

1.2 Aspects of improving of the accounts in the process of forming the analytical indicators

The formation of effective indicators, based on the analysis of which management decisions are made, is carried out at the stages of primary, analytical and synthetic accounting. If at the stage of primary accounting the economist deals with individual economic operations, phenomena and processes, then the stage of analytical and synthetic accounting allows to obtain more systematized information, which according to its characteristics:

a) is close to the data of consolidated accounting and can be grouped according to the identified needs;

b) provides management decision-making in real time, immediately after its generalization, in accordance with the organization of the accounting process (Fig. 1).

As can be seen from fig. 1, if the evaluative and diagnostic function of the economic analysis is inherent in all stages of the accounting process, then the regulatory one is made possible in the process of systematizing accounting data and based on the results of consolidated accounting.

At the stage of analytical and synthetic accounting, it is possible to flexibly respond to the requests of management subjects regarding compliance with normative, planned or other values of performance indicators, that is, the regulatory function of economic analysis becomes possible.

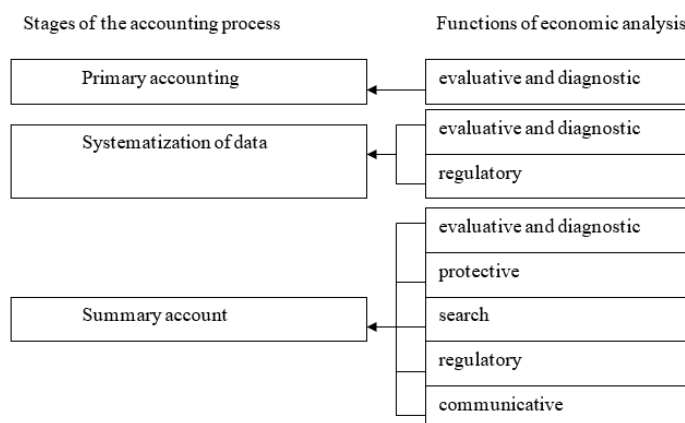


Fig. 1. The model of the relationship between the stages of the accounting process and the functions of economic analysis

The content of the regulatory function of economic analysis at the stages of current and summary accounting differs: at the stage of current accounting, the analysis is carried out in order to regulate the values of indicators "according to the goals", and at the stage of summary accounting - to regulate the values of performance indicators - "from what has been achieved".

Therefore, to ensure the adoption of timely and effective management decisions, it is necessary to pay more attention to the stage of analytical and synthetic accounting - that is, the stage of formation of turnover of accounting accounts.

Historically, the need for the analysis of accounts appeared during the formation of the early stage of monopoly capitalism (the last third of the 19th century - the first half of the 20th century), first in Western Europe. The French scientist J.B. Dumarchet used to analyze accounting accounts:

1. Assessment of account statics:

- 1.1. Logical volume of the account.

- 1.2. The stress ratio of the account at a certain point in time.

2. Assessment of account dynamics:

- 2.1. Account frequency – the number of entries (account changes) on the account per unit of time

- 2.2. The value of the account is the number of accounts that can correspond to this account.

- 2.3. Absolute and relative deviation of the account tension coefficient for the corresponding time period.

In England personification was characteristic of accounting and account analysis. The following features were defined for accounting accounts:

- impersonation of the account;
- predictions (each account is a transcript of the owner's capital);
- the account was considered a screen, with the help of which you can observe the behavior of employees. This approach remains relevant in the 21st century.

In the 20th century, the greatest development of account analysis was first observed in agriculture both in Europe. The authors of the schools of accounting

analysis were: in Switzerland - E. Laur, in Denmark - prof. Larsen, in Norway - prof. Borgedal, in Czechoslovakia - prof. Brydlyk. The need for such an analysis was determined by the need to process large amounts of information from accounting reports for the study of the profitability of agriculture.

In the future, the scope of the use of account analysis expanded, and the methodology underwent improvement.

The peculiarity of P. Ciompa's research was that he proposed an econometric approach to the analysis of accounts and highlighted, among others, economic transactions:

- a) changes in the value of property and capital;
- b) emergence of accounts;
- c) emergence of a balance [28, p.3].

