A Practical Approach to Data Analytics

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Bangalore Branch of SIRC of ICAI

October 23, 2019 | 6pm to 8pm

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Partner

KEN & Co. Chartered Accountants,

Bengaluru.

- Practising Chartered Accountant with specialisation in Information System Assurance
- A futurist who specializes in
 - IT Consulting, Information Systems Assurance
 - GDPR & Privacy Law
 - Data Analytics, Implementation and Testing of Internal Financial Controls
 - SOX and SOC (SSAE-16 and 18)
- IS Auditor and Advisor for various BFSI, Sporting Organisations, start-up entities, Tech companies and many more
- Youngest DISA & CISA Faculty
- Speaker at National & International Forums of IT
- Faculty for CA Course (IT, EIS, ISCA) at ICAI and at Apnacourse.com (Online)

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AGENDA

- Importance of Analytics
- How to use Analytical Tools
- Implementation Areas
- Practical Tools



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IMPORTANCE OF ANALYTICS FOR AUDIT

WHAT IS DATA ANALYTICS?



Generic term for Computer Assisted Audit Tools and Techniques (CAATTs)



Collection of tools, techniques and best practices to access and analyse digital data.



Empowers auditors to use technology to audit digital data



Access to 100% of the data and to analyse data to infer insights from information



Prescriptive Analytics

advice on possible outcomes

TYPES OF ANALYTICS



How do grocery cashiers know to hand you coupons you might actually use?

Predictive
Analytics
understanding the future



How does Netflix frequently recommend just the right movie?

Descriptive Analytics

insight into the past

WHY DATA ANALYTICS?



Identifying unknown risks



Deeper insights into business



Creating Profiles



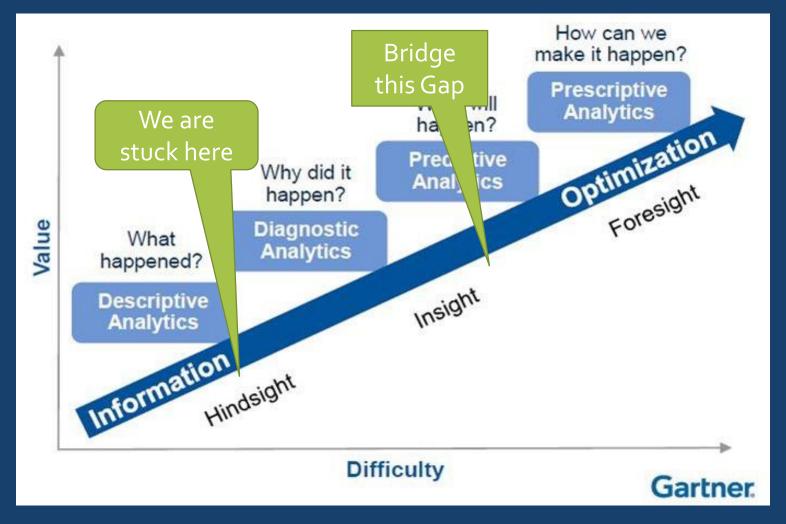
From Hindsight to Foresight



Multi-Dimensional approach



Declining audit relevance using traditional methods



"The greatest enemy of knowledge is not ignorance, it is the illusion of knowledge." ~Stephen Hawking

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COMMON MYTHS

- It is only for Large Companies!
- Applied only when there is humongous data
- Require Complex Tools
- Need to be a Data Scientist
- Driven by Maths & Statistics
- Require huge qualifications
- Heavy Investment!
- It is all about algorithms

TYPES OF DATA THAT CAN BE ANALYSED

Structured data

- Sales records
- Payment or expense details
- Payroll details
- Inventory records
- Financial reports
- Found in accounting software, databases, spreadsheets, etc

Unstructured data

- Email and instant messages
- Payment text descriptions
- Social media activity
- Corporate document repositories
- News feeds

USING ANALYTICAL TOOLS

- Excel: Spread software of Microsoft has various features useful for auditors.
- General Audit Software: Add-in for Excel with specific CAAT functions.
- General Audit Software: Data Analysis Software with specific CAAT functions
- Application Software: Standard and Ad-hoc Reporting and Query features available or specific functionalities designed for auditors.
- Specialised Audit Software: Audit software designed to work in specific software.

STEPS INVOLVED IN ANALYTICS

STEPS INVOLVED IN USING DA



Curate

Transforming data in a standard structure to be usable

Ex: Harmonise, Split text to columns etc



Profile

Validating data at a macro level

> Ex: Column Statistics, Stratifying



Analyse

Examining the data in detail to discover essential features

Ex: Sampling, Outliers, Filter



Investigate

Observing or querying the data in detail

> Ex: Statistical queries, RSF, Benford Law



Document & Report

Documenting & reporting

Ex: Audit log, Indexing

PRACTICAL DEMO

Tally

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Company Creation Ctrl + M : ABC Company Name Company Details **Mailing & Contact Details** Currency Symbol Mailing Name ABC Company Maintain Accounts with Inventory #45, Divya Enclave Address Financial Year from : 1.4-2012 Rajaji Nagar : 1.4-2012 Books beginning from Bangalore Security Control Use Security Control ? Yes Statutory compliance for India (Enable Security to avail Tally.NET Features) State : Karnataka Name of Administrator Ajay PIN Code 560048 Password Telephone No. 080-25896321 Repeat Password Mobile No. 9002565541 E-Mail sales@nationaltraders.com (Password Strength is Strong) Use Tally Audit Features 7 Yes Auto Backup Details Disallow opening in Educational mode ? No. Enable Auto Backup : No Base Currency Information Base Currency Symbol Show Amounts in Millions 2 No Formal Name INR Put a SPACE between Amount and Symbol ? Yes Number of Decimal Places 2 Decimal Places for Printing Amounts in Words : 2 Is Symbol SUFFIXED to Amounts ? No Symbol for Decimal Portion paise

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Gateway of Tally

Masters

Accounts Info.

PayroLI Info. Inventory Info.

