City of Phoenix

Business Intelligence (BI)

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July 2016

Agenda

▶ History of BI at City of Phoenix

▶ BI Capabilities

▶ Tour of Developed Centralized TPT Dashboards

1. Centralized Payment Analysis
2. Centralized License Analysis
3. Centralized Fund Analysis
4. Centralized Deduction Analysis
5. Centralized No Payment Analysis

History of BI in Phoenix

▶ Originally built for Public Works Department

▶ Transaction Privilege Tax (TPT) add on to foundation

▶ BI for TPT

   ▶ Arizona Department of Revenue information (xml files) starting July 1st

Capabilities: Pre-Developed Interactive Dashboards

✓ Visualization of TPT data by key indicators like business activity to assist with month-end
✓ Flexible set of prompts allow you to filter data directly on each dashboard
✓ Drill down interactions open up advanced analysis capabilities for exposing and investigating anomalies
✓ Filtered information based on your city/identity (using security rules)
✓ Integrated master data definitions provide meaningful descriptions for DOR provided code values
✓ Export information to various Microsoft Office formats, including Excel for additional ad hoc analysis

Tour of Centralized TPT Dashboards – Landing Page

CentralizedTaxAnalytics

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About this Page

As of January 2017, it is anticipated that Arizona Department of Revenue (DOR) will collect and administer municipal privilege and use taxes for **all** Arizona cities and towns. As part of this anticipated change and changes that occurred for the June 2016 return for Program cities, DOR began providing access to data covering the amount of Taxes reported and the amount of Taxes distributed to cities and towns from July 1, 2016 forward. Phoenix is hosting this data and providing subscribers use of developed dashboards in the Business Intelligence system.

Transaction Privilege Tax Centralized Reporting

Centralized Payment Analysis

This dashboard provides visualization and detailed information about money that is distributed to your city (City Payment Journal Detail from DOR) by DOR, including the taxpayer, business code and period covered for each distribution.

Centralized License Analysis

This dashboard provides visualization and detailed demographic information (License Update Report and New License Report from DOR) for taxpayers that have a taxable location in Arizona.

Centralized Fund Analysis

This dashboard provides visualization and detailed information about money that is distributed to your city at the Fund Level (Fund Distribution Report from DOR), including the taxpayer, location code, business code and period covered for each distribution.

Centralized Deduction Analysis

This dashboard provides visualization and detailed information about Deductions (Deduction Report from DOR) that taxpayers have taken on their returns. The report reflects deductions taken for each location and each business code by jurisdiction.

Centralized No Payment Analysis - this is test data

This dashboard provides visualization and detailed information about a) taxpayers that have filed a no activity/zero return b) taxpayers that have not filed a return for a location for a city c) and taxpayers that have filed a return but failed to remit payment. The source is the No Money Report from DOR.

Support

Please send all user access requests and technical support questions to taxbi@phoenix.gov. Data questions should be referred to the Cities Liaison at the Arizona Department of Revenue.

Disclaimer

Information presented on these dashboard pages are considered confidential information and may not be distributed or copied. The data source for these dashboard is furnished by the Arizona Department of Revenue. Please note that City of Phoenix does not control and cannot guarantee the relevance, timeliness, or accuracy of this data and provides no warranty, expressed or implied, as to the accuracy, reliability or completeness of furnished data.

Centralized Payment Analysis Prompts

- **Filter:** The dashboard automatically filters your city payment journal data to your city region based on the user login
- **Flexible Prompts:** Business Activity, GL Accounting Period, Filing Frequency, DOR License Number, Entity Name, NAICS, Transaction Type, Transaction Sub Type, and Revenue Type all are preselected to show all data for the most recent accounting period but can be changed on the fly.
- **Search:** Flexible wildcard search option for each prompt allows you to quickly narrow results

Centralized Payment Analysis Visualization

- The time series chart provides a visual representation of the payment data set.
- It also allows interaction; hover over a data point to see a summary of that value.
- Users with drill down security can right click to drill into taxpayer details that make up the dollar measure.