The works of P.P. Klevaichuk belong to the same period. In fact, these were the first works on accounting (then - accounting) analysis in Ukraine. He believed that the recording of some operations on the accounts of the General Ledger will be understandable only in connection with the analysis of the data of these accounts [29, p.198]. According to P.P. Klevaichuk, the main source of information for accounting analysis should be a chess table. It makes it possible to analyze the accounts of the General Ledger by:

- observation of the connection of separate accounts with each other;
- checks of individual records (operations);
- establishing a quantitative relationship between individual accounts [29, p.199].

For this, two types of chess tables were used in absolute and relative numbers.

This made it possible to carry out a complex text-free (synoptic) analysis of account balances and turnovers and ensured transparency and reliability of information.

Regarding the timeliness of the analysis, this requirement should be understood as the need to carry out the analysis not immediately after receiving the reported data, but as a post-reporting one. In the conditions of a market economy, compliance with

the requirement of timeliness in the above context should become one of the paradigms of economic analysis for multivariate management decisions.

A feature of internal analysis in the conditions of the transformation of the economy to a market one is, if possible, the maximum reduction of time for the formation of information and its analysis for making a management decision. To a large extent, the analysis of accounting accounts meets these requirements.

In the conditions of market relations, management decisions are based on the results of economic analysis, which, in turn, are the result of appropriate observation of the state and changes in economic facts documented in subsystems: operational, accounting, statistical and tax accounting, as well as external information.

The relationship between the elements of the enterprise management information system is shown in fig. 2.

According to fig.2, situational operational economic analysis based on primary accounting data and off-accounting information is used for information support of operational management decisions. According to the data of analytical and synthetic accounting, as well as external information, a current analysis is carried out, the main task of which is to ensure the adoption of current management decisions. Strategic analysis, which is carried out for the needs of strategic management, requires financial, statistical and tax reporting, external and internal accounting and non-accounting information.

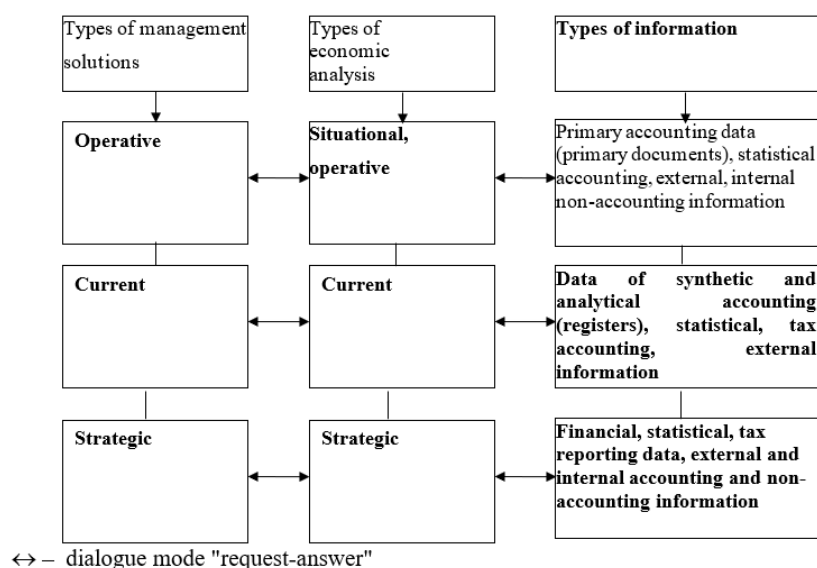


Fig. 2. General characteristics of the enterprise management information system

Market relations impose new requirements on the owners and administration of enterprises: ensuring the receipt of benefits in conditions of limited resources.

Fulfillment of these requirements is possible under the condition of flexibility of the economic policy of economic entities, regulation of their activities. Economic analysis is an effective tool of the regulatory mechanism. Its main tasks are:

- analysis of information for the formation of management decision projects;
- analysis of the validity of the methodology of information formation.

The analysis can be direct or indirect. In the first case, the data is analyzed - that is, it is a practical approach that assumes the certainty and clarity of the methodology for obtaining analytical indicators.

The second, indirect approach, their quantitative values depend on the regulation of the indicators of the reporting forms. The implementation of the second approach, the real influence on the formation of the results of the enterprise's activity, is possible at the stage of data analysis of analytical and synthetic accounting.

Current accounting is characterized by the fact that at this accounting stage, according to the concept of prof. V.V. Sopko, secondary monitoring of economic facts, operations, registration in accounting accounts according to the theory of duality (duality), as well as systematization of account data in accordance with management needs in accounting registers is carried out [31, p.58].