Transactions

Accounting Vouchers InvenTory Vouchers OrdEr Vouchers PaYroll Vouchers

Utilities

ImpOrt Data BaNking

Audit

Audit & Compliance

Reports

Balance Sheet Profit & Loss A/c Stock Summary Ratio Analysis

Display Multi Account Printing

Quit

Gateway of Tally Audit & Compliance

Statutory Audit

AuDit Documentation

Audit & Analysis

madic godinals

Financial Statements

Quit

Data Analysis

Particulars

Verification of Chart of Accounts

Verification of Stock Items

Verification of Balances

Analytical Procedures

Pending Documents

Statutory Payments

Periodic Payments and Receipts

Relative Size Factor (RSF)

Other Analysis

PRACTICAL DEMO

Excel

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Few Powerful Excel Functions

- **Quick Analysis**
- 2. Pivot Table
- Slicer & Dicer
- Lookup
- 5. Conditional Formatting
- 6. Goal Seek
- Flash & Auto Fill
- Rand, Randbetween
- 9. Sparklines

PRACTICAL DEMO

CAAT Tool

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1. COLUMN STATISTICS

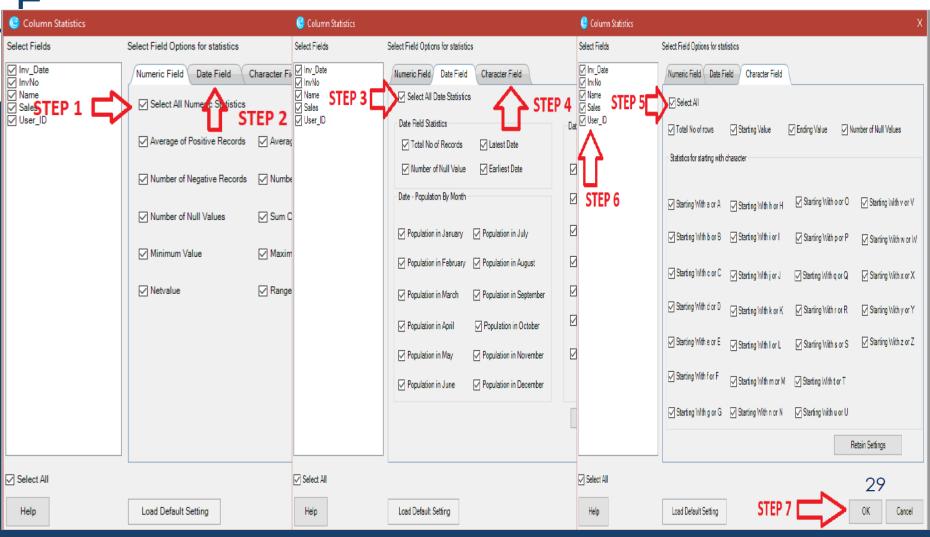
What is it?

 Displays column-wise statistics of all numeric, date and numeric, date and character columns

Where to use?

- Risk Assessment
- Planning & Scoping

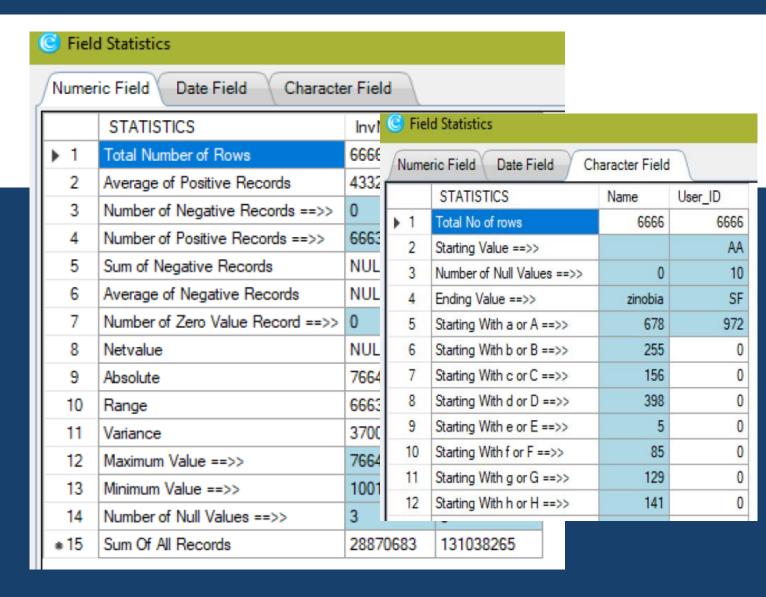




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Date Field Numeric Field Character Field

	STATISTICS	Inv_Date
▶ 1	Total No of Records	6666
2	Population in January ==>>	309
3	Population in February ==>>	242
4	Population in March ==>>	325
5	Population in April ==>>	756
6	Population in May ==>>	776
7	Population in June ==>>	721
8	Population in July ==>>	702
9	Population in August ==>>	607
10	Population in September ==>>	838
11	Population in October ==>>	887
12	Population in November ==>>	241
13	Population in December ==>>	262
14	Number of Null Value ==>>	0
15	Latest Date ==>>	31 Mar 2017
16	Population in Monday ==>>	1038
17	Population in Tuesday ==>>	1157
18	Population in Wednesday ==>>	251
19	Population in Thursday ==>>	951
20	Population in Friday ==>>	1094



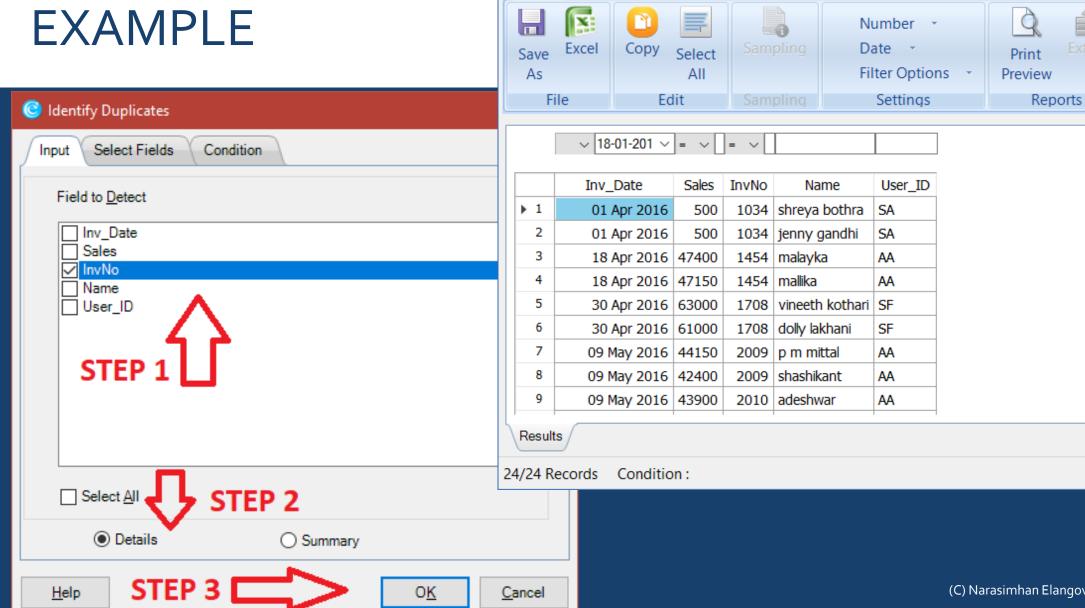
2. IDENTIFY DUPLICATES & GAPS

What is it?

