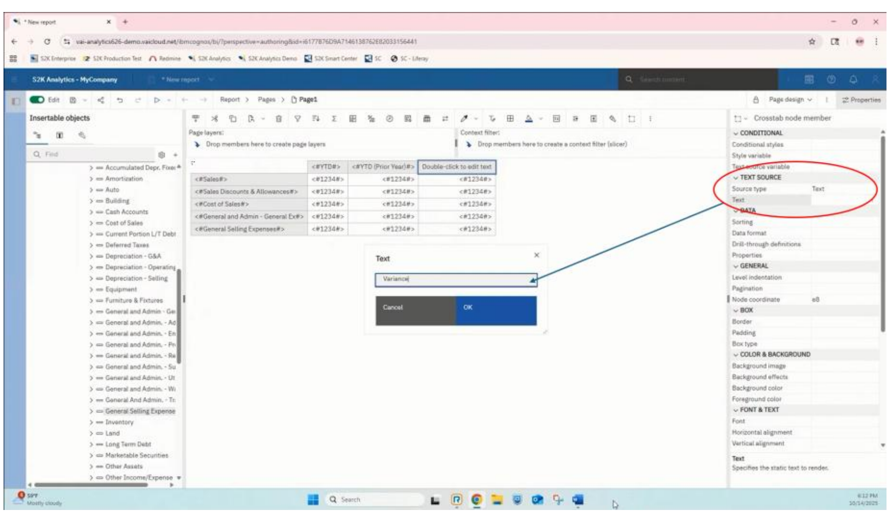
This instantly creates a variance column.



1. On the right-hand side, go to Properties > Text Source.
2. Change Source Type to Text and enter a new label, e.g., "Variance."
3. Click OK.

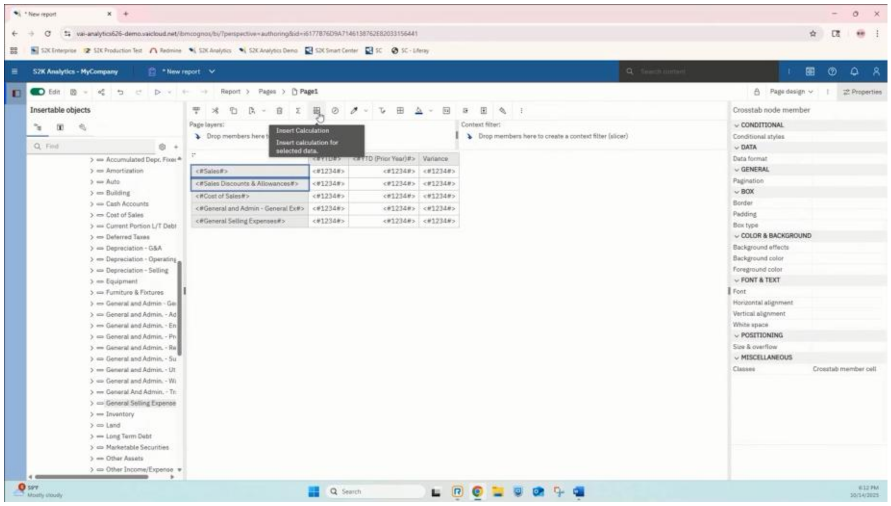
The column name instantly updates to reflect the new label.

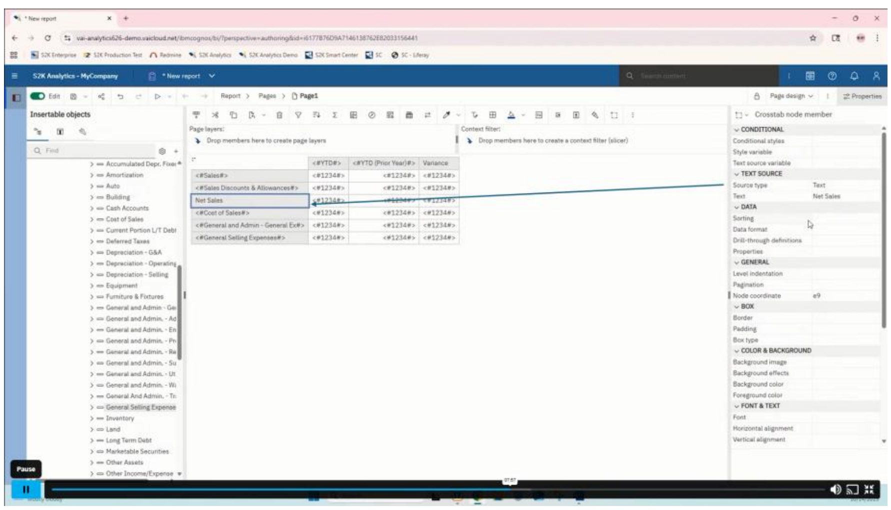




## Creating Net Sales

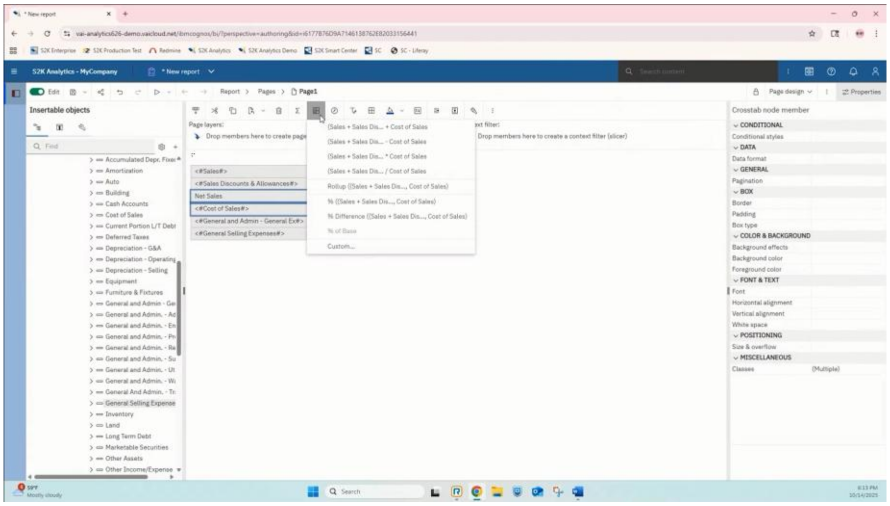
1. Hold the Control key and select Sales, then Sales Discount and Allowance.
2. Insert the calculation.
3. Rename the resulting field to “Net Sales.” (Follow Naming Steps Above)