According to the model of the sequence of formation of management decisions in subsystems of accounting, analysis and internal control (Fig.3), management decisions will be effective only when there is a step-by-step, post-operational monitoring of situations and their regulation mechanisms will operate not at the final, but at each of the stages of the process management. That is why one of the tasks of economic analysis is the study of economic facts in the process of their development.

For market relations, it is important not to ascertain the facts regarding the state and nature of changes in the financial position of the enterprise, but the possibility of their regulation, construction for the realization of the benefits of the enterprise owner. To meet such needs, analysis of business transactions and accounting accounts is provided.

To further regulate the accounting policy of enterprises, it is advisable to use: situational analysis, as well as analysis of economic transactions and accounting accounts. Such an approach allows not to postpone the adoption of relevant decisions until the formation of financial statements, but to respond in a timely manner to negative trends in the accounting policy.

The indicators of the published final accounts are regulated in connection with:

1. Simultaneous adjustment of individual balance sheet items.
2. With a change in the method of distribution of complex expenditure items.
3. Changes in the assessment methodology.
4. By changing the degree of detailing of articles and their grouping.

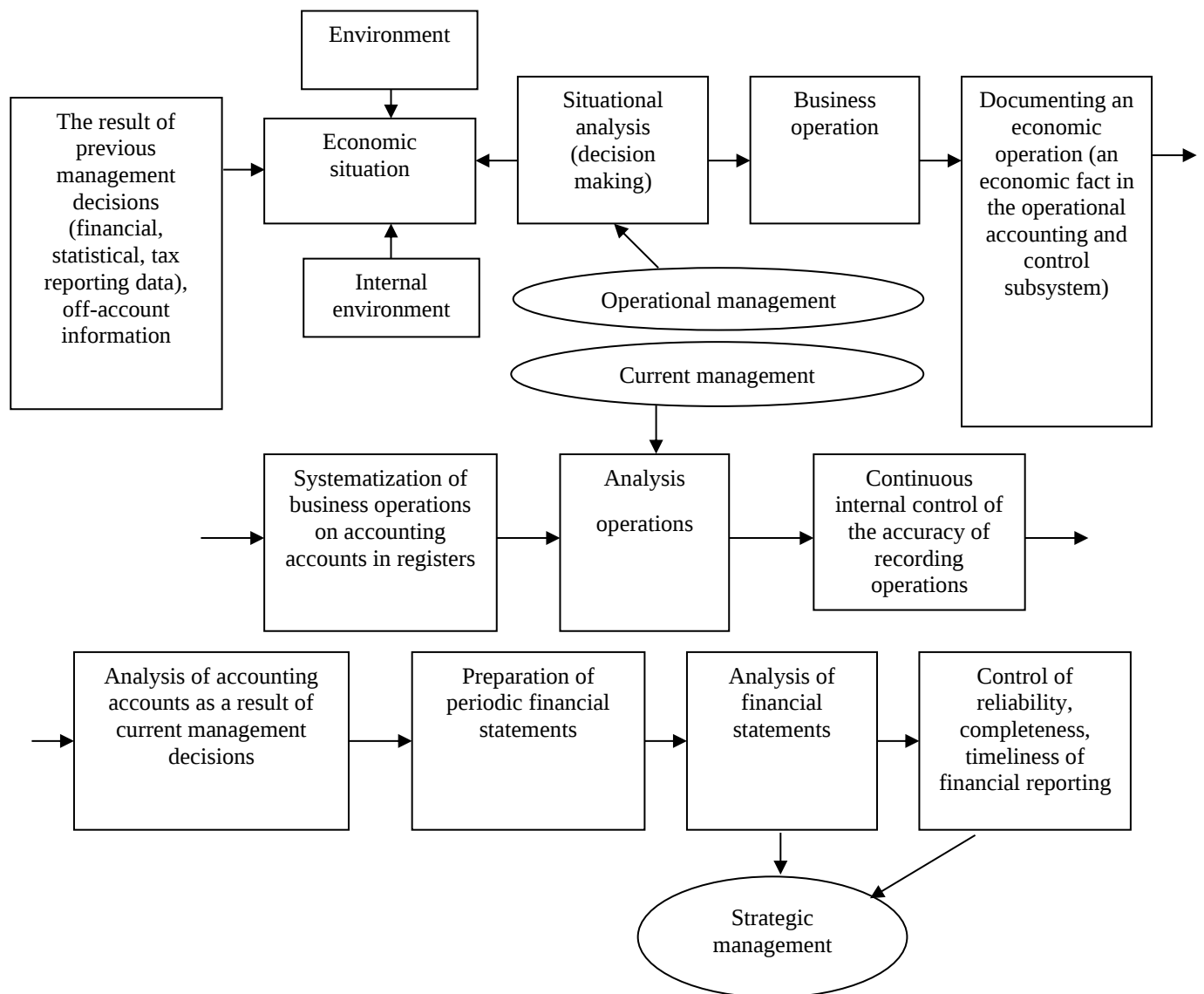


Fig. 3. Model of the sequence of formation of management decisions in accounting, analysis and internal control subsystems

Prerequisites for the analysis of accounting accounts are knowledge of: classification of accounts, their economic essence, algorithm of information movement.

The accounting account is a method of secondary observation, with the help of which the economic transaction recorded in the document carriers acquires a primary system registration according to the following basic characteristics: state, changes - increase or decrease - and reference data about a certain object. So, with the help of accounting accounts, an information base for current management decisions is formed.

Mathematically, accounts are models of dynamic systems with an aftereffect and, depending on the type of account, can be described by differential equations of delayed and neutral type proposed by Prof. V. Yu. Slyusarchuk [32].

In the plans of accounts of different countries, it is customary to distinguish the following categories:

1. Balance accounts (active, passive, active-passive), which allow forming a balance.
2. Accounts that provide communication between financial and management accounting.
3. "costs-output-results" accounts, designed to determine the overall result of the enterprise by type of activity.

The most important principles of accounting account analysis are:

- 1) systematicity, i.e. consideration of a business transaction not by itself, but in connection with the corresponding account;
- 2) specificity;
- 3) continuity.