 Identify Duplicates in a series of data or displays all successive numeric numbers with defined intervals

Where to use?

- Planning & Scoping
- Fieldwork



File

Identify Duplicates Results

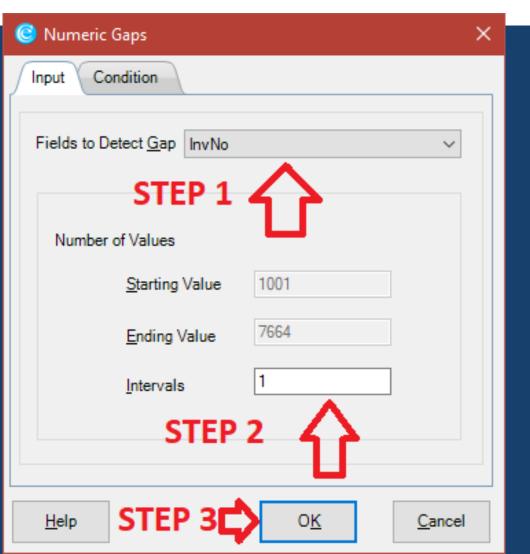
Help

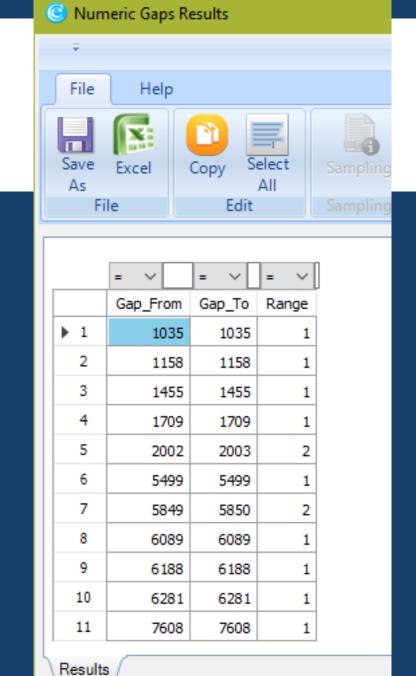
×

Close

Close

EXAMPLE





11/11 Records Condition :

27

3. SAMPLING – STRATIFIED RANDOM

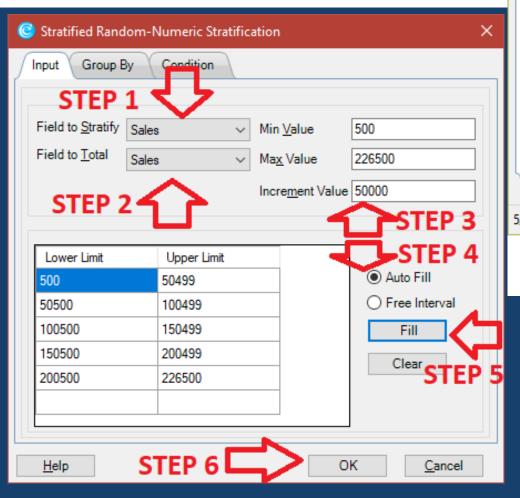
What is it?

 Randomly picks a specified number or percentage of samples from a stratified population.

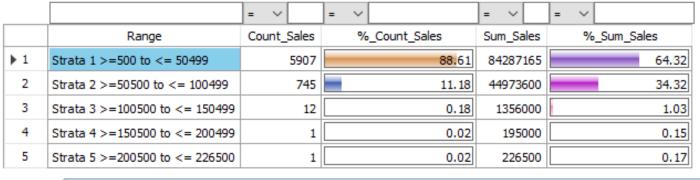
Where to use?

- Risk Assessment for test case
- Field work for doing detailed testing

EXAMPLE



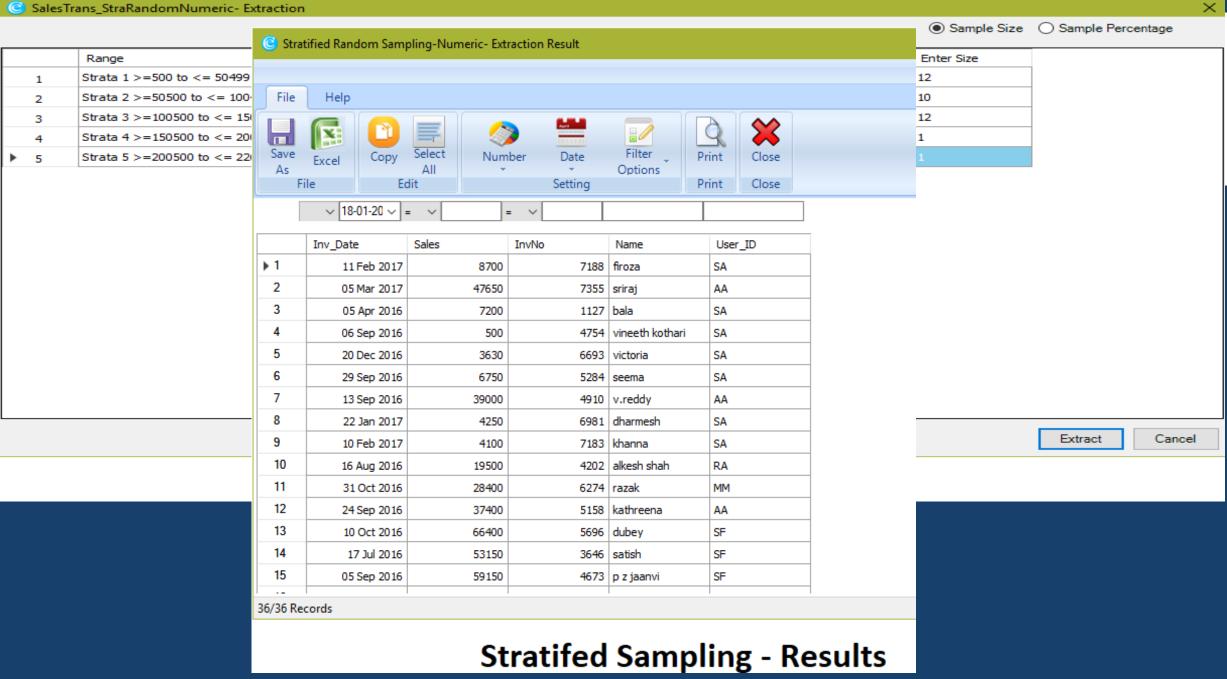




Results

Condition: 5/5 Records

Stratified Numeric - Results



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4. PARETO / ABC ANALYSIS

What is it?

