

ANALYTICS ANONYMOUS LTD
UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

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UNAUDITED ACCOUNTS
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ANALYTICS ANONYMOUS LTD
COMPANY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2023

Director	Mr Adrian Peter Anslow
Company Number	09742941 (England and Wales)
Registered Office	Union House 111 New Union Street Coventry CV1 2NT United Kingdom
Accountants	Virtue Accounting Limited 53 Warwick Street Coventry CV5 6ET

ANALYTICS ANONYMOUS LTD
STATEMENT OF FINANCIAL POSITION
AS AT 31 MARCH 2023

	Notes	2023 £	2022 £
Fixed assets			
Tangible assets	<u>4</u>	221	-
Current assets			
Inventories		6,756	-
Cash at bank and in hand		4,076	7,941
		<u>10,832</u>	<u>7,941</u>
Creditors: amounts falling due within one year		(5,992)	(2,081)
Net current assets		<u>4,840</u>	<u>5,860</u>
Total assets less current liabilities		5,061	5,860
Provisions for liabilities			
Deferred tax		(42)	-
Net assets		<u>5,019</u>	<u>5,860</u>
Capital and reserves			
Called up share capital	5	12	12
Profit and loss account		5,007	5,848
Shareholders' funds		<u>5,019</u>	<u>5,860</u>

For the year ending 31 March 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The members have agreed to the preparation of abridged accounts for the year in accordance with Section 444(2A).

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - Small Entities. The profit and loss account has not been delivered to the Registrar of Companies.

The financial statements were approved by the Board and authorised for issue on 22 April 2023 and were signed on its behalf by

Mr Adrian Peter Anslow
Director

Company Registration No. 09742941

ANALYTICS ANONYMOUS LTD
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

1 Statutory information

Analytics Anonymous Ltd is a private company, limited by shares, registered in England and Wales, registration number 09742941. The registered office is Union House, 111 New Union Street, Coventry, CV1 2NT, United Kingdom.

2 Compliance with accounting standards

The accounts have been prepared in accordance with the provisions of FRS 102 Section 1A Small Entities. There were no material departures from that standard.

3 Accounting policies

The principal accounting policies adopted in the preparation of the financial statements are set out below and have remained unchanged from the previous year, and also have been consistently applied within the same accounts.

Basis of preparation

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets.

Presentation currency

The accounts are presented in £ sterling.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. Turnover from the sale of goods is recognised when goods have been delivered to customers such that risks and rewards of ownership have transferred to them. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Tangible fixed assets and depreciation

Tangible assets are included at cost less depreciation and impairment. Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives:

Computer equipment	33% Straight Line
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Deferred taxation

Deferred tax arises as a result of including items of income and expenditure in taxation computations in periods different from those in which they are included in the company's accounts. Deferred tax is provided in full on timing differences which result in an obligation to pay more (or less) tax at a future date, at the average tax rates that are expected to apply when the timing differences reverse, based on current tax rates and laws.

Deferred tax assets and liabilities are not discounted.

Government grants

Government grants in relation to tangible fixed assets are credited to profit and loss account over the useful lives of the related assets, whereas those in relation to expenditure are credited when the expenditure is charged to profit and loss.

ANALYTICS ANONYMOUS LTD
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

4 Tangible fixed assets

	Total £
Cost or valuation	
At 1 April 2022	500
Additions	330
Disposals	(500)
At 31 March 2023	330
Depreciation	
At 1 April 2022	500
Charge for the year	109
On disposals	(500)
At 31 March 2023	109
Net book value	
At 31 March 2023	221

5 Share capital

	2023 £	2022 £
Allotted, called up and fully paid:		
12 Ordinary shares of £1 each	12	12

6 Loans to directors

Movements on directors' loan accounts represent timing differences between amounts owed, and payments made, to directors in respect of expenses, remuneration and dividends. At the reporting date the amount owed by the company to Mr Anslow was £Nil, a movement of £104 from the £104 owed by the company at the beginning of the period. No interest is charged on balances and no guarantees have been provided by either the company or the directors.

7 Average number of employees

During the year the average number of employees was 1 (2022: 1).