The importance of the analysis of accounts in the conditions of market relations is to provide the accountant, manager, head of the enterprise with timely and relevant information regarding the accounts of assets, capital, liabilities, financial results, which can be regulated depending on the accepted methods of evaluation and recognition. This provision is especially relevant:

- for joint-stock companies that publish financial statements;

- for enterprises interested in potential investors;
- for crisis management.

Also relevant are the results of the analysis of accounting accounts for external users - primarily for the financial monitoring service, tax officials, auditors, creditors.

The advantage of the analysis of business operations and accounting accounts in comparison with the analysis of financial statements is that it:

- is carried out in much shorter periods of time;
- allows you to track the impact of specific business operations on the items of the balance sheet, the report on financial results and other forms of financial reporting;
- provides real-time analysis of compliance with accounting principles and the requirements of the order on the company's accounting policy.

At the same time, according to the principle of systematicity, the results of the analysis of operations and accounts are a source of information for an in-depth retrospective analysis. They allow reconstruction of economic activity. This ability can otherwise be interpreted as the ability to repeat the work of an accountant in the reverse order, namely:

1. Analysis of summarized data in the form of financial statements.
2. Analysis of accumulated transactions on accounting accounts.

Therefore, according to foreign economists, the analysis and reconstruction of economic transactions is an important analytical procedure.

The disadvantage of the analysis of synthetic and analytical accounts, as well as sub-accounts, is that they contain only those data that can be expressed in value measures. Therefore, when analyzing them, it is advisable to use off-the-record information as well, which will significantly strengthen the objectivity of the analysis results.

The analysis of analytical and synthetic accounts, as well as sub-accounts in the conditions of a market economy, is important for financial management. In the process of managing current assets, the financial manager monitors the operating cycle of the enterprise, which, in turn, is the sum of the production and financial cycles.

The practice of financial management shows that in the current administration, the manager is not interested in stocks as such, but in connection with their use (raw materials, purchased semi-finished products and component products) or sale (goods, finished products) and the occurrence of accounts payable. In turn, the realization of finished products, works, services or goods is of interest to the manager in connection with their payment. So, the function of the manager as a link of the control system actually consists in monitoring the flows of economic operations combined into production and financial cycles, that is, in the control system there is an overlap of two information flows in the section:

- a) activity cycles;
- b) flows of economic operations as components of each of the cycles.

Research by V. S. Rudnytsky [37, p.45, p.50-52] testifies to the need to take into account the cycles of economic transactions, I.O. Blank [34, p.116-123]; etc.

