

MODON POWER BI CASH STUDY

About Project

Modern DATA WAREHOUSE and Analytics
Platform Implementation



Introduction to **Modon**

We create iconic designs and experiences for living, leisure and business that continually surpass expectations.

Through accelerated strategic investment and innovation on an unrivalled scale, we provide unparalleled opportunities to shape the future and advance societies.

Our goal is to deliver long-term, sustainable value wherever we go, laying the foundations for a new era of intelligent, connected living.



Scope of Work

1. To implement an Enterprise Data Warehouse and Analytics Platform to

- Provide capability for data warehouse and analytics
- Report creation in Power BI

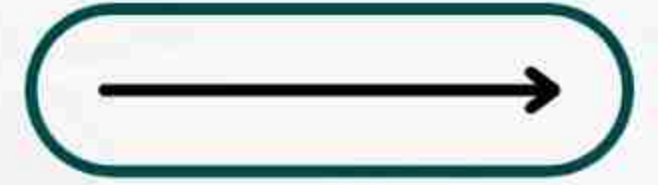
2. Build Data Mart on Azure SQL Database for the following sources

- Prologic (Cloud) – API
- Mind Body (Cloud) – API
- IN2 (Cloud) – API
- Zoho Books ERP (Cloud) – API
- Salesforce Marketing Cloud (Cloud) – API (Subject to Availability)
- Yardi (On-premises) – Database
- Roller (Cloud) – Database
- Excel

Develop ETL Packages using Azure Data Factory (ADF) v2

Create Subject Area Based reports for Customer, Performance Management and Facility Management.

Key Performance Indicators(KPI)



- Revenues
- Cost of Goods Sold
- Gross Profit/ Margin
- Other Operating Expenses
- EBITDA
- EBITDA %
- Modon Fee
- EBITDA post Modon Fee
- Depreciation & Amortization
- Net Operating Profit (Loss)

SOLUTION OVERVIEW

- Azure Data Factory
- azure synapse
- Azure Blob Storage
- Azure SQL Server
- Power BI Pro

DIGITAL INITIATIVES

- Data-Driven Decision Making
- Cybersecurity & Compliance
- Digital Services & Portals
- Integration & APIs
- Strategic KPIs Monitoring

RESULTS

100% Client Satisfaction

The client was completely satisfied with the outcome of the project as they were able to save so much time and effort by using our salesforce implementation.

Dashboard Overview

P&L Overview

Actual vs Budget

Asset Comparison

Monthly P&L Statement

P&L Trend

Asset Contribution

Monthly Trend Analysis



Actual vs Budget

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P&L Trend

Asset Contribution

Monthly Trend Analysis

MUDON Actual vs Budget

As on: Apr 2025 In AED

Month: Apr 2025

Assets: All

Holding Company: All

Business Line: All

P&L Particulars: All

Display Units: None

Asset

Category

Holding Company

	MTD					YTD				
	Actual	Budget	Var %	LY	Var%	Actual	Budget	Var %	LY	Var%
Discount	0.0	0.0	0.0%	0.0	0.0%	(569.3)	0.0	0.0%	0.0	0.0%
BAN Hudayriyat	0.0	0.0	0.0%	0.0	0.0%	(569.3)	0.0	0.0%	0.0	0.0%
Retail Sales & Guest Activities	129,459.4	(42,888.0)	0.0%	0.0	0.0%	467,129.2	(216,663.7)	0.0%	0.0	0.0%
BAN Hudayriyat	117,669.4	(38,280.0)	0.0%	0.0	0.0%	413,779.2	(169,272.0)	0.0%	0.0	0.0%
BAN Al Mugheirah Resort	11,790.0	(4,608.0)	0.0%	0.0	0.0%	53,350.0	(47,391.7)	0.0%	0.0	0.0%
Revenues	8,764,948.6	(2,054,093.9)	(5.26.7%)	3,870,399.0	+126.5%	34,776,798.3	(7,939,371.6)	(536.0%)	16,847,953.9	+106.4%
DFR - Hudayriyat development L	0.0	0.0	0.0%	0.0	0.0%	(646,728.0)	0.0	0.0%	0.0	0.0%
BAN Hudayriyat	0.0	0.0	0.0%	0.0	0.0%	(646,728.0)	0.0	0.0%	0.0	0.0%
DFR-M(Payments of Liwa By Mirf	0.0	0.0	0.0%	0.0	0.0%	(869,543.2)	0.0	0.0%	0.0	0.0%
BAN Hudayriyat	0.0	0.0	0.0%	0.0	0.0%	(869,543.2)	0.0	0.0%	0.0	0.0%
Cost of Sales (Excluding Payroll)	(1,110,861.4)	855,068.7	+229.9%	(463,737.2)	(139.5%)	(4,778,025.9)	3,894,763.2	+222.7%	(1,626,111.1)	(193.8%)
Room	(740.7)	0.0	0.0%	0.0	0.0%	(2,541.7)	0.0	0.0%	0.0	0.0%
BAN Hudayriyat	(575.8)	0.0	0.0%	0.0	0.0%	(2,188.4)	0.0	0.0%	0.0	0.0%
BAN Al Mugheirah Resort	(164.9)	0.0	0.0%	0.0	0.0%	(353.2)	0.0	0.0%	0.0	0.0%
Gross Profit/ Margin	7,782,805.8	(1,241,913.2)	+726.7%	3,406,661.8	+128.5%	30,462,790.7	(4,261,272.1)	+814.9%	15,221,842.8	+100.1%
Complimentary Services	(3,000.1)	0.0	0.0%	0.0	0.0%	(15,380.8)	0.0	0.0%	0.0	0.0%
BAN Hudayriyat	0.0	0.0	0.0%	0.0	0.0%	(10,365.1)	0.0	0.0%	0.0	0.0%
BAN Al Mugheirah Resort	(3,000.1)	0.0	0.0%	0.0	0.0%	(5,015.7)	0.0	0.0%	0.0	0.0%
Other Operating Expenses	(6,710,155.4)	3,663,511.0	+283.2%	(11,371,589.5)	+41.0%	(39,981,722.8)	14,175,924.2	+382.0%	(44,640,317.6)	+10.4%
Fixed Expenses	(372,774.9)	494,568.2	+175.4%	(120,855.6)	(208.4%)	(2,281,978.0)	1,878,661.3	+221.5%	(638,535.5)	(257.4%)
Management Fees & Building In...	(92,479.7)	62,923.3	0.0%	(95,056.2)	0.0%	(296,086.2)	255,587.0	0.0%	(373,052.5)	0.0%
EBITDA	604,395.7	2,979,089.3	(79.7%)	(8,180,839.5)	+107.4%	(12,112,377.2)	12,048,900.4	(200.5%)	(30,430,062.9)	+60.2%
Modon Fees	1,238,647.5	0.0	0.0%	(7,310,640.0)	+116.9%	(11,295,517.6)	0.0	0.0%	(28,109,124.6)	+59.8%
Fixed Expenses	(131,737.2)	63,947.4	+306.0%	(139,739.7)	+5.7%	(545,755.9)	295,411.5	+284.7%	(637,264.7)	+14.4%
Adjusted EBITDA	(765,989.0)	2,934,353.8	0.0%	(1,009,939.1)	0.0%	(1,362,615.5)	12,638,911.1	0.0%	(2,958,203.0)	0.0%
Depreciation & Amortization	(244,081.2)	0.0	0.0%	(109,729.6)	(122.4%)	(935,709.1)	0.0	0.0%	(432,278.6)	(116.3%)
Modon Fees	(90,408.2)	77,217.5	+217.1%	(107,518.1)	+15.9%	(373,137.7)	314,723.9	+218.6%	(398,956.7)	+6.5%

