



Business Benchmarking by Powerlytics

Measure a Company Against its Peers

The Challenge

How can you gain insight into how a client, prospect, or target company of any size stacks up against its peers?



The Solution

Powerlytics Business Benchmarks® allows users to create an accurate peer group from our data platform of the complete financial statements of 30 million US businesses.

- Compare your target company's performance across over 80 financial line items including income statement, balance sheet, and over 30 key performance ratios.
- Understand how a company compares on profitability, growth, liquidity, solvency, leverage, and a range of other performance factors.
- Understand your company's true market size and its share of market.
- Analyze companies of any size including millions of small non-public businesses.

Benchmarks are based on accurate Source of Truth data, as compared to other business data sources which are often survey-based

How it Works

- Upload the financial statements of your client, prospect, or target (e.g., Fairfax Flowers).
- Create a peer group based on your company's industry codes (select from 1,000), geography, company size, and legal form (corporation, partnership, or sole proprietor).
- Instantly pull up the full financial statements and ratios for your company and its peer set and see performance over time.
- View the distribution curve for each financial line item and understand where your company, prospect or client falls on each metric.



Fairfax Flowers Income Statement (\$ values in 000s)

Lowest in class

Highest in class

Description	2019 (65 Individual locations)				2018 (65 Individual locations)			
	Company (\$)	Benchmark (\$)	Delta (\$)	Delta (%)	Company (\$)	Benchmark (\$)	Delta (\$)	Delta (%)
Income								
Operating Income (Loss)								
Net sales	4,145	4,063.86	81	2	3,978	3,776.57	201	5
Cost of Good Sold	3,875	3,750.39	125	3	3,683	3,493.61	189	5
Gross Profit (loss)	270	313.47	-43	-14	295	282.96	12	4
Operating expenses								
Selling, general and administrative expenses	264	229.31	35	15	181	203.35	-22	-11
Executive compensation	19	18.80	0	1	18	16.65	1	7
Salaries and wages	83	101.05	-18	-18	81	87.64	-7	-8
Repairs	4	4.12	0	-3	4	3.58	0	12
Rent	45	43.73	1	3	42	40.14	2	5