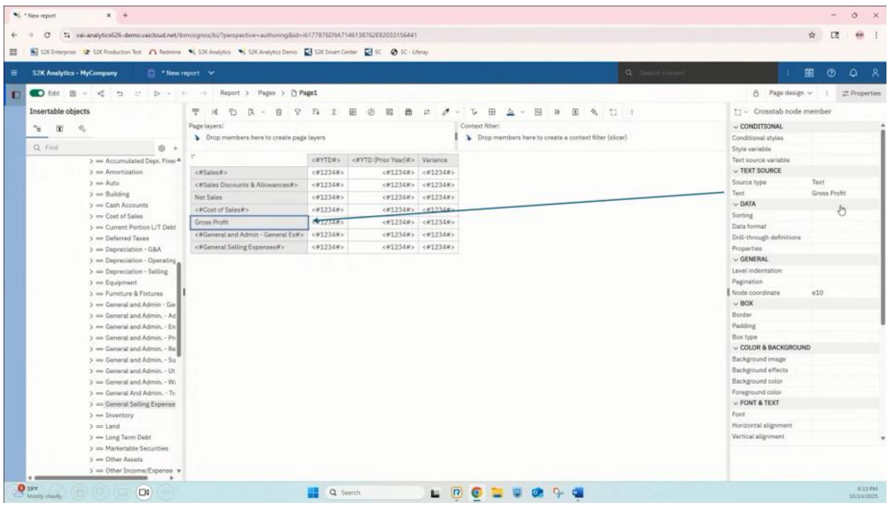




## Creating Gross Profit

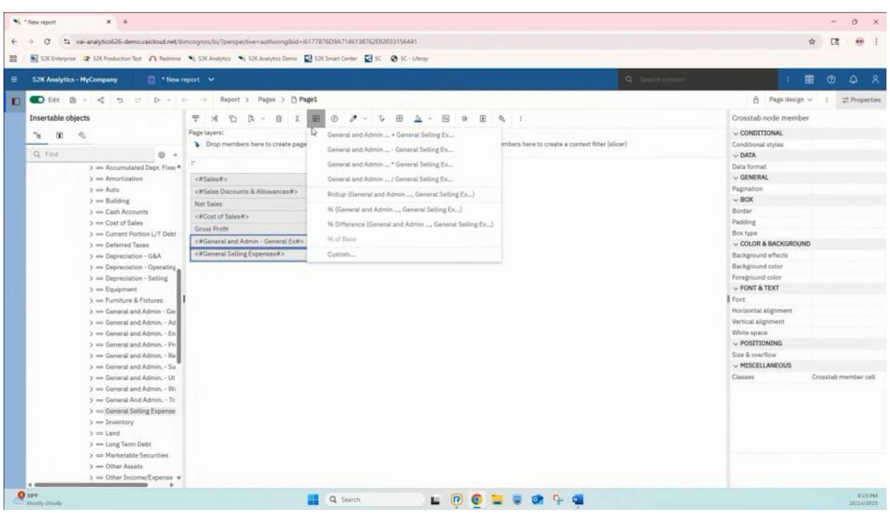
1. Hold the Control key and select Net Sales, then Cost of Sales.
2. Insert the calculation.
3. Rename the resulting field to “Gross Profit.”

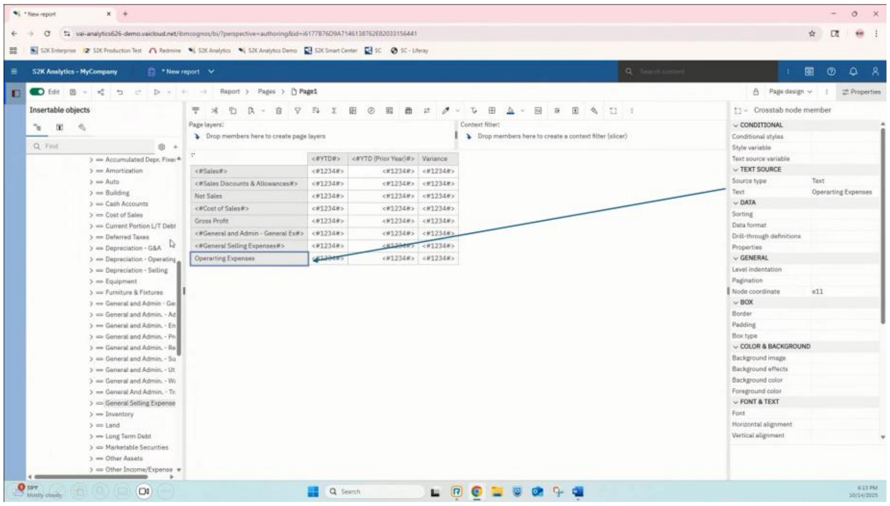




## Creating Operating Expenses

1. Add up the relevant expense line items using the same click-and-drag approach.
2. Rename the resulting field to "Operating Expenses."