V. S. Rudnytskyi [37, p.45, 76-78] proposes to distinguish the following cycles of economic operations: financial and investment; receiving income; acquisition and spending; production. According to I.O. Blank, the financial manager should divide economic operations into those related to:

- a) production cycle (from the moment of receipt of raw materials, materials and semi-finished products to the moment of shipment of manufactured products to customers);
- b) financial cycle (from the moment of repayment of accounts payable for received raw materials, materials and semi-finished products to collection of receivables for delivered finished products) [34, p.121-122].

Taking into account the typical information flows of economic entities and the principle of systematic economic analysis, it is advisable to distinguish the following cycles of economic operations:

1. As part of operational activities:
 - receipts and payments;
 - disposal and payment;
 - production.

2. As part of investment activities:

- receipts and payments;
- disposal and payment.

3. As part of financial activity:

- receipts and payments;
- disposal and payment.

Recently, the flow concept of financial management, the founder of which can rightly be considered Karl Marx, is gaining more and more popularity. He formulated the well-known formula $G-M-G'$, which, from the point of view of financial management, is a descriptive model of cash flow in the operating cycle of a business entity.

A broader interpretation of this formula allows us to distinguish financial flows as the process of formation and use of financial resources. The company's financial flows are essentially its circulatory system. Foreign analysts also note that recently there has been a growing interest in information on enterprise fund flows from both external and internal users:

- for creditworthiness analysis;
- to predict the decline in business activity.

The term "funds", as noted by James Don Edwards, Roger G. Hermanson, R.F. Salomonson [35, p.552], has many meanings in accounting. In some cases, cash and funds are equated, in others, funds mean cash and marketable securities. But most often in business practice, funds are synonymous with working capital - the excess of current assets over current liabilities.

Analysis of the flow of funds is intended to show the flow of financial resources in the enterprise, as well as the efficiency of its use.

In Ukraine, the implementation of the monetarist approach to monitoring the interrelationship of these information flows took place through the introduction of form No. 3 of the annual financial reporting "Cash Flow Report". However, this is a post-analysis, a retrospective look at the effectiveness of current asset management policies.

In order to meet the needs of the current management of current assets, the financial manager actually needs to have information about the nature of the relationship between the turnover of the relevant accounting accounts as streams of economic operations, separated accordingly. Flow indicators are less inertial than balance indicators in the current management system.

More representative and appropriate for the current management of current assets will be information not only about the turnover period of each of their types, but also an assessment of their liquidity trends, calculated on the basis of the coefficients listed below.

The coefficient of synchronicity of the flow of cash and their equivalents (C_{SFC}) can be calculated by formulas (1.1), (1.2):

$$C_{SFC} = \frac{PCF}{NCF} ; \quad (1.1)$$

or

$$C_{SFC} = \frac{DTa.30,31}{CTa.30,31} , \text{ where} \quad (1.2)$$

PCF - positive cash flow;

NCF - negative cash flow;

DTa. - debit turnover of accounts;

CTa. - credit turnover of accounts.

This ratio shows the level of balance of cash receipts and expenses of the business entity and the possibility of current servicing of current liabilities. The greater the value of this ratio, the more liquid the company is.

The coefficient of synchronicity of the flow of raw materials and materials (C_{SFRM}) is determined by formulas (1.3), (1.4):

$$C_{SFRM} = \frac{C_{RRM}}{C_{URM}} ; \quad (1.3)$$

or

$$C_{SFRM} = \frac{DTa.20,22}{CTa.20,22} , \text{ where} \quad (1.4)$$

C_{RRM} - cost of raw materials and materials received;

C_{URM} - the cost of used raw materials and materials.

The coefficient of synchronicity of the flow of raw materials and materials characterizes the intensity of the turnover of raw materials and materials, the degree of efficiency (dynamics) of the mobilization of raw materials and materials into production (economic turnover), the uniformity of the use of production stocks.

The coefficient of synchronicity of the flow of receivables (C_{SFR}) is determined by formulas (1.5), (1.6):

$$C_{SFR} = \frac{DT_{RC}}{CT_{RC}} \quad ; \quad (1.5)$$

or

$$C_{SFR} = \frac{DTa.36,37,38}{CTa.36,37,38} \quad , \quad (1.6)$$

where rc - is receivables.

The coefficient of synchrony of the receivables flow is characterized by the intensity of servicing of liabilities at the expense of the accounts receivable, the uniformity of repayment of receivables.