Centralized Payment Journal Detail
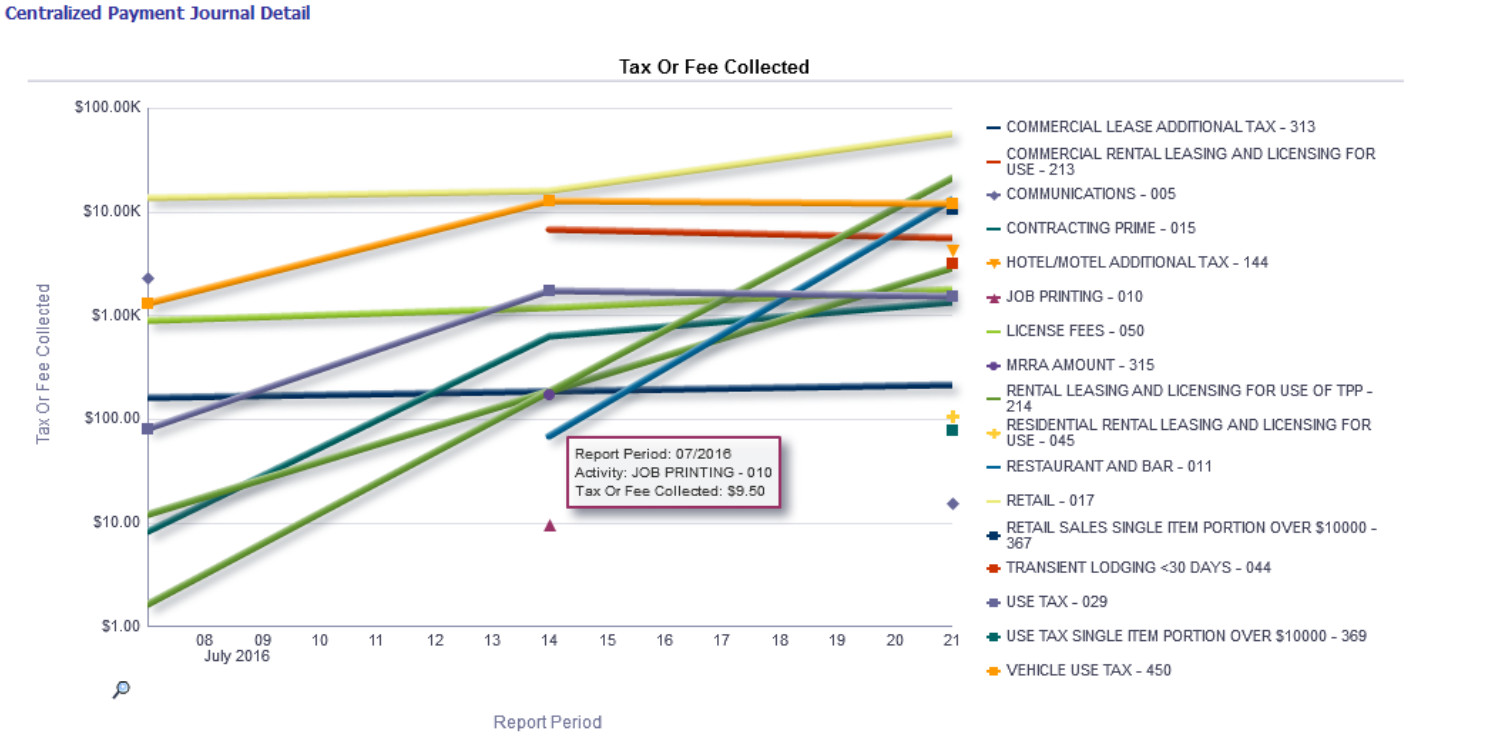
Centralized Payment Analysis Drill Detail

- The drill down views provide a deeper detailed view of the payment summary with individual taxpayer information.
  - Executives can be added to a group that will not allow drill down details
- Drill views are exportable to Excel if the user wishes to do additional analysis.
- Sort ascending or descending on the fly

Centralized Payment Analysis Tables

- Payment data is provided in a table view for a quick view by business activity and NAICS code
- Drill into details provides the same detailed data view into individual taxpayer details as the drill link from the chart.

Activity	Collected
COMMERCIAL LEASE ADDITIONAL TAX - 313	$165.54
COMMERCIAL RENTAL LEASING AND LICENSING FOR USE - 213	$12,250.86
COMMUNICATIONS - 005	$2,334.96
CONTRACTING PRIME - 015	$1,982.39
HOTEL/MOTEL ADDITIONAL TAX - 144	$4,144.16
JOB PRINTING - 010	$9.50
LICENSE FEES - 050	$3,876 ⚙ Drill to Details
MRRA AMOUNT - 315	$168.56 Drill to Details

NAICS	Activity	Tax Or Fee Collected
APPAREL MANUFACTURING - 315000 Total		**$50.60**
APPAREL PIECE GOODS AND NOTIONS MERCHANT WHOLESALERS - 424300	LICENSE FEES - 050	$50.00
APPAREL PIECE GOODS AND NOTIONS MERCHANT WHOLESALERS - 424300 Total		**$50** ⚙ Drill to Details
ARCHITECTURAL AND STRUCTURAL METALS MANUFACTURING - 332300	RETAIL - 017	$562.15
ARCHITECTURAL AND STRUCTURAL METALS MANUFACTURING - 332300 Total		**$562.15** Drill to Details
AUTOMOBILE DEALERS - 441100	RETAIL - 017	$271.08
AUTOMOBILE DEALERS - 441100 Total		**$271.08**

Centralized License Analysis Prompts

- **Filter:** The dashboard automatically filters new license and update license data to your jurisdiction/region based on the user login.
- **Flexible Prompts: Jurisdiction (based on security),** Business Activity, NAICS, Location Zip, DOR License Number, ID Type Number, Entity Name, Location Name, Location Street, Location City, Location Add/End Dates, Close Code, Filing Frequency, AZ Start Date, Issue Date and Run Date are all are preselected to show all data but can be changed on the fly.
    - o Enforcement and auditors can be added to a group that will allow users to select data for any Jurisdiction
    - o Other staff can be added to a more restricted group that will not allow flexible selection of the jurisdiction
    - o Executives can be added to a group that will not allow drill down details

Centralized License Analysis Visualization

- The pie chart provides a visual representation of the demographic of licensed locations by activity for the selected jurisdiction(s).
- It also allows interaction; hover over a data point to see a summary of that count.
- Users with drill down security can right click to drill into taxpayer details that make up the location count measure.

Arizona Locations by Business Activity

Activity: RETAIL - 017
Location Name: 136 (36.27%)

Location Name

- ADVERTISING – 018
- AMUSEMENT – 012
- COMMERCIAL LEASE ADDITIONAL TAX – 313
- COMMERCIAL RENTAL LEASING AND LICEN...
- CONSTRUCTION CONTRACTING OWNER B...
- CONSTRUCTION CONTRACTING SPECULA...
- CONTRACTING PRIME – 015
- HOTEL/MOTEL ADDITIONAL TAX – 144
- JOB PRINTING – 010
- PUBLISHING – 009
- RENTAL LEASING AND LICENSING FOR USE ...
- RENTAL OCCUPANCY – 040
- RESIDENTIAL RENTAL LEASING AND LICENSI...
- RESTAURANT AND BAR – 011
- RETAIL – 017
- SHORT TERM MOTOR VEHICLE RENTAL – 114
- TRANSIENT LODGING <30 DAYS – 044
- TRANSPORTING – 006
- USE TAX _ 020

Centralized License Analysis Location Details

- The drill down views provide a deeper detailed view of the license location summary with individual taxpayer information.
- Drill views are exportable to Excel if the user wishes to do additional analysis.
- Sort ascending or descending on the fly

Centralized License Analysis Entity Details

- Need more license details? View entity information through a secondary drill down on the entity name.