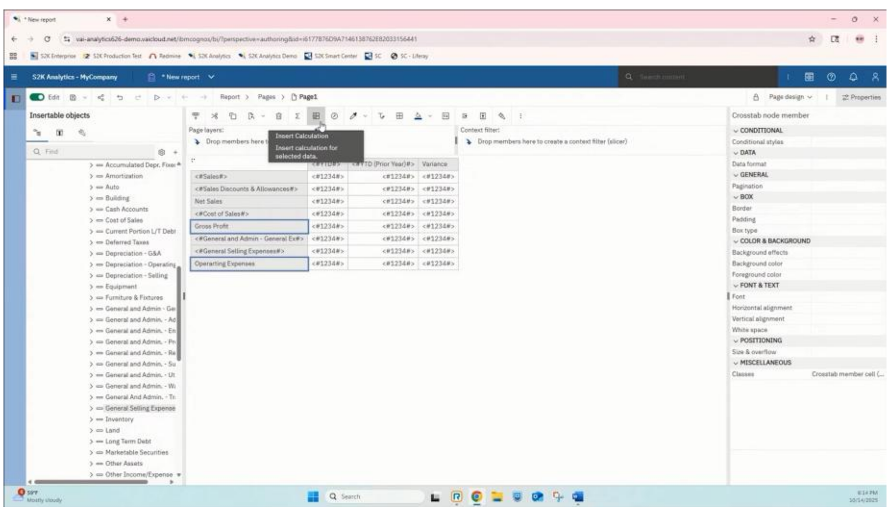


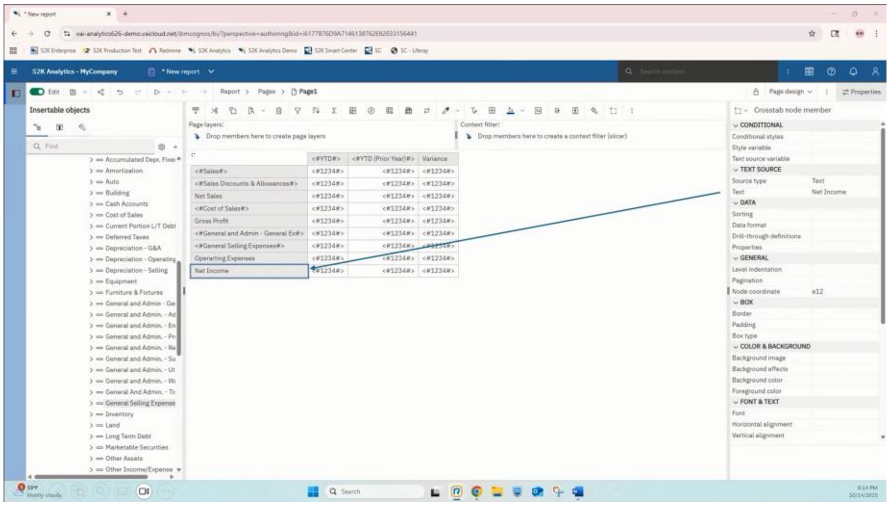


> **Note:**
> Operating expenses are an important part of the overall financial story and should be reviewed carefully when building the report.

## Creating Net Income

1. Hold the Control key and select Gross Profit, then Operating Expenses.
2. Insert the calculation.
3. Rename the resulting field to "Net Income."





## 4.5 Renaming Calculated Fields (Summary)

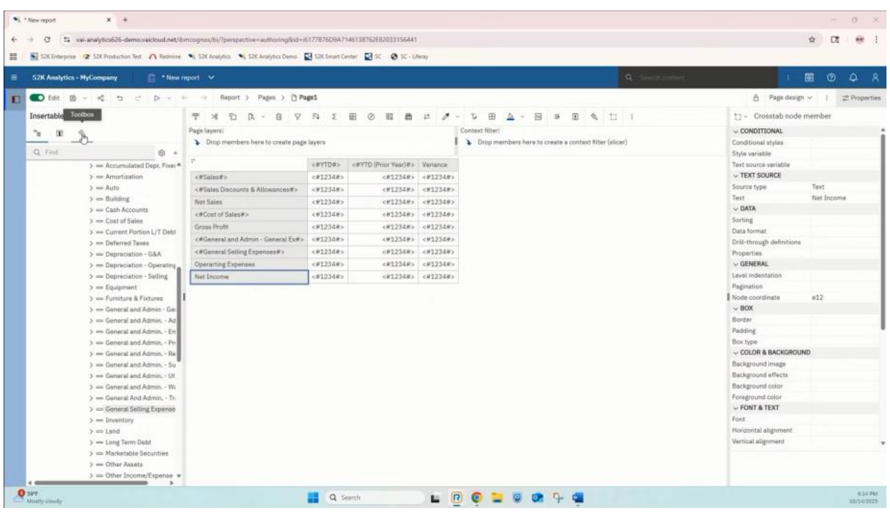
Each calculated field is renamed the same way:

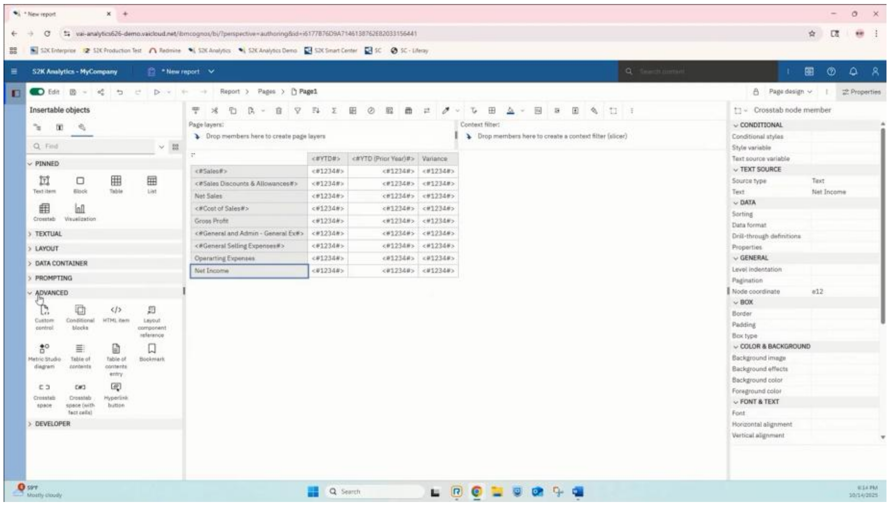
1. Select Properties > Text Source.
2. Set Source Type to Text.
3. Enter the desired label.
4. Click OK.