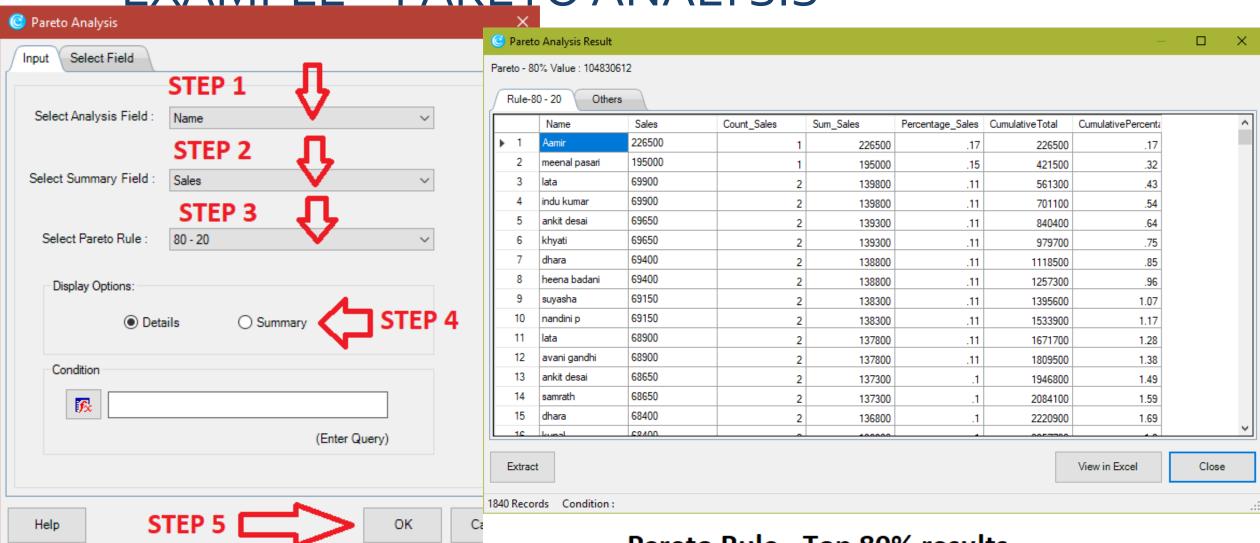
- Pareto Analysis:
- Displays items in two separate tabs of 80:20

- ABC Analysis:
- Displays items in three separate categories as per the same percentage given for each category.

Where to use?

- Risk Assessment for profiling
- Planning & Scoping

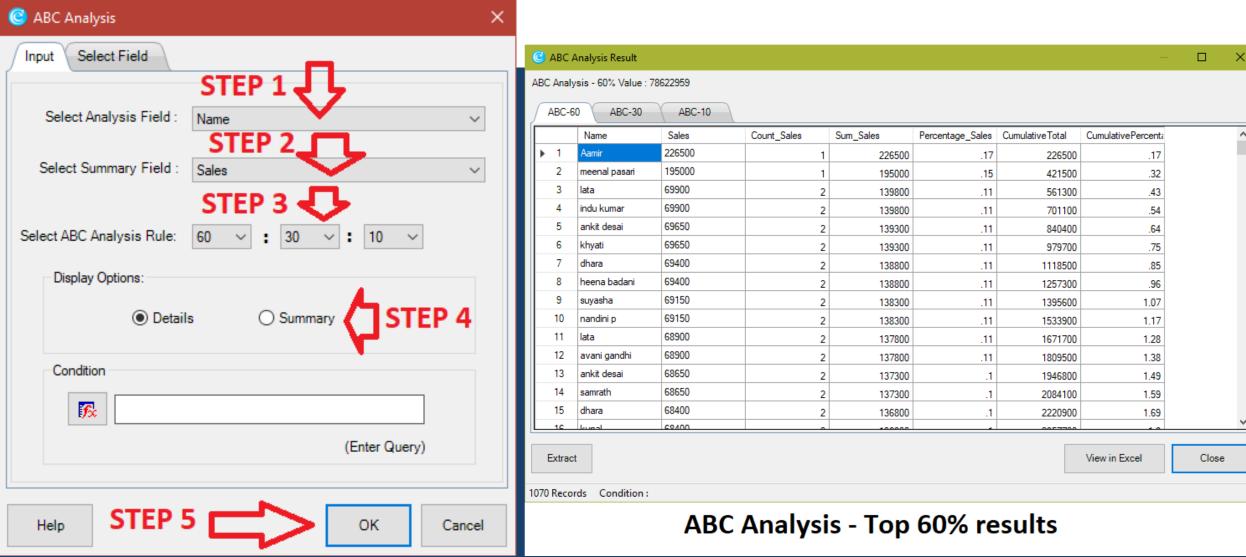
EXAMPLE – PARETO ANALYSIS



Pareto Rule - Top 80% results

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EXAMPLE - ABC ANALYSIS



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5. QUADRANT / PATTERN ANALYSIS

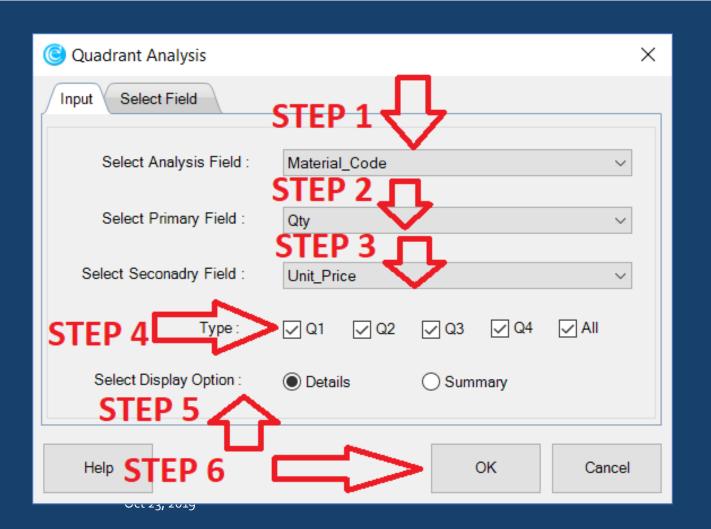
What is it?

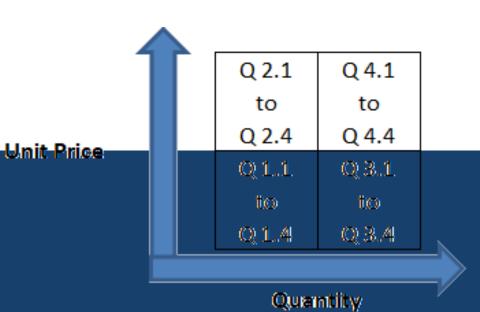
 Displays items in four quadrants as per the specific same percentage given for each category.