DORLicenseDetailsAnalysis2

Jurisdiction	Entity Name	Activity	Dor License	Owner Title	Owner Name	Owner Title	Owner Name2	Owner Title3	Owner Name3	Primary Address	Primary Location City	Primary Location State	Primary Location Zip	Primary Location Add Date	Primary Location End Date	Mailing Phone	Mailing Address	Mailing City	Mailing State	Mailing Zip	Mailing Country	Mailing Address Add Date	Mailing Address End Date
PX - PHOENIX		RETAIL - 017		MEMBER		MEMBER				SOUTHERN AVENUE	PHOENIX	AZ	85041	7/5/2016	12/31/9999		65TH DRIVE	LAVEEN	AZ	85339	USA	7/5/2016	12/31/9999

Want to check if the taxpayer has made a payment? View entity information through a third drill down on the license number.

Tax and Revenue   Home | Catalog | Favorites ▾ | Dashboards ▾ | New ▾ | Open ▾ | Signed In As **Natasha Fenner** ▾

Dor License [_____] ▾

Apply   Reset ▾
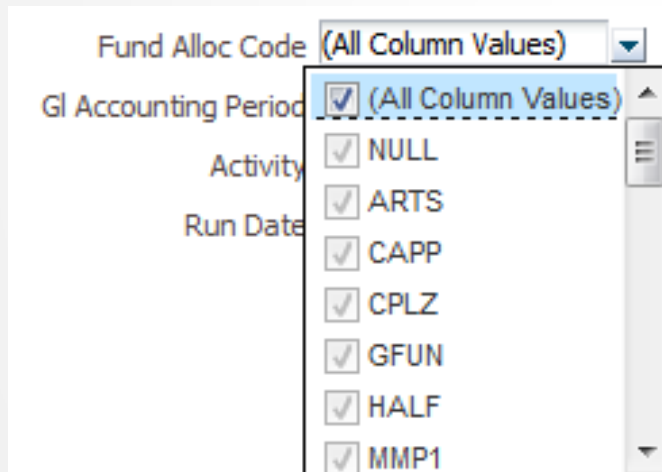
Payment Details

Jurisdiction	Activity	NAICS	Entity Name	Dor License	Location Code	Location Address	Filing Frequency	Gl Accounting Period	Payment Process Date	Period End Date	Pmt Loc Nbr	Tax Or Fee Collected	Transaction Type	Revenue Type	Transaction Subtype
PX - PHOENIX	050 - LICENSE FEES	RESTAURANTS AND OTHER EATING PLACES FROM 7221 - 722500			0001		M	201607	7/6/16	9/2/16		$50.00	PMT - PAYMENT	LICF - PAY LIC FEE	- UNKNOWN

Centralized Fund Analysis – Prompt

- **Filter:** The dashboard automatically filters fund data to your jurisdiction/region based on the user login.
- **Flexible Prompts: Fund Allocation Code**, Activity, and Run Date

Centralized Fund Analysis – Visualization

- The time series chart provides a visual representation of the distribution data set.
- It also allows interaction; hover over a data point to see a summary of that value.
- Users with drill down security can right click to drill into taxpayer details that make up the dollar measure.
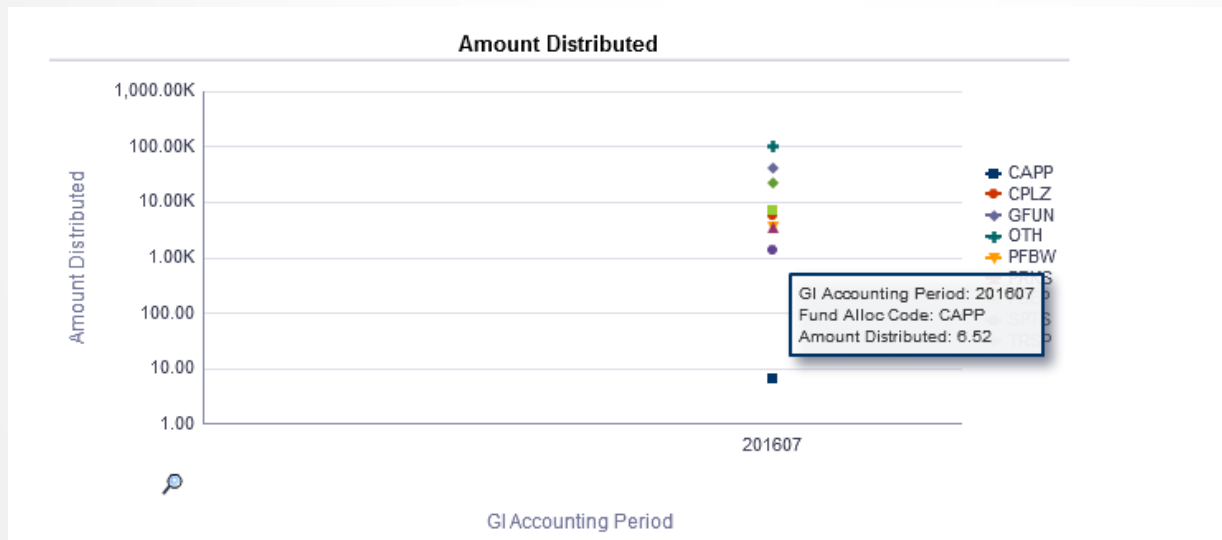
Centralized Fund Analysis – Drill

- The drill down views provide a deeper detailed view of the distribution summary with individual taxpayer information.
  - Executives can be added to a group that will not allow drill down details
- Drill views are exportable to Excel if the user wishes to do additional analysis.
- Sort ascending or descending on the fly