## 4.6 Formatting the Report for Readability

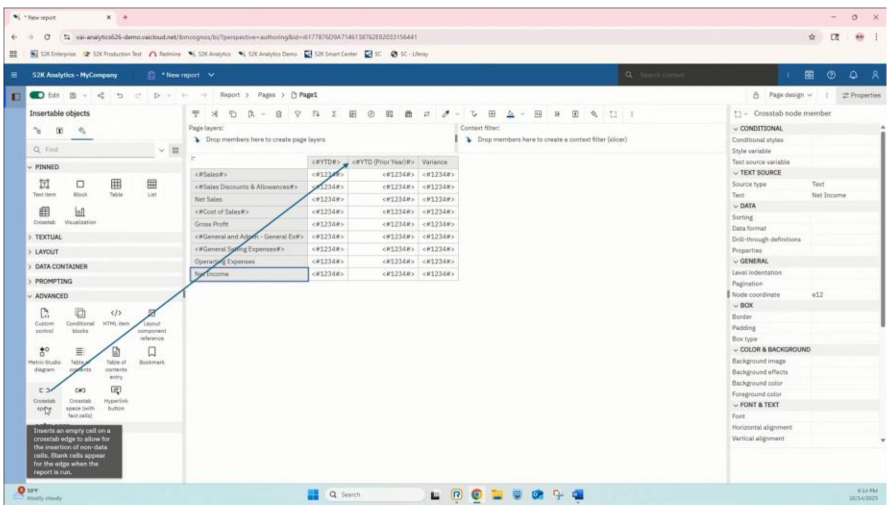
**Spacing between columns and rows**:

1. On the right-hand side, go to Toolbox > Advanced.

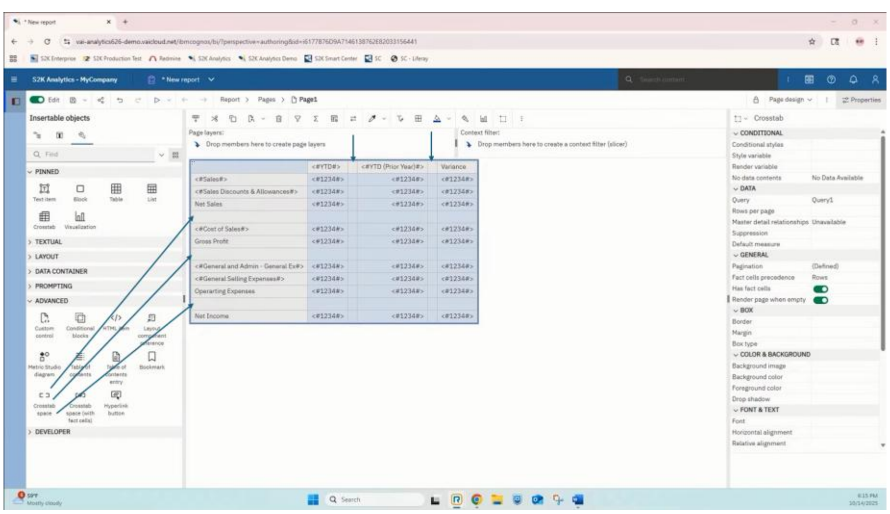




2. Locate Cross Tab Space.
3. Drag it into the report to create spacing between columns.



4. Repeat the same action to add spacing between rows.

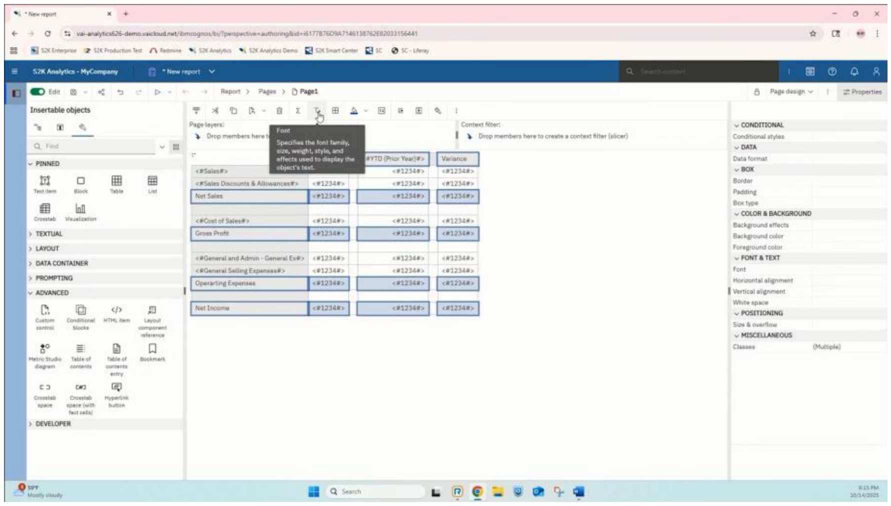


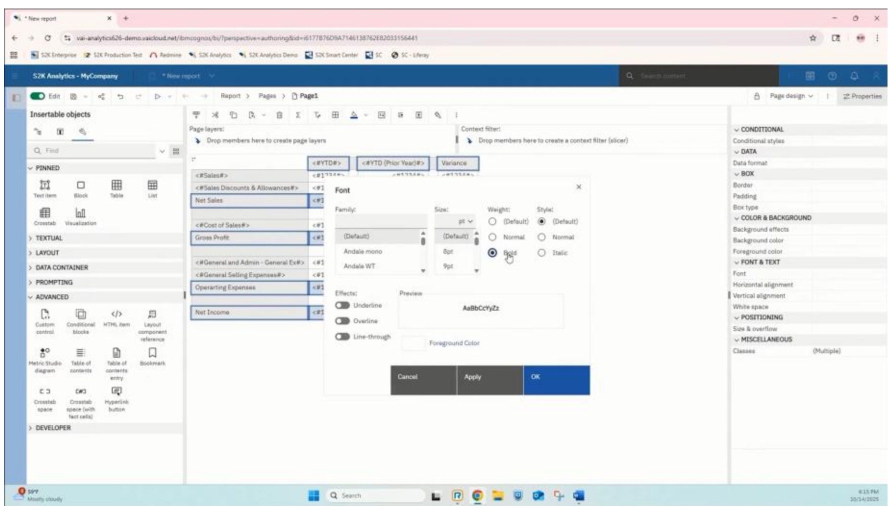
**Bolding key totals**:

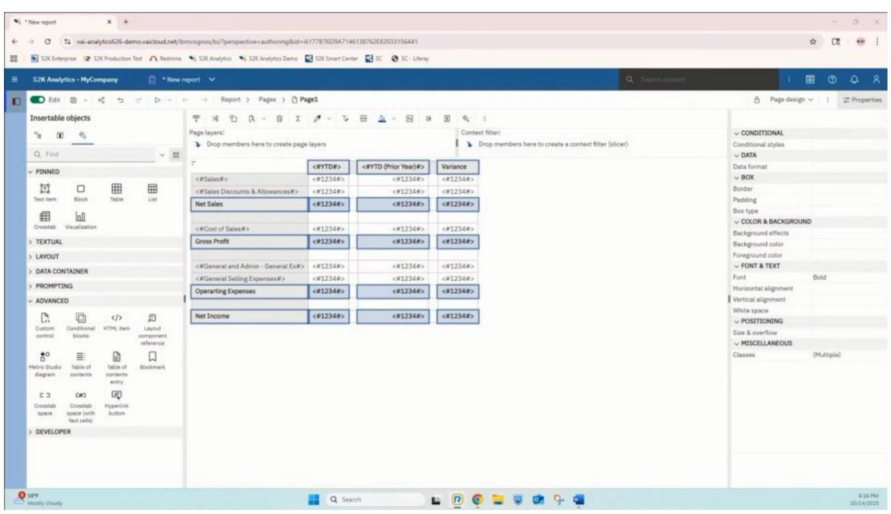
1. Select Net Sales, hold the Control key, and select any other key totals (e.g., Gross Profit, Net Income, and the Year to Date column).

2. Go to Font.
3. Select Bold.
4. Click OK.

With bolding and spacing applied, the report instantly looks like a polished financial statement.



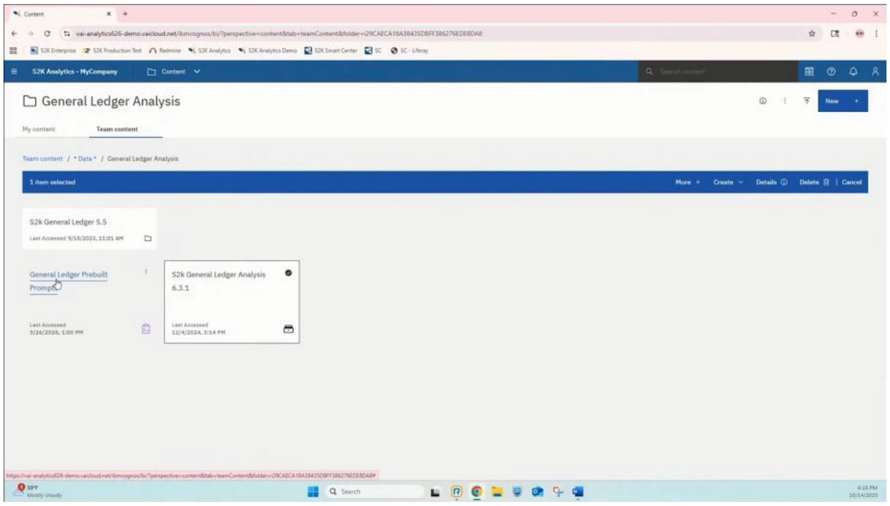




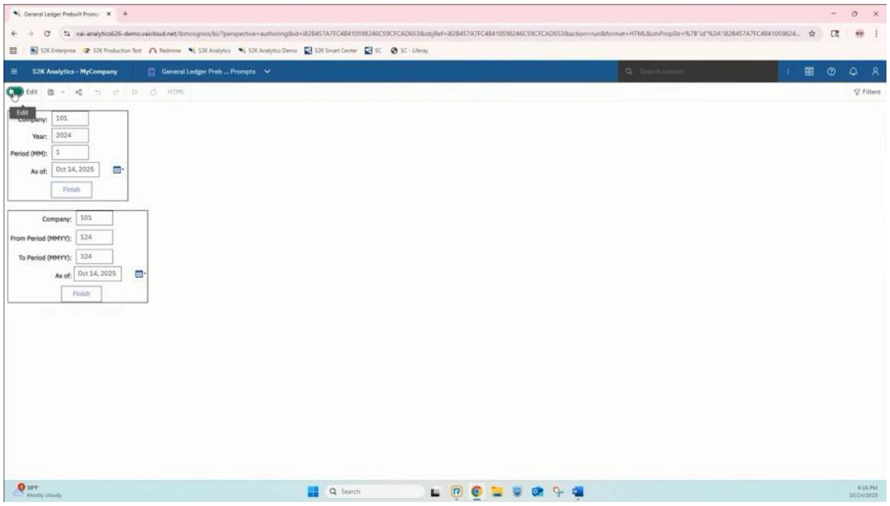
# 5. Using Pre-Built Prompt Pages

Prompt pages let users run a report by entering company, year, and period information, rather than hardcoding those values into the report.

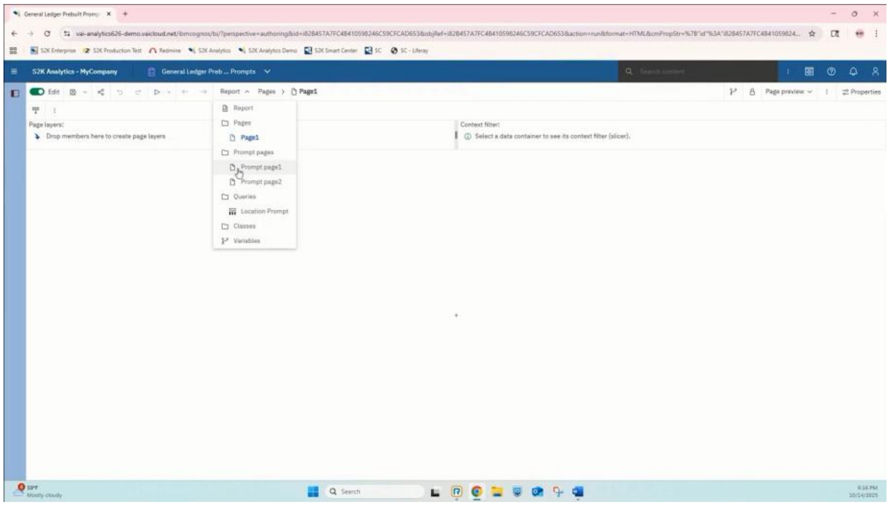
1. Open the General Ledger Pre-Built Prompts folder.