Where to use?

- Risk Assessment for profiling
- Planning & Scoping
- Fieldwork

EXAMPLE





										-	7 -
	Material_Code	Qty C	ount_PS Sum_	Pri_Fld	Туре		Material_Code	Qty	Count_PS Sum_	Pri_Fld	Туре
High	EHB1496	250	8	2000	Q 3.1		EHB84060	375	3	1125	Ղ 4.1
	D44261	250	5	1250	Q 3.1		A000441	350	3	1050	Ղ 4.1
	D86031	250	5	1250	Q 3.1		D44230	350	3	1050	Ղ 4.1
	D910052	250	5	1250	Q 3.1		F89600	350	3	1050	Ղ 4.1
	GBE1632	250	5	1250	Q 3.1		F810266	413	2	826	Ղ 4.1
	A000365	250	4	1000	Q 3.1		GBE1657	394	2	788	Ղ 4.1
	A000374	250	4	1000	Q 3.1		D45101	385	2	770	Ղ 4.1
	A000462	250	4	1000	Q 3.1		EHB1496	379	2	758	Ղ 4.1
	B1681	250	4	1000	Q 3.1		GBE1657	379	2	758	Ղ 4.1
	D44230	250	4	1000	Q 3.1		A000365	375	2	750	Ղ 4.1
Unit			ah-Lo			•		Hi	gh-Hic	าได	
Price		ווורבו						חח ה		וווע	
11166											
	Material_Code	Qty C	ount_PS Sum_	Pri_Fld	Туре		Material_Cod	: Qi	y Count_PS S	um_ <mark>Pri</mark> _	ld Type
Low	D45101	71	2		Q 1.1		D900250	20	0 5	10	00 Q 2.1
	D45101	75	2		Q 1.1		F810266	20	0 5	10	00 Q 2.1
	D45101	80	2		Q 1.1		A45400	20	0 3	6	00 Q 2.1
	D45101	90	2		Q 1.1		GBE1632	15	0 4	6	00 Q 2.1
	D840980	58	2	116			A45400	18	0 3	5	40 Q 2.1
	D840980	60	2	120			A000365	17	5 3	5	25 Q 2.1
	D86031	15	2		Q 1.1		D910052	12	5 4	5	00 Q 2.1
	D86031	32	2		Q 1.1		A000441	12	0 4	4	80 Q 2.1
	D86031	45	2		Q 1.1		A000462	15	4 3		62 Q 2.1
	D86031	90	2	180			B1502	15			62 Q 2.1
ì	D900250	12	2		Q 1.1				OW- H	iah	
	L	LO) OW	W- <mark>Low</mark>	Qı	High						

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6. RELATIVE SIZE FACTOR

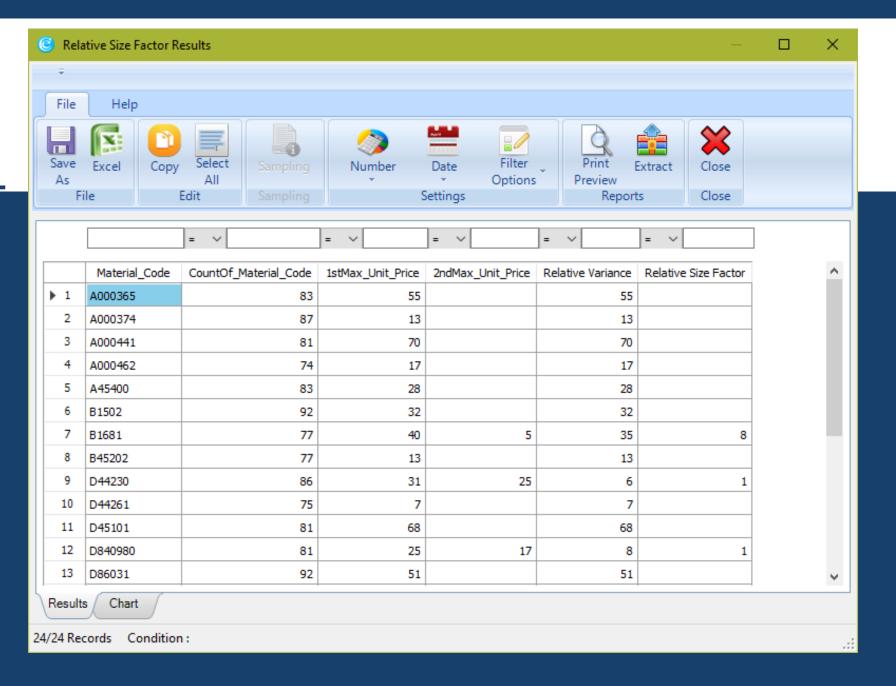
What is it?

 Displays the variation between highest value and 2nd highest value (in terms of difference and proportion).

Where to use?

- Risk Assessment for profiling
- Planning & Scoping
- Fieldwork

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7. MAX VARIANCE FACTOR

What is it?

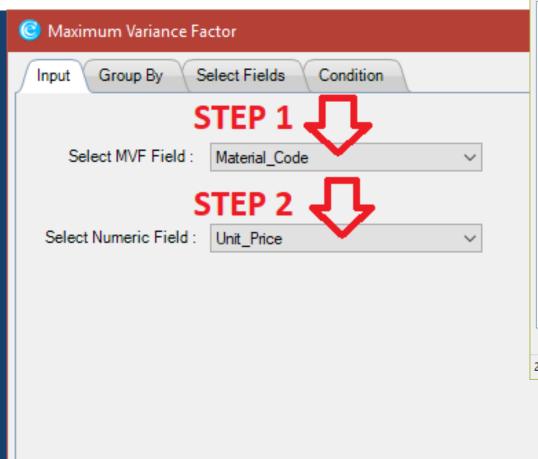
 Displays the variation between highest and lowest value (in terms of difference and proportion).