The liquidity ratio (C_{LR}) characterizes the degree of balance, the rhythm of the receipt of commodity and tangible assets and their payment (1.7):

$$C_{LR} = \frac{DT_{RC.20,22}}{CT_{RC.30,31(OA)}} \quad , \text{ where } \quad (1.7)$$

OA - operating activities.

The higher the value of this ratio, the lower the duration of the operating cycle of the enterprise, the faster the circulation of current assets and the higher the level of liquidity.

The integral coefficient of synchrony flow of current assets (C_{IS}) allows to summarize information about the nature of the ratio of debit and credit turnover components of current assets and is determined by the formula (1.8):

$$C_{IS} = C_{SFC} \times C_{SFRM} \times C_{SFR} \quad (1.8)$$

The calculation of the integral coefficient of synchronic flow by the formula (1.8) is used if there is no account "Finished products" in the working plan of the accounts of the enterprise.

The integral coefficient of synchrony flow of current assets characterizes the degree of consistency of all flows of current assets and the level of investment in current assets. It allows you to evaluate the rhythm of operating activities of the business entity.

Cash flow business activity coefficient (C_{CFBA}), that is, its return, can be calculated by the formula (1.9):

$$C_{CFBA} = \frac{\text{Revenue}}{\text{Gross cash flow}}, \quad (1.9)$$

or, using the relevant synthetic account turnover data (1.10):

$$C_{CFBA} = \frac{CT_{RC. 70,71,74}}{DT_{RC.30,31} + CT_{RC.30,31}}, \quad (1.10)$$

Analysis of the level and dynamics of this coefficient allows you to estimate how much income brings 1 UAH. gross cash flow, debit and credit turnover of cash and their equivalents. The positive trend of the dynamics of the cash flow ratio is the increase in its level.

The sufficiency of cash flow, that is, net cash flow (Net_{CF}) is determined by formulas (1.11) and (1.12):

$$\text{or} \quad Net_{CF} = PCF - NCF, \quad (1.11)$$

$$Net_{CF} = DT_{RC.30.31} - CT_{RC.30,31} \quad (1.12)$$

$$C_{NCFLF} = \frac{DT_{RC.30,31} - CT_{RC.30,31}}{CT_{RC.63,64,65,66,68}} \quad (1.13)$$

The value of this indicator above a unit indicates that cash receipt exceeds their issues and can serve the flow of obligations of the enterprise, as well as accumulate to serve its current and strategic needs.

The ratio of net cash flow and the flow of liabilities (C_{NCFLF}) shows the level of liquidity at the expense of net cash flow. The tendency to increase this indicator is positively evaluated. The calculated formula of this coefficient has the form (1.13):

The method of calculating the ratio of account receivables and payables (ap) can be described by the formula (1.14):

$$C_{\text{SFRAP}} = \frac{DT_{\text{RC}}}{CT_{\text{AP}}} \quad (1.14)$$

The ratio of the flow of receivables and payables characterizes the degree of total liquidity of the flow of accounts payable. From the point of view of optimization of financial management of receivables and payables, the exceeding the amount of receivables over the flow of liabilities is positive.

The evaluation of the trends of the proposed indicators allows to determine the dynamics of accounts involved in the operating cycle and provides appropriate information with the current and strategic management system in real time.

If you use as an analogue the division of resulting indicators into groups that serve the analysis: solvency, liquidity, financial stability, business activity, profitability and others, the indicators of flows should also be grouped as follows:

1. Solvency indicators:

- coefficient of synchrony flow of cash and their equivalents;
- coefficient of synchrony flow of receivables;
- cash flow sufficiency (net cash flow);
- ratio of net cash flow and the flow of liabilities;
- coefficient of ratio of receivables and accounts payable;
- liquidity ratio.

2. Business activity indicators:

- cash flow ratio.

3. Indicators of economic activity of current assets flows:

- coefficient of synchrony flow of raw materials;
- coefficient of synchrony flows of current assets.

Consider the method of analysis of productive indicators according to the accounts of accounting one of the firm in the context of separated groups of indicators.

In the process of analysis, the dynamics of the absolute value of flows (turnover) of current assets as a whole and in the context of their individual types in the form of table 1 are initially evaluated.

