# Financial Projection Consultancy Project

A financial projection consultancy project as a guide to an entrepreneur about their future financial position, and provided a data-based dashboard to help decision-making.

Duration: Sept 2020 – Dec 2020

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Social Media Management

Financial Accounting, Cashflow, Consulting, Market Research

Data Management

Microsoft Excel, Data Analysis

## About the Project

The purpose of this project is to create a financial model for a biotech startup in Galway and to identify the key financial factors that influence its growth and survival in a competitive environment. Upon completion, the client will have a critical evaluation of their financial position for the next ten years. The client can use the financial tools developed to critically analyse its cash flow and profitability, anticipate potential capital requirements and evaluate if measures are needed to boost both cash flow and profits. My main contribution to this project is the Business Intelligence Dashboard designed and drafted by me using Microsoft Excel.

## Dashboard Demo
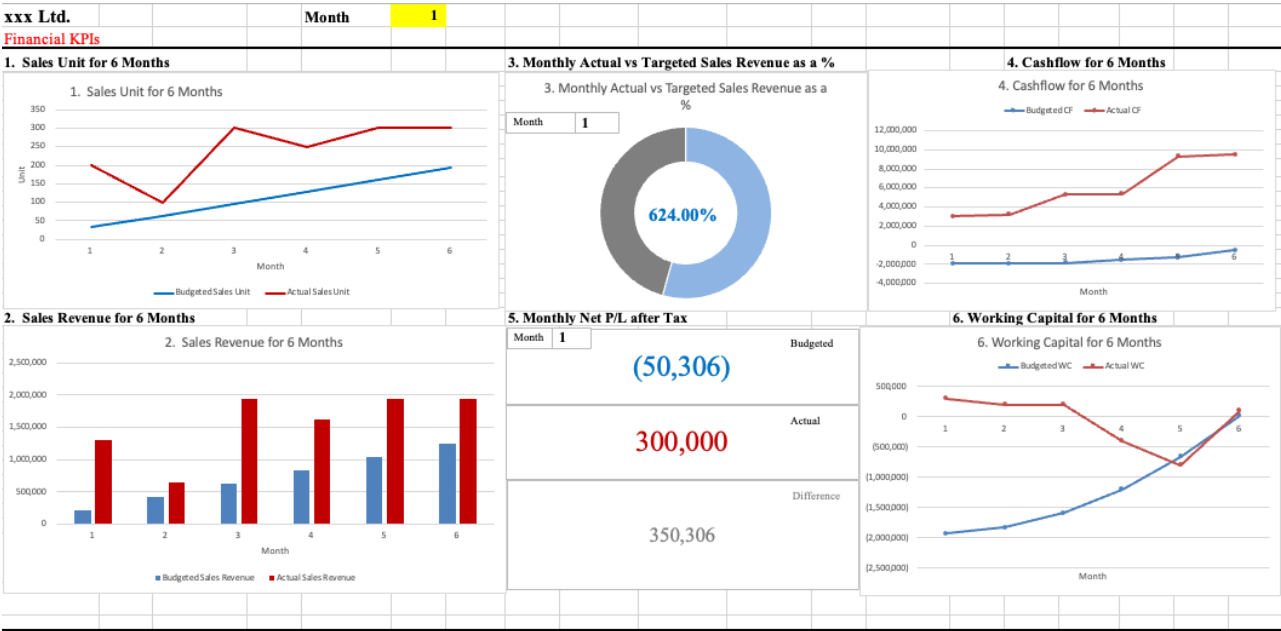
### Client Satisfaction
- Unsatisfied 5%
- Satisfied 95%
- Legend: Satisfied, Unsatisfied

### Safety: Product Malfunction
- Product Malfunction, 10, 1%
- Normal Working Product, 990, 99%
- Legend: Normal Working Product, Product Malfunction

### Customer Complaints
- Resolving 8, 8%
- Unresolved 2, 2%
- Resolved 90, 90%
- Legend: Resolved, Resolving, Unresolved

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**\* current numbers in highlighted cells are made-up**

**Input Area**

| 1 & 2 Month | Budgeted Sales Unit | Budgeted Sales Revenue | Actual Sales Unit | Actual Sales Revenue |
|---|---|---|---|---|
| 1 | 32 | 208,333 | 200 | 1,300,000 |
| 2 | 64 | 416,667 | 100 | 650,000 |
| 3 | 96 | 625,000 | 300 | 1,950,000 |
| 4 | 128 | 833,333 | 250 | 1,625,000 |
| 5 | 160 | 1,041,667 | 300 | 1,950,000 |
| 6 | 192 | 1,250,000 | 300 | 1,950,000 |

| 3 Month | Budgeted Sales Revenue | Actual Sales Revenue | % of Actual vs Budget | | Remaining |
|---|---|---|---|---|---|
| 1 | 208,333 | 1,300,000 | 624.00% | | -524.00% |

| 4 Month | Budgeted Cash Flow | Actual Cash Flow |
|---|---|---|
| 1 | -1,941,407 | 3,000,000 |
| 2 | -1,939,510 | 3,200,000 |
| 3 | -1,871,333 | 5,300,000 |
| 4 | -1,533,252 | 5,400,000 |
| 5 | -1,217,832 | 9,300,000 |
| 6 | -523,600 | 9,500,000 |

| 5 Month | Budgeted Monthly Net P/L After Tax | Actual P/L | | Difference |
|---|---|---|---|---|
| 1 | (50,306) | 300,000 | | 350,306 |

| 6 Month | Budgeted Current Asset | Budgeted Current Liability | Budgeted Working Capital | Actual Current Asset | Actual Current Liability | Actual WC |
|---|---|---|---|---|---|---|
| 1 | 277,063 | 2,206,544 | (1,929,481) | 400,000 | 100,000 | 300,000 |
| 2 | 667,689 | 2,498,811 | (1,831,123) | 300,000 | 100,000 | 200,000 |
| 3 | 1,058,314 | 2,646,178 | (1,587,864) | 500,000 | 300,000 | 200,000 |
| 4 | 1,448,938 | 2,646,888 | (1,197,950) | 200,000 | 600,000 | (400,000) |
| 5 | 1,839,564 | 2,501,091 | (661,527) | 100,000 | 900,000 | (800,000) |
| 6 | 2,230,189 | 2,206,323 | 23,866 | 600,000 | 500,000 | 100,000 |

**7 Non-Financial KPIs**

| | Actual Number | | Total Responders:Client satisfaction survey | Satisfied | Unsatisfied | product sold: adverse | Normal Working Product | Product Malfunction | Total Customer complaint | Resolved | Resolving | Unresolved |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Client Satisfaction | 95% | | 200 | 190 | 10 | 1,000 | 990 | 10 | 100 | 90 | 8 | 2 |
| Adverse event (device malfunction) | 1% | | | | | | | | | | | |
| | Resolved | Currently Resolving | Unresolved | | | | | | | | | |
| Customer complaint | 90% | 8% | 2% | | | | | | | | | |