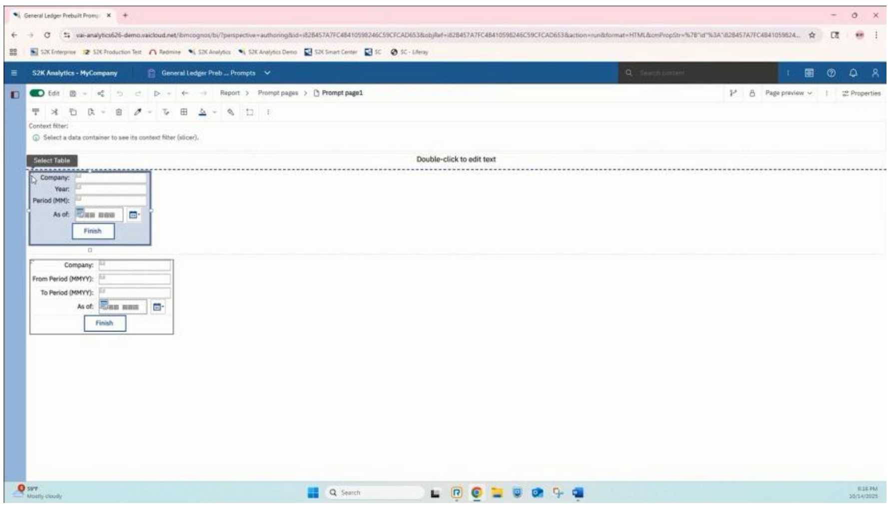

2. Toggle the Edit button.

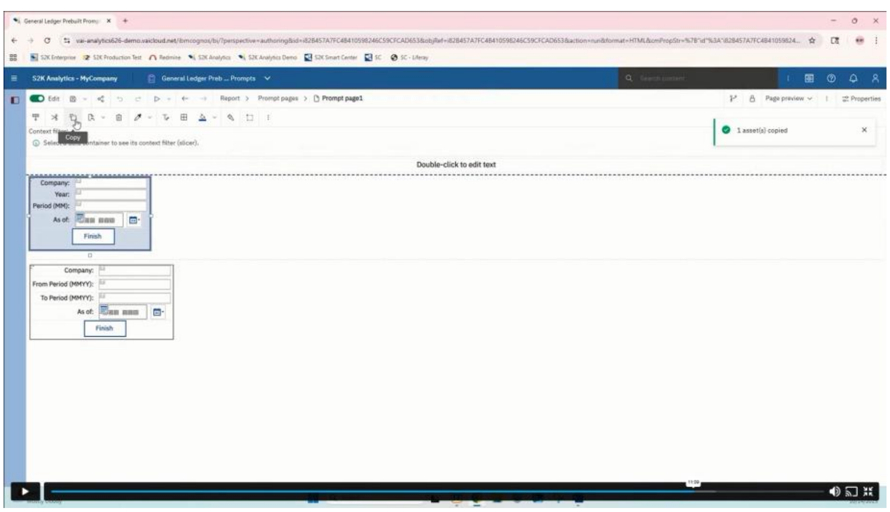



3. On the top ribbon, go to Reports, then Prompt Page One.

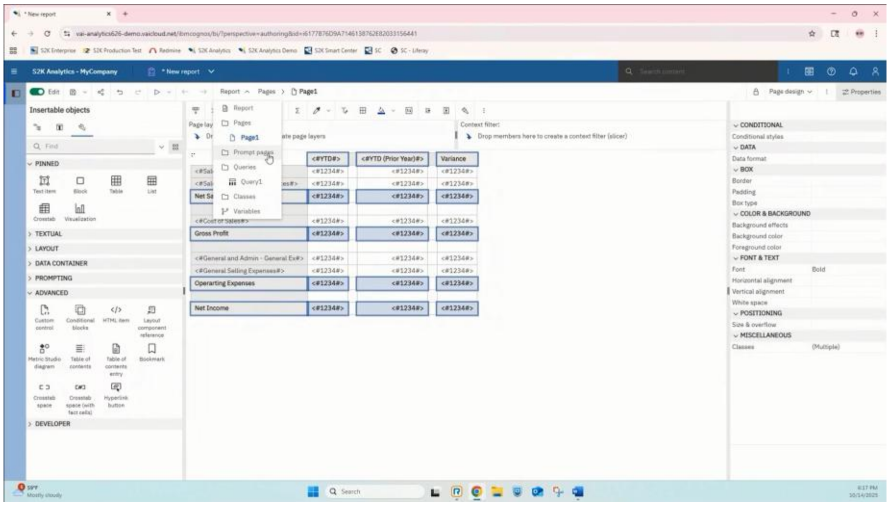


4. Select the table and copy the table to be used for the report.

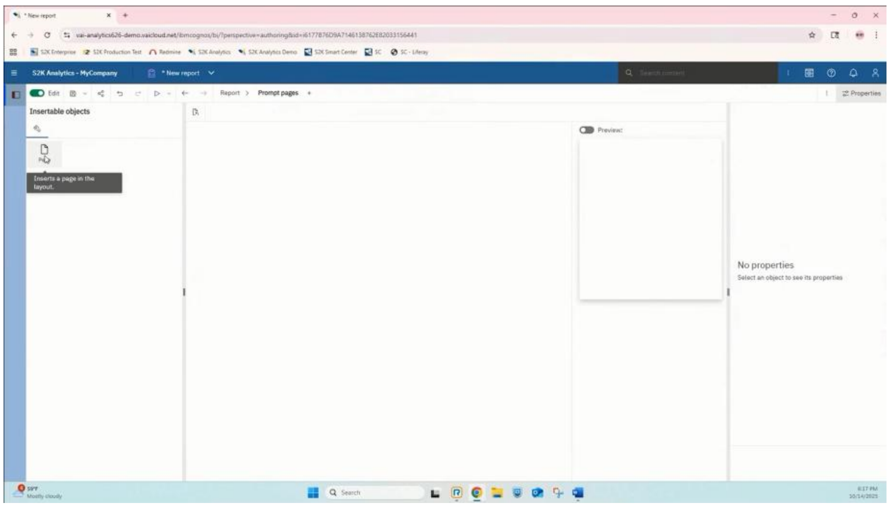