DOR Fund Details Analysis

Report Start Date	Report End Date	Fund Alloc Code	Activity	Amount Distributed	Entity Name	Dor License	Location Code	Period End Date	Location Name	Payment Proc Date	Return Rcvd Date	Payment Rcvd Date	Doc Loc Nbr
07/01/2016	07/07/2016	CAPP	017 - RETAIL	0.18			0001	06/30/2016		07/06/2016	07/06/2016	07/07/2016	
		CAPP Total		0.18									
07/08/2016	07/14/2016	CAPP	017 - RETAIL	0.17			0001	06/30/2016		07/14/2016	07/14/2016	07/15/2016	
				0.02			0001	06/30/2016		07/12/2016	07/11/2016	07/13/2016	

Centralized Fund Analysis – Table

- Distribution data is provided in a table view for a quick overall view of activity by business activity
- Drill into details provides the same detailed data view into individual taxpayer details as the drill link from the chart.

Jurisdiction	Fund Alloc Code	Activity	Amount Distributed
PX - PHOENIX	CAPP	005 - COMMUNICATIONS	6.52
	CAPP Total		**6.52**
	CPLZ	010 - JOB PRINTING	2.0
		011 - RESTAURANT AND BAR	2,874.7
		015 - CONTRACTING PRIME	296.07

⚙ Drill to fund details

Centralized Deductions Analysis – Prompt

- **Filter:** The dashboard automatically filters deduction data to your jurisdiction/region based on the user login.
- **Flexible Prompts:** Deduction, Business Activity, Jurisdiction (based on security), GL Accounting Period, Entity Name, Location Name all are preselected to show all data but can be changed on the fly.
  - o Enforcement and auditors can be added to a group that will allow users to select data for any Jurisdiction
  - o Other staff can be added to a more restricted group that will not allow flexible selection of the jurisdiction

Centralized Deductions Analysis – Visualization

- The charts provide a visual representation of the deduction data set.
- It also allows interaction; hover over a data point to see a summary of that value.
- Users with drill down security can right click to drill into taxpayer details that make up the dollar measure.

Deduction Amount by Activity

Activity: RETAIL - 017
Deduction Amount: $1,188,619,775.39 (73.61%)

- ADVERTISING - 018
- ADVERTISING - 441
- AMUSEMENT - 012
- COMMERCIAL LEASE - 013
- COMMERCIAL LEASE ADDITIONAL...
- COMMERCIAL RENTAL LEASING A...
- COMMUNICATIONS - 005
- ...CTION CONTRACTING ...
- ...CTION CONTRACTING ...
- CONTRACTING PRIME - 003
- CONTRACTING PRIME - 015
- EXTENDED STAY - 244
- HOTEL/MOTEL ADDITIONAL TAX ...
- IN CONJUNCTION WITH REGION C...
- JET FUEL TAX - 049
- JOB PRINTING - 010
- MINING NONMETAL - 002
- MRRA AMOUNT - 315
- PIPELINE - 008

Deduction Amount

Deduction Amount by Type/Code

- $1000 DED OUTOFCITY PURCHA...
- AATC WILL CALULATE THIS DEDU...
- AATC WILL CALULATE THIS DEDU...
- AIRCRAFT TO CARRIER GOVT NO...
- ALT FUEL TO USED OIL FUEL BUR...
- ALTERNATIVE FUEL VEHICLES - 592
- AMUSE INSTRUCTIONAL ACTIVITI...
- AMUSE MONTHLY MEMBERSHIP FE...
- AMUSE SALE TO TRANS LODG FO...
- APPLICATION SVCS TO TEST STU...
- BAD DEBT DEDUCTION - 558
- BUS ACTIVITY TAXED UNDER OTH...
- BUS OR URBAN MASS TRANS VEHI...
- CHEMICALS CAUSE CHANGE IN P...
- CITY DIRECT CUSTOMER SERVICE...
- CITY SALES TO QUAL HEALTH CA...
- CLEAN ROOM FOR SEMICONDUC...
- CLOTHING FOR PAPER MANUFAC...