Asset Comparison



Monthly P&L Statement

P&L Overview

Actual vs Budget

Asset Comparison

Monthly P&L Statement

P&L Trend

Asset Contribution

Monthly Trend Analysis

MOON

Monthly P&L Statement

As on 2025

In AED

Year

Assets

Holding Company

Business Line

P&L Particulars

Display Units

2025

All

All

All

All

None

Actual

Budget

Forecast

Actual

Monthly P&L

Analysis by Asset

Asset

Category

P&L Particulars

Jan

Feb

Mar

Apr

Total

Discount

BAN Hudayriyat

Retail Sales & Guest Activities

BAN Hudayriyat

BAN Al Mugheirah Resort

Revenues

DFR - Hudayriyat development L

BAN Hudayriyat

DFR-M(Payments of Liwa By Mirf

BAN Hudayriyat

Cost of Sales (Excluding Payroll)

Room

BAN Hudayriyat

BAN Al Mugheirah Resort

Gross Profit/ Margin

Complimentary Services

BAN Hudayriyat

BAN Al Mugheirah Resort

Other Operating Expenses

Fixed Expenses

Management Fees & Building Ins...

EBITDA

Modon Fees

Fixed Expenses

Adjusted EBITDA

Depreciation & Amortization

(450.0)

(450.0)

132,715.0

116,845.0

15,870.0

9,052,091.1

(24,591.0)

(24,591.0)

(569,331.4)

(569,331.4)

(1,277,202.1)

(443.1)

(298.5)

(144.6)

7,906,711.0

(1,026.2)

(575.8)

(450.4)

(12,314,638.4)

(743,219.7)

(73,401.8)

(5,225,575.1)

(5,406,742.3)

(183,624.3)

(2,457.1)

(224,173.2)

126,686.4

110,286.4

16,400.0

9,544,839.8

(471,528.1)

(471,528.1)

(300,211.8)

(300,211.8)

(1,316,604.7)

(1,357.8)

(1,314.1)

(43.7)

8,353,563.7

(7,223.1)

(5,657.8)

(1,565.3)

(9,000,784.4)

(617,198.4)

(71,432.0)

(1,343,074.3)

(1,335,269.1)

(94,249.2)

(102,054.4)

(232,266.0)

(119.3)

78,268.4

68,978.4

9,290.0

7,414,918.8

(150,609.0)

(150,609.0)

(300,211.8)

(300,211.8)

(1,073,357.7)

6,419,710.2

(4,131.4)

(4,131.4)

(3,000.1)

(11,956,144.7)

(548,785.0)

(58,772.6)

(6,148,123.5)

(5,792,153.7)

(136,145.1)

(492,114.9)

(235,188.7)

129,459.4

117,669.4

11,790.0

8,764,948.6

(1,110,861.4)

(740.7)

(575.8)

(164.9)

7,782,805.8

(3,000.1)

(3,000.1)

(6,710,155.4)

(372,774.9)

(92,479.7)

604,395.7

1,238,647.5

(131,737.2)

(765,989.0)

(244,081.2)

(569.3)

(569.3)

467,129.2

413,779.2

53,350.0

34,776,798.3

(646,728.0)

(646,728.0)

(869,543.2)

(869,543.2)

(4,778,025.9)

(2,541.7)

(2,188.4)

(353.2)

30,462,790.7

(15,380.8)

(10,365.1)

(5,015.7)

(39,981,722.8)

(2,281,978.0)

(296,086.2)

(12,112,377.2)

(11,295,517.6)

(545,755.9)

(1,362,615.5)

(935,709.1)

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P&L Trend



- P&L Overview
- Actual vs Budget
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- P&L Trend**
- Asset Contribution
- Monthly Trend Analysis