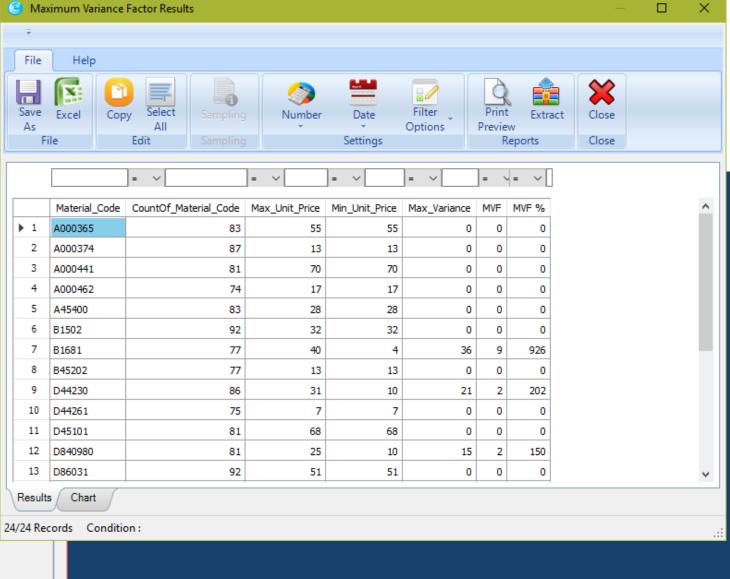
Where to use?

- Risk Assessment for profiling
- Planning & Scoping
- Fieldwork

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EXAMPLE





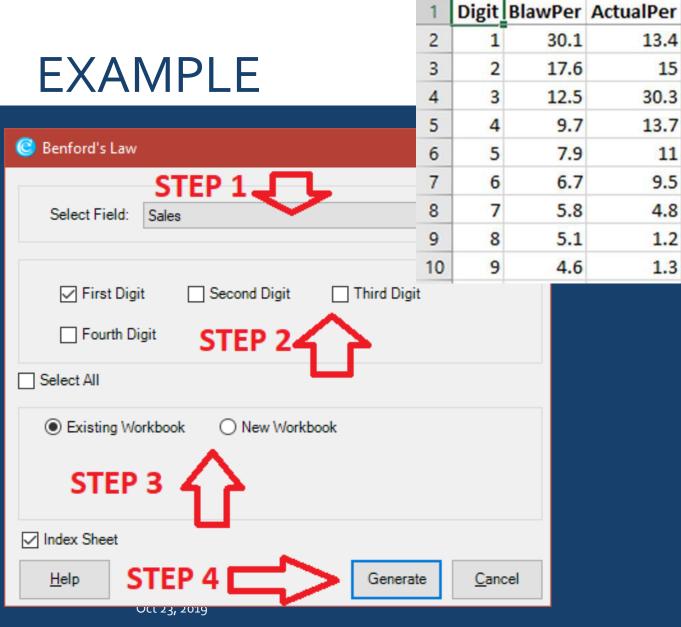
8. BENFORD LAW

What is it?

 Displays variance in patterns of numeric data based on Benford Law for first digit beginning with 1 to 9.

Where to use?

- Risk Assessment for profiling
- Planning & Scoping
- Fieldwork
- Monitoring



G

2006

1173

833

647

527

H

1111

-1184

-263

-206

175

D

16.7

2.6

-4

-3.1

-2.8

1

3.9

3.3

-17.8

13.4

15

30.3

13.7

11

9.5

4.8

1.2

1.3

E

55.5

14.8

-142.4

-41.2

-39.2

-41.8

17.2

76.5

71.7

F

Diff Variance Actual Occurrance BLawOccur Diff Occurance

895

998

2017

910

733

9. AUTHENTICATION CHECK

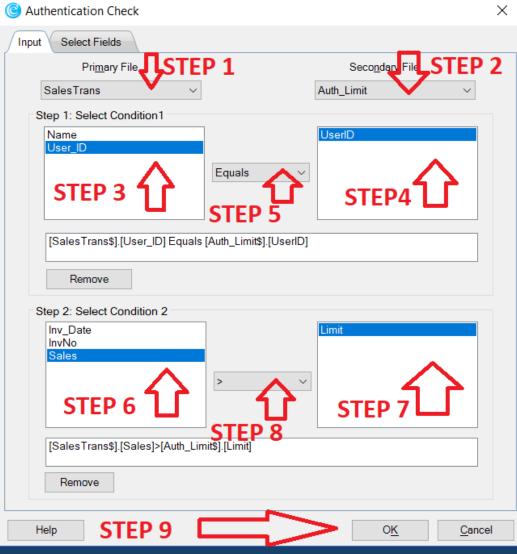
What is it?

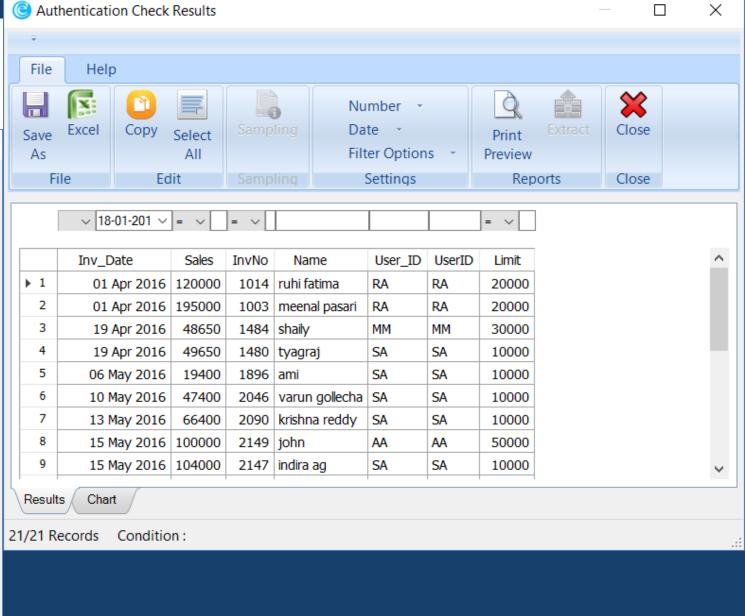
 compares two columns of two different worksheets by applying the selected condition.

Where to use?

- Fieldwork
- Monitoring
- Continuous Improvement

EXAMPLE





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10. PIVOT TABLE / MIS

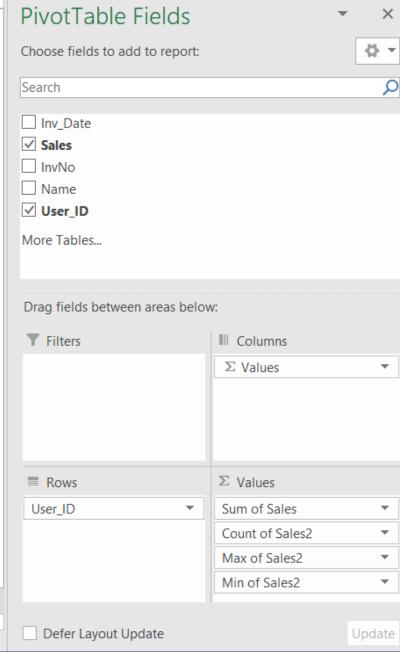
What is it?

