💰 Total Cash Receipts Report

📆 Date: 08.03.2025

📊 Author: Iryna Marinchuk

📍 Project: Revenue Analysis

1️⃣ Introduction

This report presents an in-depth analysis of total cash receipts, tracking financial trends over time, identifying seasonal revenue fluctuations, and understanding key revenue sources.

The objective is to improve revenue forecasting and optimize business strategies.

🔹 Data sources: Internal financial transactions database

🔹 Time period analyzed: June 2022 - May 2023

🔹 Tools used: Tableau, SQL, Python (Pandas, Matplotlib), Excel

2️⃣ Methodology

To analyze total cash receipts, the following methodologies were used:

✔ SQL queries to extract financial transaction data

✔ Time-series analysis to track revenue fluctuations and seasonal trends

✔ Breakdown of revenue contributions at the product and regional level

✔ Data visualization using Tableau for key insights

3️⃣ Key Findings

1. Total Revenue Trends Over Time

Total revenue has steadily increased, with a peak observed in Spring 2023.

Noticeable seasonal fluctuations, with revenue dips in Q3.

📊 Tableau Visualization: Total Revenue Over Time

2. Regional Performance

The USA remains the highest revenue-generating region, but its growth rate has slightly declined.

The EMEA region is expanding, contributing an increasing share of total revenue.

📊 Chart: Revenue Breakdown by Region

3. Product Revenue Contributions

Customer Success and Main App continue to generate the highest revenue.

Marketing Automation and Publishing contribute the least and require strategic adjustments.

📊 Chart: Revenue Share by Product

4️⃣ Recommendations

✔ Implement targeted marketing campaigns in underperforming regions to drive revenue growth.

✔ Adjust product pricing models to improve revenue from low-performing segments.

✔ Develop retention-focused strategies to mitigate seasonal revenue dips in Q3.

5️⃣ Conclusion

This report highlights financial trends in total cash receipts, breaking down revenue by region and product.

The findings suggest strategic opportunities for increasing revenue, improving product positioning, and reducing revenue volatility.

📌 Appendix

🔗 Tableau Dashboard(https://public.tableau.com/app/profile/iryna.marinchuk/viz/Thetotalamountofcashreceipts/Dashboard1)