Table 1

Analysis of flows of current assets of the firm (UAH)

Characteristic	2021 y.			Deflection			
	April	May	June	May/April		June/May	
				Amount	Gr, %	Amount	Gr, %
1. Debit turn rc. 20, 22	3239,46	4163,24	853,02	923,78	128,5	-3310,22	20,5
2. Credit turn rc. 20, 22	3937,09	4434,42	6071,42	797,33	112,6	1637	136,9
3. Debit turn rc. 30, 31	76749,08	180094,61	193970,56	103345,53	234,6	13875,95	107,7
4. Credit turn rc. 30, 31	78819,09	127282,91	173953,8	48463,82	161,5	46670,89	136,7
5. Debit turn rc. 36, 37, 38	74056,99	125093,45	106540,24	51036,46	168,9	-18553,21	85,2
6. Credit turn rc. 36, 37, 38	52257,36	147192,72	138098,94	94935,36	281,7	-9093,78	93,8
7. Credit turn rc. 63-68	95094,35	118716,88	172935,83	23622,53	124,8	54218,95	145,7
8. Credit turn rc. 70, 71, 74	65501,71	116593,77	98675,59	51092,06	178,0	-17918,18	84,6

As can be seen from the data of Table 1, during April - June 2021 there was an increase in flows and assets and liabilities. Thus, the credit turnover of raw materials and materials accounts increased by UAH 2134.33, ie by 54.2%. Positive and negative cash flows for the analyzed period also increased - respectively by UAH 117221.48. (152.7%) and for 95134.71 UAH. (120.7%). Similar dynamics were also observed on accounts receivable - their debit turnover increased by UAH 32483.25. (43.9%), and credit turnover - by 85841.58 UAH. (164.3%). At the same time, the credit turnover of

accounts payable and income accounts increased, although their dynamics were different - respectively by UAH 77841.48. (81.8%) and for 33173.88 UAH. (50.6%). However, such a ratio of dynamics is negative in ensuring the increase of business activity of the enterprise.

Analysis of solvency (liquidity) indicators of current assets will be carried out in the form of table 2.

Table 2

Analysis of solvency (liquidity) indicators of current assets of firm for April-June 2021

Characteristic	2021 y.			Deflection			
	April	May	June	May/April		June/May	
				Amount	Gr, %	Amount	Gr, %
1. The coefficient of synchrony flow of cash and their equivalents	0,974	1,415	1,115	0,441	145,3	-0,3	78,8
2. Synchrony ratio of receivables	1,417	0,850	0,771	-0,567	60,0	-0,079	90,7
3. Net cash flow	(2070,01)	52811,7	20016,76	54881,71	-	-32794,94	37,9
4. The ratio of net cash flow and the flow of liabilities	-0,022	0,445	0,116	0,467	-	-0,329	26,1
5. The ratio of the flow of receivables and payables	0,779	1,054	0,616	0,275	135,3	-0,438	58,4
6. Liquidity ratio of receipt	0,041	0,033	0,005	-0,008	80,5	-0,028	15,1

Therefore, as can be seen from Table 2 data, the increase in values and the level of indicators for April - June 2021 is observed:

- coefficient of synchrony of cash flow and their equivalents - by 0.141 (growth - 114.5%);
- net cash flow - by UAH 22086.77;
- the ratio of net cash flow and the flow of liabilities is 0.138.

Such dynamics of results of accounting accounts are evaluated positively, as it indicates the overall increase in the level of solvency of the analyzed enterprise in the current period.

At the same time, the decrease in the rate of synchrony of the receivable rate by 0.646 is negatively estimated, ie by 45.6%, which, in turn, decreased the ratio of receivables and accounts receivables by 0.163, ie by 20.9%. This situation was caused by the predominance of the amount and rate of growth of credit turnover of accounts receivable over debit, respectively by UAH 5358.33. That is, by 264.3%, in June 2021 compared to April of the same year.

As a result, during the analyzed period there was a deterioration of the balance of flows of assets and liabilities, which indicates, among other reasons, the shortcomings in their management.

Analysis of the business activity of cash flow is also an important area of research, since it allows to establish the level and dynamics of cash flow, that is, how much hryvnias of income from the sale of products (goods, works, services) each hryvnia of cash flow brings. Analysis of business activity of cash flow will be carried out in the form of table 3.