- Summarizes data by sorting, averaging, or summing and grouping the raw data
- MIS can summarise by criteria such as day, day of the week, month etc.

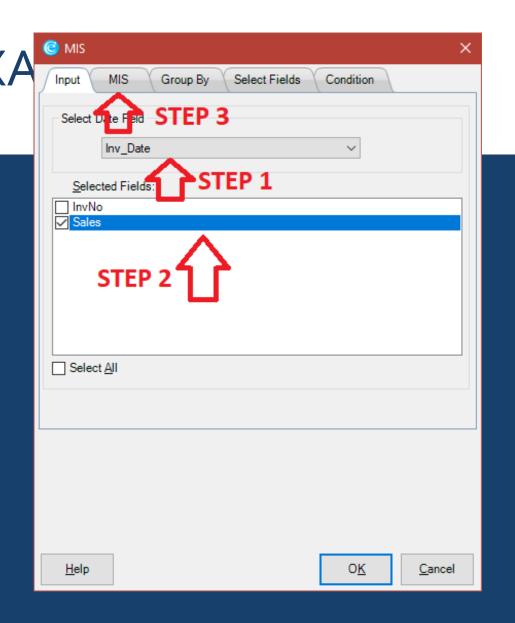
Where to use?

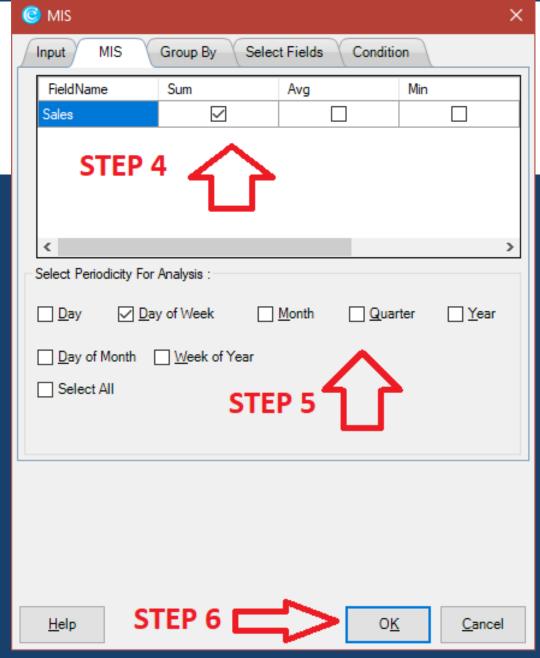
- Risk Assessment
- Fieldwork
- Reporting
- Monitoring





Row Labels 🕝	Sum of Sales	Count of Sales2	Max of Sales2	Min of Sales2
AA	3,80,38,100	969	1,00,000	30,150
AR	57,550	2	31,050	26,500
AS	2,26,500	1	2,26,500	2,26,500
MA	17,355	1	17,355	17,355
MM	1,87,22,000	749	1,26,000	20,150
RA	1,16,64,800	764	1,95,000	10,050
RK	8,96,000	8	1,20,000	1,02,000
SA	1,57,16,460	3,406	1,04,000	500
SF	4,54,47,000	756	1,10,000	50,150
(blank)	2,52,500	10	69,900	9,150
Grand Total	13,10,38,265	6,666	2,26,500	500







16.48

21600190

7 Saturday 21
Results Chart
7/7 Records Condition:

Day	Count_Sales	Sum_Sales	Avg_Sales	Max_Sales	Min_Sales
30-09-2016	65	10,48,860	16,136	63,000	3,100
09-06-2016	62	24,73,850	39,901	69,900	500
29-09-2016	61	4,00,500	6,566	21,000	4,850
05-05-2016	60	4,53,600	7,560	12,900	3,930
31-03-2017	59	9,95,205	16,868	59,000	3,100
04-05-2016	58	9,34,450	16,111	57,000	4,150
09-08-2016	57	5,73,100	10,054	27,500	2,100
30-06-2016	55	5,61,950	10,217	27,500	2,100
10-08-2016	50	23,51,250	47,025	53,150	40,900
30-04-2016	49	9,34,710	19,076	63,000	3,100
20-10-2016	48	1,70,820	3,559	3,800	3,320
23-04-2016	46	15,61,300	33,941	69,900	500
05-08-2016	46	15,76,650	34,275	39,900	28,650
15-09-2016	46	1,58,470	3,445	3,670	3,220

5. IMPLEMENTATION AREAS

PAYABLE AUDIT

ABC-Pareto Analysis of Payments

Profiling of payments into high, medium and low value bands to study maximum value assurance with minimum record checks Required Fields: Payment Voucher Amount

Vendor Payment Amount Relative Size Factor Test

Deriving vendor ratio of highest to next highest bill payment (i.e. relative size factor) and checking for ratios above 'x' percent which can be defined by the user

Required Fields: Payment Number, Vendor Code, Vendor Name, Payment Voucher Amount

Segregation of Duties Violation – Same Requester and

Approver

Payments where the requester and approver are the same Required Fields: Created By User, Approved By User

Vendor Payments with Blank Memo/ Descriptions

Payments to any vendor where the reference/description field is blank

Required Fields: Memo/Description

Duplicate Vendor Bill Payment – Exact Match

Payments made to the same vendor against the same invoice number, same goods received note and same purchase order Required Fields: Vendor Code, Vendor Invoice Number, Goods Received Note Number, Purchase Order Number

GENERAL LEDGER

ABC-Pareto Analysis Of General Ledger Voucher Values

Profiling of Voucher Values into High, Medium and Low value bands to study maximum value assurance with minimum record checks. Required Fields: Voucher Amount

Non-Standard Narrations Like Narrations Containing Only Numbers Or Only Special Characters

Identifying vouchers of different kinds like provision, expense etc., with an all numeric or all special character Reference i.e. Narration Field Required Fields: Reference Description, GL Account Description

High-Value Round-Sum Vouchers

Identification of high-value and round-sum vouchers
Required Fields: Voucher Amount

Splitting Of Vouchers

Multiple vouchers raised on the same date for the same General ledger Account to the same vendor where the value of the cumulative vouchers per date is more than the approval limit of the creator Required Fields: Voucher Number, Payee Number, Voucher Date, GL Account Number

Vouchers Posted On Weekends

Red-Flag testing of vouchers raised on weekends Required Fields: Voucher Date

Vouchers With Blank Reference Or Narrations

Identifying vouchers of different kinds like provision, expense etc., with a blank Reference i.e. Narration Field Required Fields: Reference Description, GL Account Description