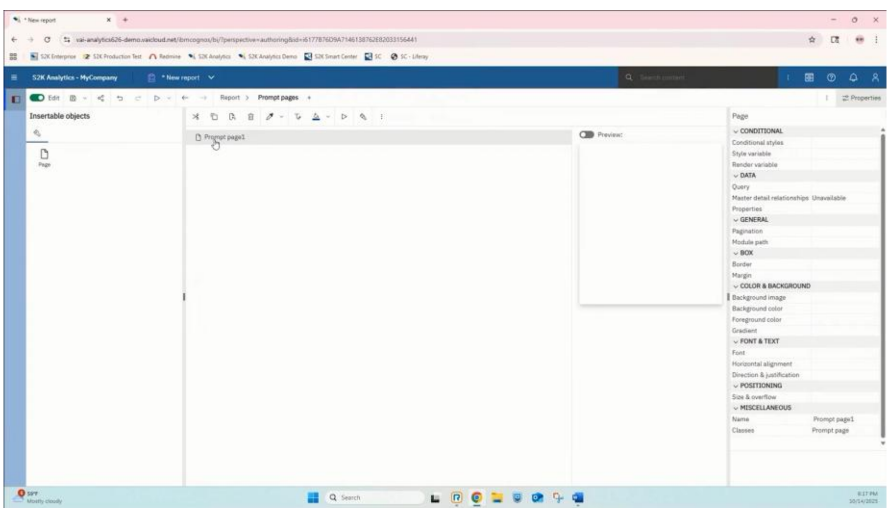


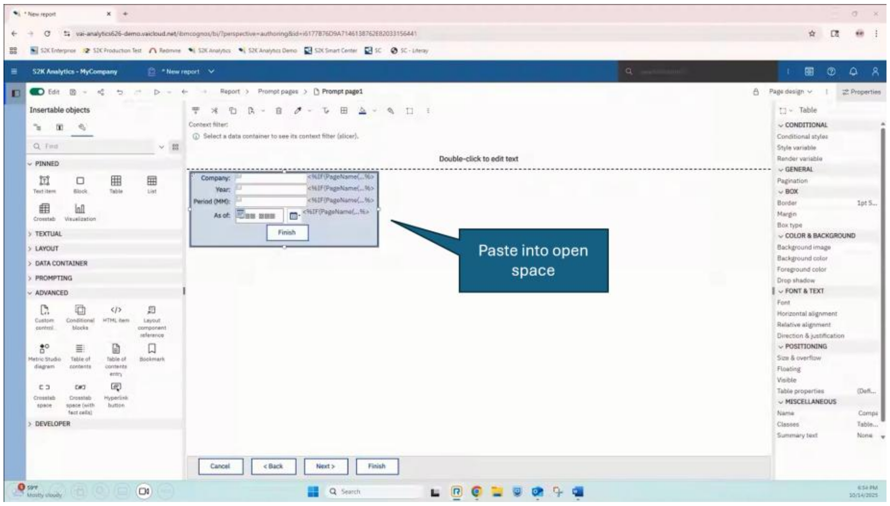
5. Navigate back to the custom report.
6. Create a new prompt page: double-click Page, then double-click Prompt Page One.



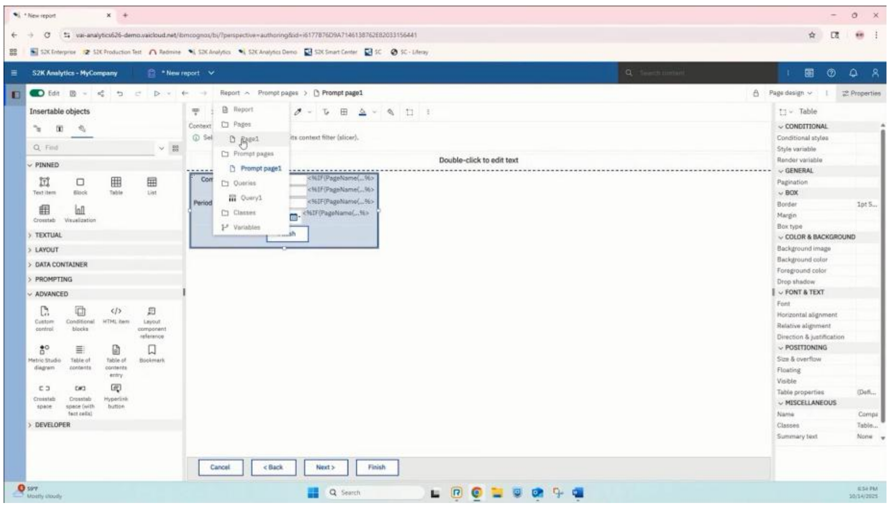
7. Paste the copied prompt into the open space.