Deduction Amount

Centralized Deductions Analysis – Drill

- The drill down views provide a deeper detailed view of the deduction summary with individual taxpayer information.
- A visualization by business code is also provided on a tax period time series basis
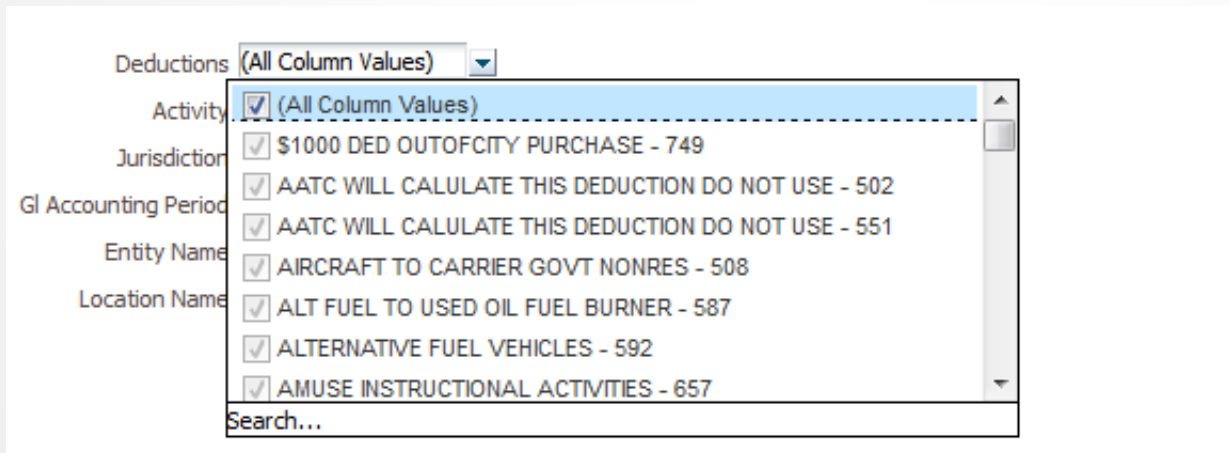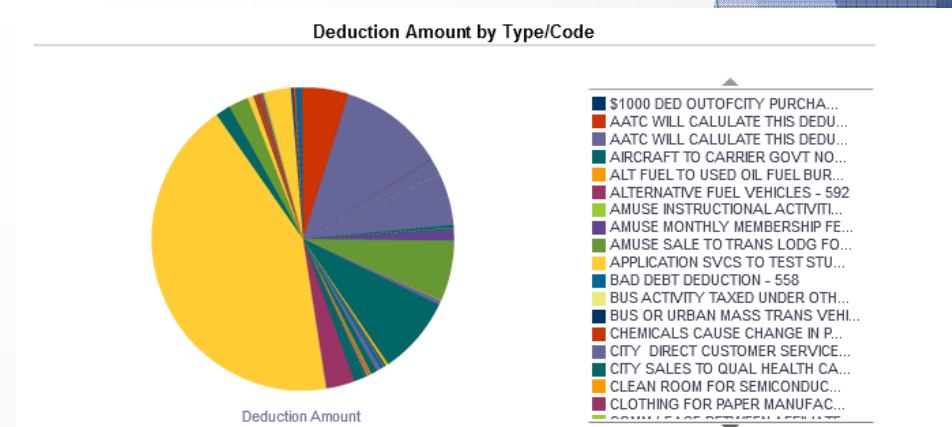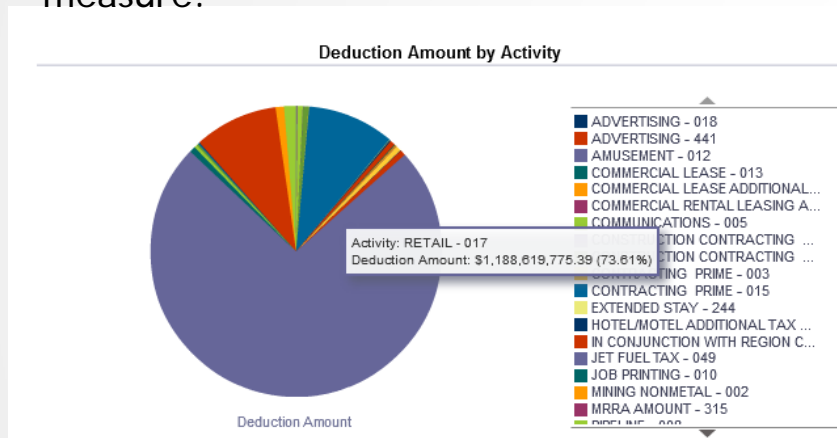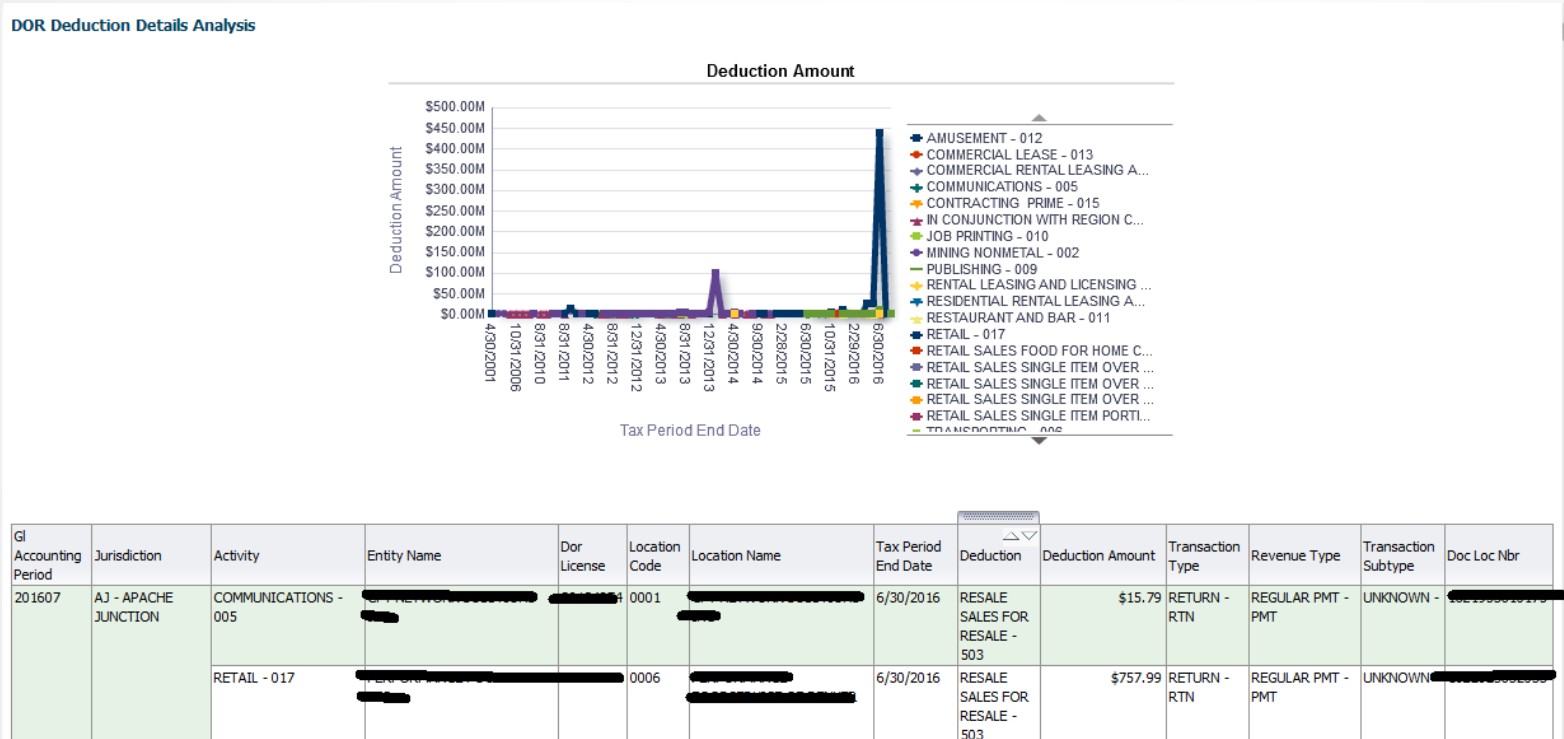
Centralized Deductions Analysis – Table