PAYROLL

Payroll Deductions; Actual Matches the Master Deduction despite Leave without Pay

Identify payroll deductions from active employees where the actual total deduction matches the master total despite leave without pay

Required Fields: Date of Departure, Leave Without Pay, Master Total Deduction, Actual Total Deduction

Multiple Payments to the Same Employee

Capture past employees who are receiving both actual net pay and retirement benefit pay

Required Fields: Date of Departure, Actual Net Pay, Retirement Benefit Pay Amount

Trend Analysis of Employee Payments for any Month

Bi-weekly (semi-monthly) trend comparison of actual net pay by employee

Required Fields: Employee Number, Employee Name, Bi Week, Actual Net Pay, Date of Departure

Inaccurate Payroll Payments While Employee is on Leave without Pay

Identify employees receiving full-time pay without an adjustment/reduction for their leave without pay Required Fields: Date of Departure, Actual Total Allowance Master Total Allowance, Leave Without Pay

Employees who have not Taken Leave in more than 'x' Months

Isolate employees who have been working longer than a configurable limit of 'x' months

Required Fields: Employee Number, Payment Reference

Date, Date of Departure, Leave Availed

Potential Duplicate Employees

Capture potential duplicates where different active employees have the same bank account number Required Fields: Employee Number, Date of Departure, Bank Account Number of Employee

TRAVEL EXPENSES

Trend Analysis of Travel Expenses Employee Based across Quarters in the Review Period

Summarizes quarterly trend comparisons of total travel expenses for employees

Required Fields: Employee Number, Employee Name, Date of Travel, Total Amount

Trend Analysis of Travel Expenses Department Base across Quarters in the Review Period

Quarterly trend comparison of total travel expenses by department

Required Fields: Department, Date of Travel, Total Amount

Frequent Traveler Validation

Identify employees who have traveled more than 'x' days in any given month

Required Fields: Employee Number, Employee Name, Department, Designation/Job Title, Date of Travel

Frequent Weekend Travelers (Saturday or Sunday)

Isolate employees who have traveled more than 'x' Saturdays or Sundays in any month

Required Fields: Employee Number, Employee Name, Department, Designation/Job Title, Date of Travel

Delay in Submission of Travel Claims beyond 'x' Days in any Month

Identify employees who have filed their travel claims 'x' days from the date of return

Required Fields: Date of Return, Travel Claim Date

Delay in Approval of Travel Claims beyond 'x' Days in any Month

Identify employees whose travel claims have been approved after 'x' days of claim submission

Required Fields: Approval Date, Travel Claim Date

Segregation of Duties Violation – Same Traveler and Approver of Travel Claims

Isolate travel claims where the claim holder and the approver of the claim are the same individual

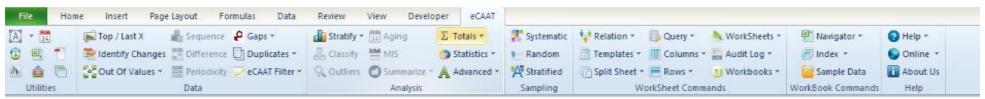
Required Fields: Employee Name, Checker/Approver

Department Based Top Travel Expenses Claim Employees per Month

Capture the top travel claim amount employees per department per month

Required Fields: Employee Number, Employee Name, Department, Total Amount, Date of Travel

FEWTOOLS













+ableau[‡]public



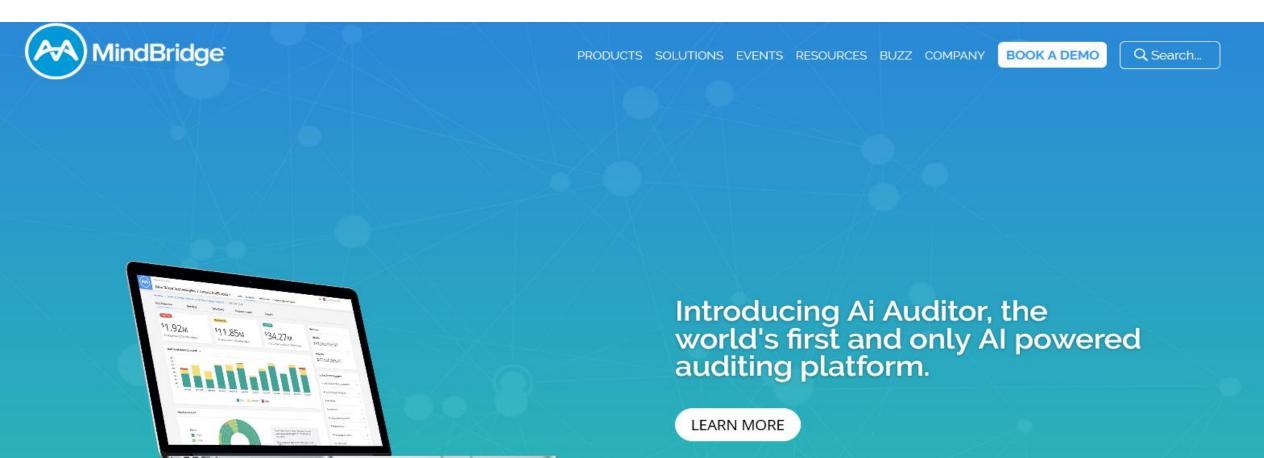
A free, open source, powerful tool for working with messy data





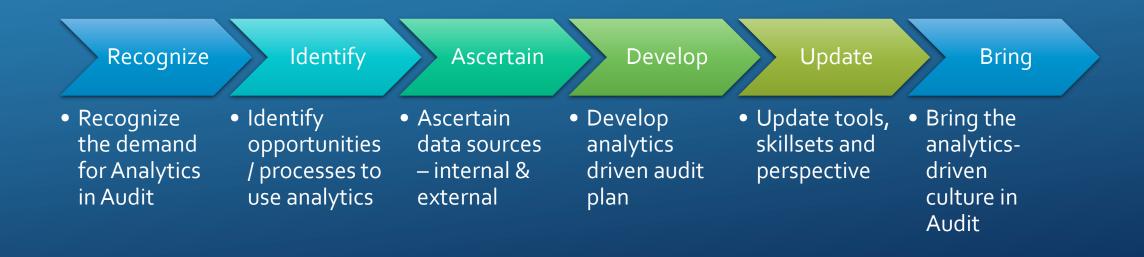


USING AI POWERED DATA ANALYTICS



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ACTION ITEMS FOR AUDITORS



Always Remember...

WHEREVER THERE IS A MOUSE...

THERE IS A CAAT ©



Questions?





Narasimhan Elangovan

Partner at KEN & Co. Chartered Accountants



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