Table 3

Analysis of business activity of the cash flow of the firm for April-June 2021

Characteristic	2021 y.			Deflection			
	April	May	June	May/April		June/May	
				Amount	Gr, %	Amount	Gr, %
1. The cash flow ratio	0,421	3,838	0,268	3,417	911,6	-3,57	7,0

As can be seen from the data of Table 3, the coefficient of business activity for the period of April - June 2021 has a steady tendency to decrease - from 0.421 to 0.268

- that is, by 0.153 (36.6%). Such dynamics are evaluated negatively, as it eventually leads to a decrease in the level of solvency, the increase in the duration of production, financial and, accordingly, the operating cycle, slowing down working capital. The reason for this negative dynamics was that the growth rate of income was lagging behind the growth rate of gross cash flow, which is also estimated negatively and indicates a decrease in the level of efficiency of service of gross cash flow flow, reducing their share in the structure of gross cash flow.

More fulfillment of the current asset management efficiency allows for the economic activity of current assets.

Indicators of economic activity are distinguished in the process of financial analysis W.S. Rudnitsky, W.I. Bachinsky, K.I. Rudenko, E.A. Rhletsky, M.E. Maryniak [37, p.38 - 42] and refer to them Numbers: asset turnover ratio, fixed assets turnover, current asset turnover ratio, reserves turnover ratio, average receivable receivable period. In our opinion, the coefficient of synchrony flow of raw materials and materials, as well as the coefficient of synchrony flow of current assets allow to provide more accurate and detailed information on the efficiency of use of current assets.

It is advisable to analyze the indicators of economic activity in the form of table 4.

Table 4

Analysis of economic activity of current assets of the firm for April-June 2021

Characteristic	2021 y.			Deflection			
	April	May	June	May/April		June/May	
				Amount	Gr, %	Amount	Gr, %
1. The coefficient of synchrony flow of raw materials and materials	0,823	0,939	0,140	0,116	114,1	-0,799	14,9
2. The coefficient of synchrony flows of current assets	1,136	1,129	0,12	-0,007	99,4	-1,009	10,6

Therefore, as can be seen from Table 4, there is a negative dynamics to reduce the level of economic activity of current assets flow. Thus, in June 2021, the coefficient of synchrony flow of raw materials and materials decreased by 0.683 compared to April, ie by 83%. This value of the decrease, in turn, led to a decrease in the level of a more generalizing indicator - the coefficient of synchrony of flow of current assets - by 0.016, ie by 11.8%, which is estimated negatively.

According to the results of the study, a matrix of SWOT is formed in dynamics (Fig. 4).

<u>Strengths</u>	<u>Weaknesses</u>
1. Increasing the flows of assets and liabilities 2. Increasing the coefficient of synchrony flow of cash and their equivalents 3. Total increase in solvency level	1. Exceeding the growth rate of accounts payable over income from sales 2. Reduction of the level of synchrony ratios of receivables and the ratio of receivables and accounts receivables 3. Growth of operating cycle duration 4. Reduced the level of economic activity of current assets flows
1. Increase the net cash flow	1. Deterioration of balance of assets and liabilities flows 2. A steady tendency to reduce cash flow ratio
<u>Opportunities</u>	<u>Threats</u>

Fig. 4. SWOT matrix-analysis of the synchrony flow of current assets of the firm

According to the matrix (Fig. 4), management staff should focus on reducing threats for the financial condition of the institute by regulating:

1. Increasing the level of balance of flows of assets and liabilities while their increase.

2. Increasing the cash flow ratio.

3. Monitoring of the efficiency of servicing gross cash flows of income from sales.

The application of the proposed methodology in the management process provides managers of business entities in timely analytical information, and allows to significantly optimize the process of regulating financial and economic activity in real time.

The peculiarity of the method of analysis of flow synchrony is that it is universal in nature, and can be applied both by banking and budgetary institutions, as well as by enterprises of any sectoral subordination.

Evidence of the correctness of the proposed methodology is the fact that one of the types of current assets - cash and their equivalents in Ukraine and abroad, the analysis of cash flows with the use of coefficients: liquidity of cash flow is carried out; cash flow efficiency.

There are a number of approaches to the analysis of cash flows. According to one of them, the methodology of cash flow analysis should include the implementation of the following stages:

- 1) consideration of a positive cash flow;
- 2) the dynamics of the volume of formation of negative cash flow;
- 3) analysis of net cash flow;
- 4) evaluation of the availability of funds in the account of the enterprise.

The above methodological approach does not take into account the analytical possibilities of assessing the synchronicity of cash flows, the dynamics of indicators related to cash flows and does not provide for a prediction of their behavior, which is desirable to consider in the management process.