- Deduction data is provided in a table view for a quick overall view of deductions by business activity
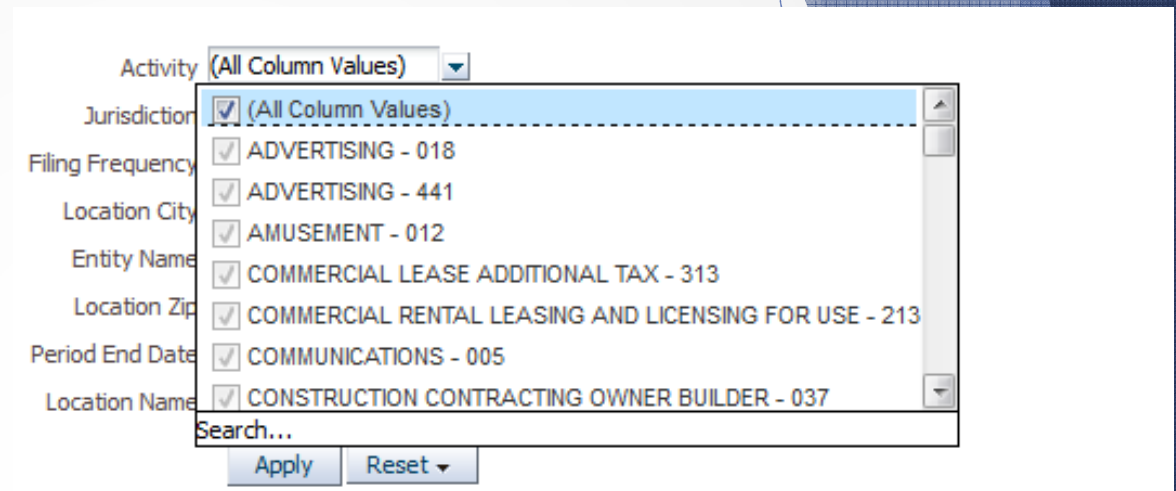- Drill into details provides the same detailed data view into individual taxpayer details as the drill link from the charts.

Activity	Deduction	Count of Entities	Deduction Amount
COMMUNICATIONS - 005	AATC WILL CALULATE THIS DEDUCTION DO NOT USE - 551	1	$3.77
	RESALE SALES FOR RESALE - 503	1	$15.79
CONTRACTING PRIME - 015	AATC WILL CALULATE THIS DEDUCTION DO NOT USE - 502	3	$1,126.52
	AATC WILL CALULATE THIS DEDUCTION DO NOT USE - 551	2	$178.35
	PC SUBCONTRACTING INCOME - 550	1	$1,400.00
IN CONJUNCTION WITH REGION CODE PH - 000	AATC WILL CALULATE THIS DEDUCTION DO NOT USE - 502	1	$0.00

No Money Analysis – Prompts

- **Filter:** The dashboard automatically filters no money data to your jurisdiction/region based on the user login.
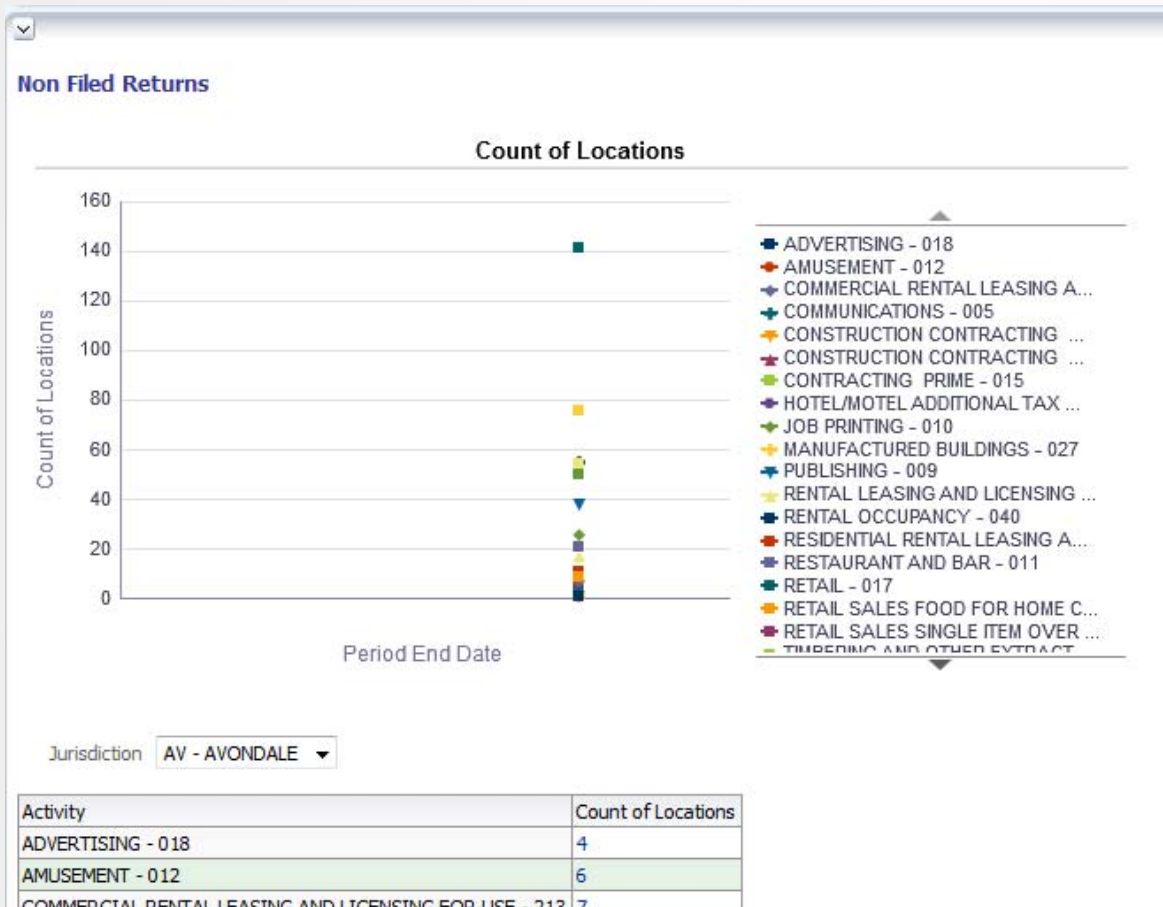- **Flexible Prompts:** Business Activity, Jurisdiction (based on security), Filing Frequency, Location City, Entity Name, Location Zip, Location Name, and Period End Date all are preselected to show all data but can be changed on the fly.
  - o Enforcement and auditors can be added to a group that will allow users to select data for any Jurisdiction
  - o Other staff can be added to a more restricted group that will not allow flexible selection of the jurisdiction