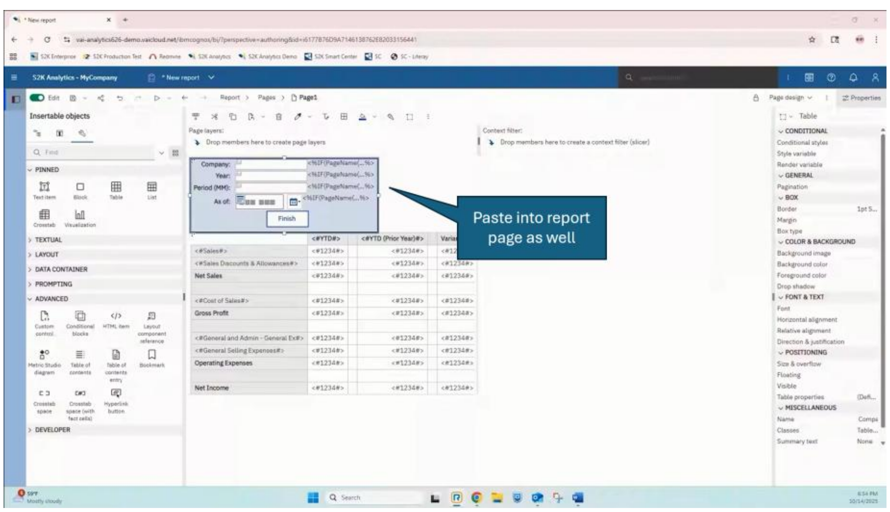







8. Go to the report, then to Page One, and paste the prompt into the report as well.



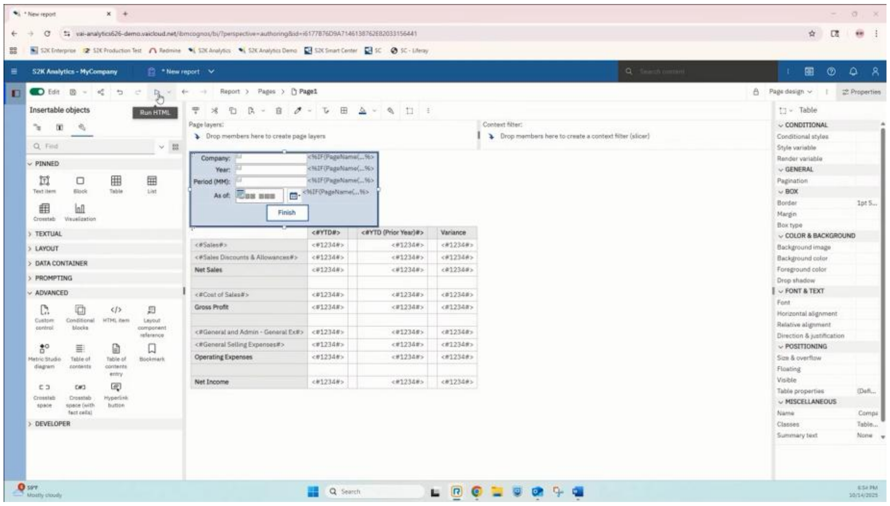


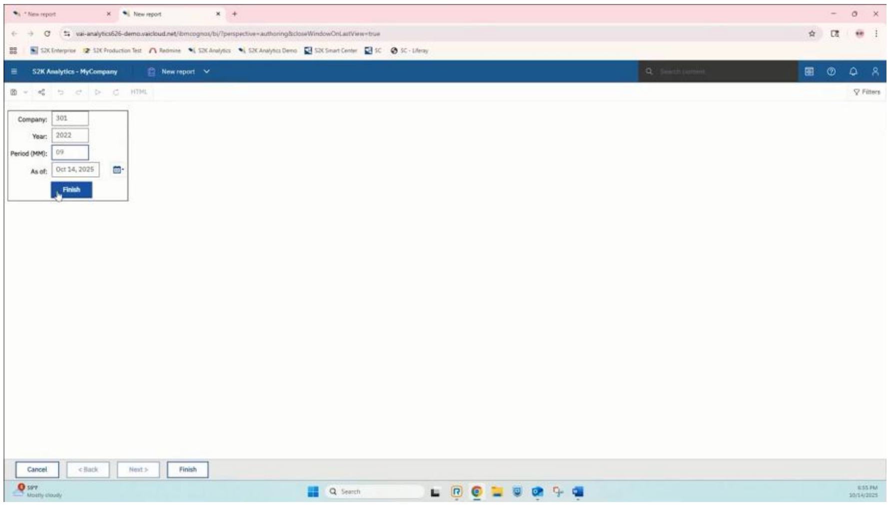

**Running the report**:

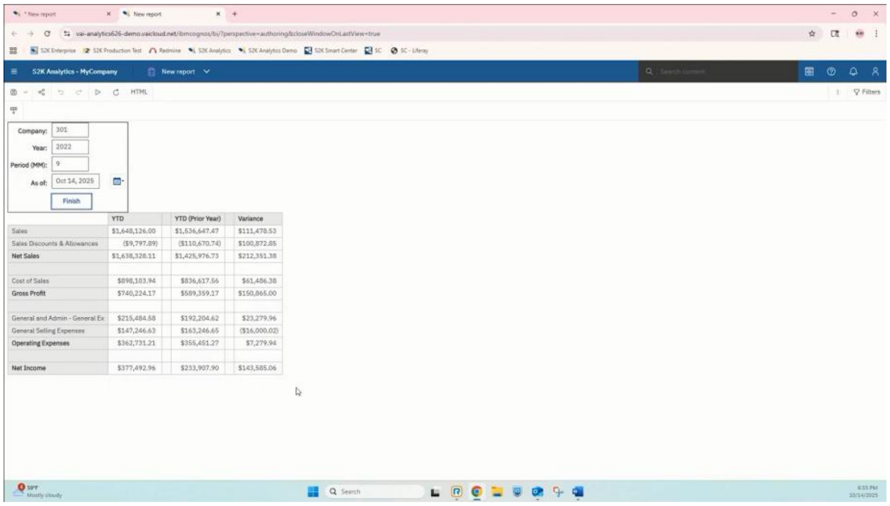
1. At the top, click Run.
2. Enter the company number.
3. Enter the year to run the report for.
4. Enter the period.

5. Click Finish.

The result is a working Year to Date Profit & Loss statement built entirely from scratch.




## 6. Going Further: Drill-Throughs and Charts

Once the base report is complete, it can be extended further:

- Add drill-throughs to view account-level detail behind any total
- Convert the report into a chart for trend analysis

S2K Analytics goes beyond traditional static reporting. Users can start with trusted pre-built reports and customize them into exactly what the business needs — producing faster, cleaner, and more reliable reports than manual spreadsheets.

## 7. Key Takeaways

- Pre-built reports (Balance Sheet, Income Statement, Trending Income Statement) are ready to use out of the box and require minimal setup.
- All reports pull from real-time data and can be exported to PDF or Excel, or shared by email.
- Custom reports are built by dragging metrics and general ledger accounts onto a blank crosstab report.
- Calculations such as variance, net sales, gross profit, and net income are created with simple Control-click and drag actions — no coding required.
- Formatting tools like Cross Tab Space and Font > Bold turn a raw report into a polished financial statement.
- Prompt pages allow any user to run a custom report by entering company, year, and period.
- Reports can be extended with drill-throughs and charts for deeper analysis and trend visualization.

**Source**

This manual was created from a transcript of the VAI Connect 2025 session "Create Dynamic Financial Reports with S2K Analytics." For the full video and additional VAI Learn resources, visit vai.net/learn.