Activity (All Column Values) ▾

Jurisdiction
Filing Frequency
Location City
Entity Name
Location Zip
Period End Date
Location Name

☑ (All Column Values)
☑ ADVERTISING - 018
☑ ADVERTISING - 441
☑ AMUSEMENT - 012
☑ COMMERCIAL LEASE ADDITIONAL TAX - 313
☑ COMMERCIAL RENTAL LEASING AND LICENSING FOR USE - 213
☑ COMMUNICATIONS - 005
☑ CONSTRUCTION CONTRACTING OWNER BUILDER - 037
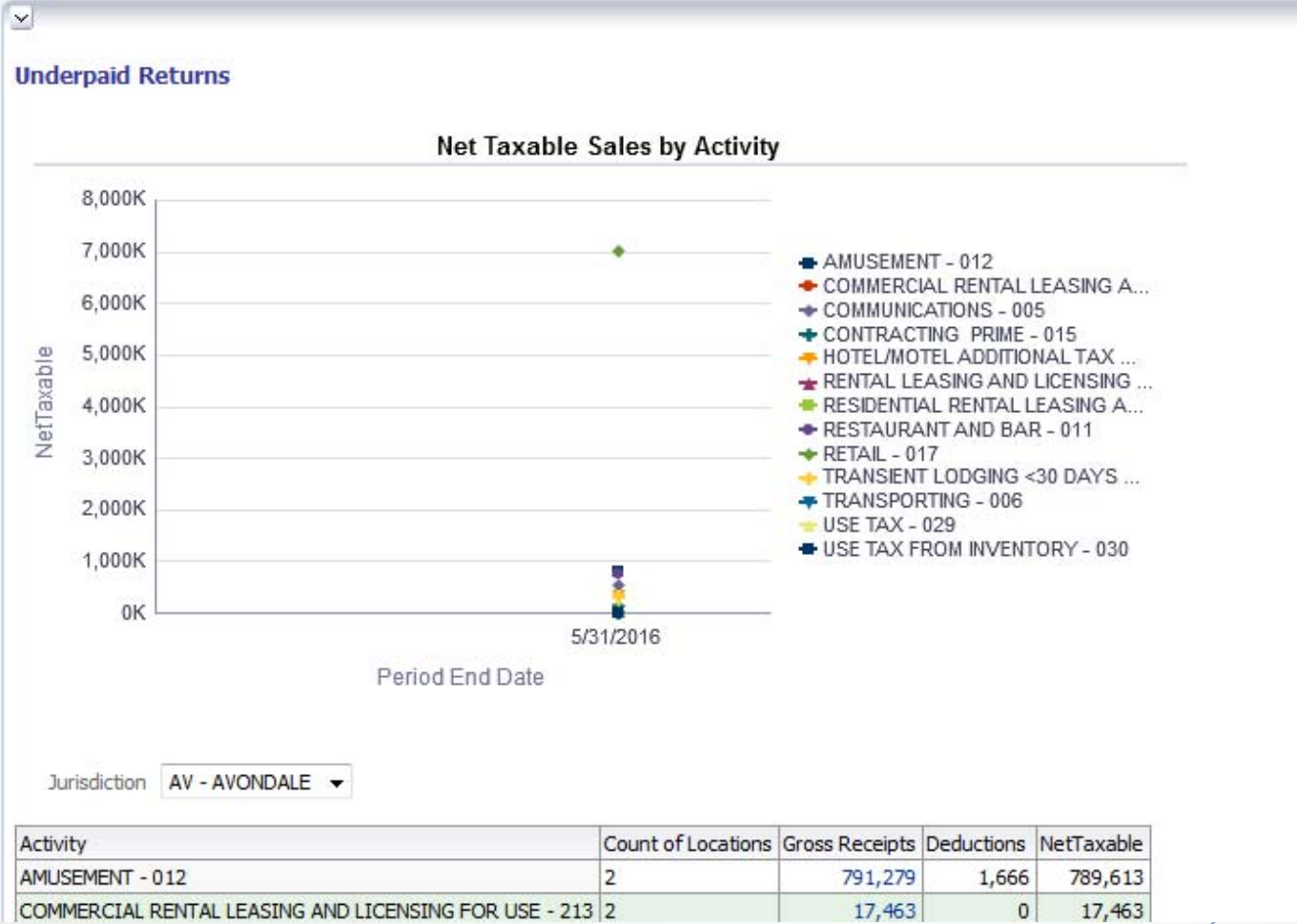
Search...
Apply   Reset ▾

No Money Analysis – Zero Filers
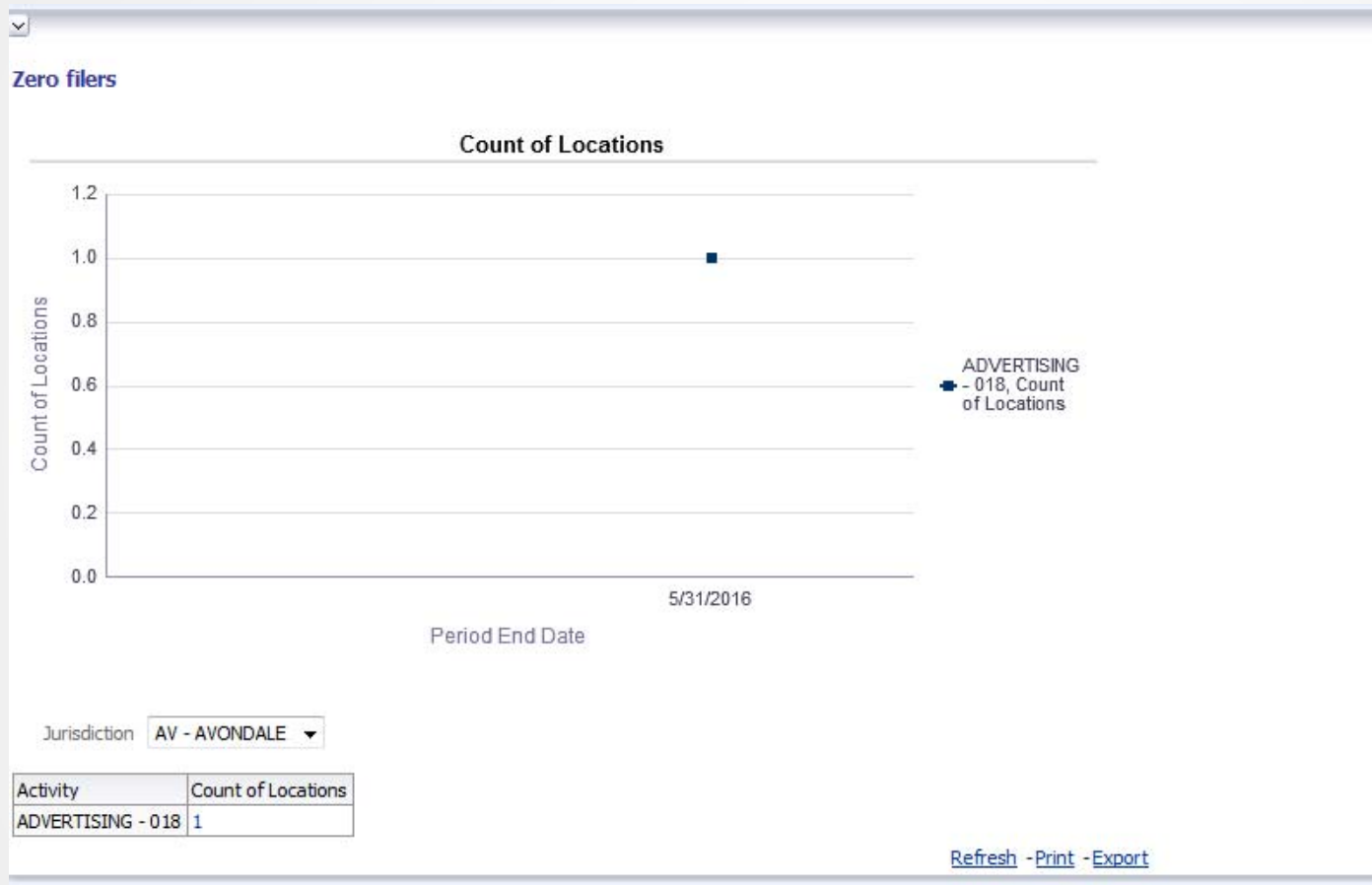
No Money Analysis – Non Filers

No Money Analysis – Unpaid Return Filers

No Money Analysis – Drill

- The drill down views provide a deeper detailed view of the no money summary with individual taxpayer information.

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Centralized No Money License Details

Gl Accounting Period	Jurisdiction	Activity	Filing Frequency	Entity Name	Dor License	Location Code	Location Name	Street	Location City	Location Zip	Period End Date	Audit Collections	Gross Receipts	Deductions	Net Taxable	Transaction Type	Revenue Type	Transaction Subtype	Doc Loc Nbr
201606	▄▄▄ ▄▄▄	AMUSEMENT - 012	M	▄▄▄ ▄▄▄ ▄▄▄ ▄▄▄	▄▄▄	0001	▄▄▄	▄▄▄ STE 109 - -	QUEEN CREEK	85142	5/31/2016	$0.00	$32,939.92	$1,666.00	$31,273.92	RETURN - RTN	UNKNOWN	PAPER - PAP	▄▄▄
				▄▄▄ ▄▄▄	▄▄▄	0001	▄▄▄	▄▄▄ AVE - -	AVONDALE	85392	5/31/2016	$0.00	$758,339.07	$0.00	$758,339.07	RETURN - RTN	UNKNOWN	PAPER - PAP	▄▄▄
Grand Total													$791,278.99	1,666	$789,612.99				

Return - Refresh - Print - Export - Create Bookmark Link

Questions?

Contact Information

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