

Navigating Success Through Data Insights: A Comprehensive Business Analysis



Introduction: The objective of this project is budgeting analysis, Inventory Management, Monthly sales Analysis, Sensitivity analysis!

Budgeting Analysis: The financial journey through budgeting! The distribution of budget allocations across departments is considered monthly. The dynamic interplay of gross sales trends and profit margins is explored. This juxtaposition reveals the story behind the numbers, and "It provides insights that light the way for Informed decision-making."

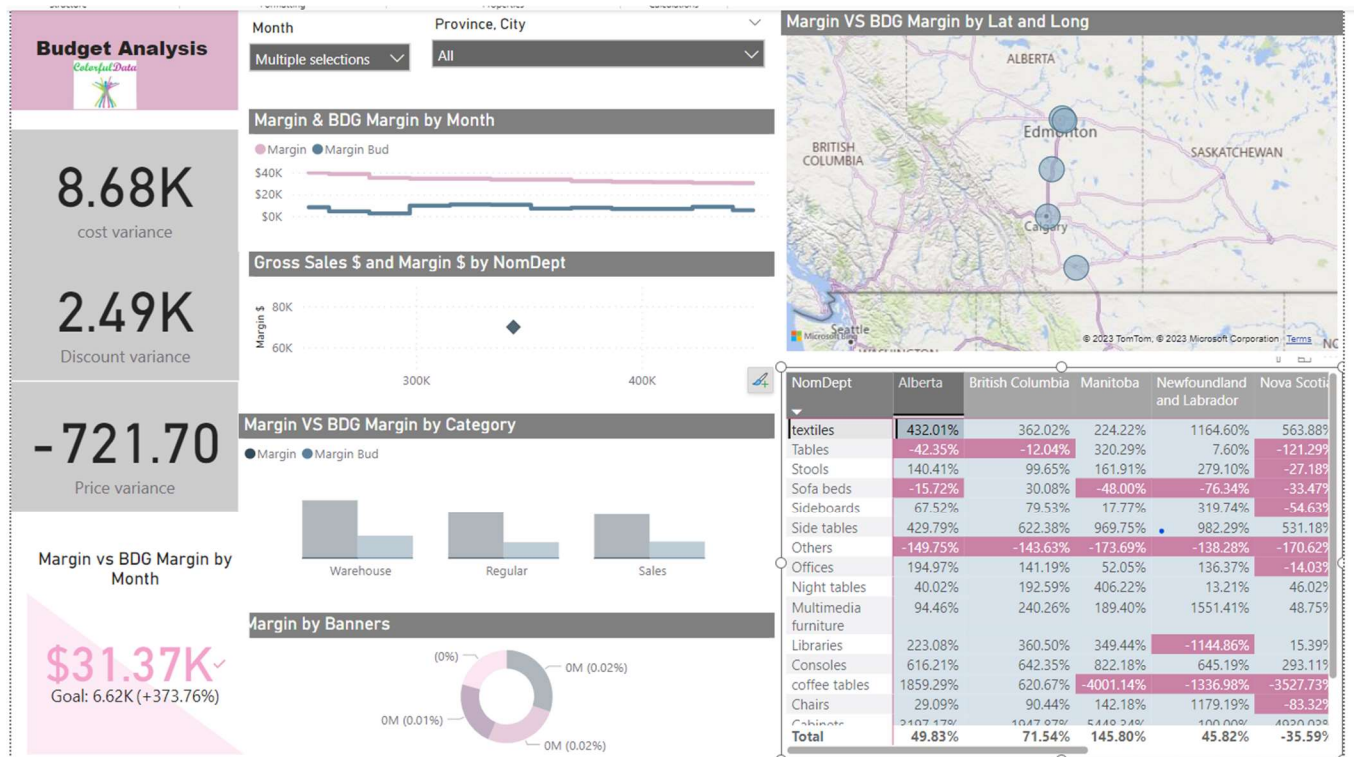
Main Measures:

Cost Variance = [Qty Bud]*([Unit Cost BDG]-[Unit Net cost])

Discount Variance = [Qty Bud]*([Unit Disocunt BDG]-[Unit Discount])

Price Variance= [Qty Bud]* ([Unit NET price BDG]-[Unit Net Price])

Actual vs. Budgeted Margin % = $\frac{[Margin]-[Margin Bud]}{[Margin Bud]}$



2- Monthly Sales Analysis:

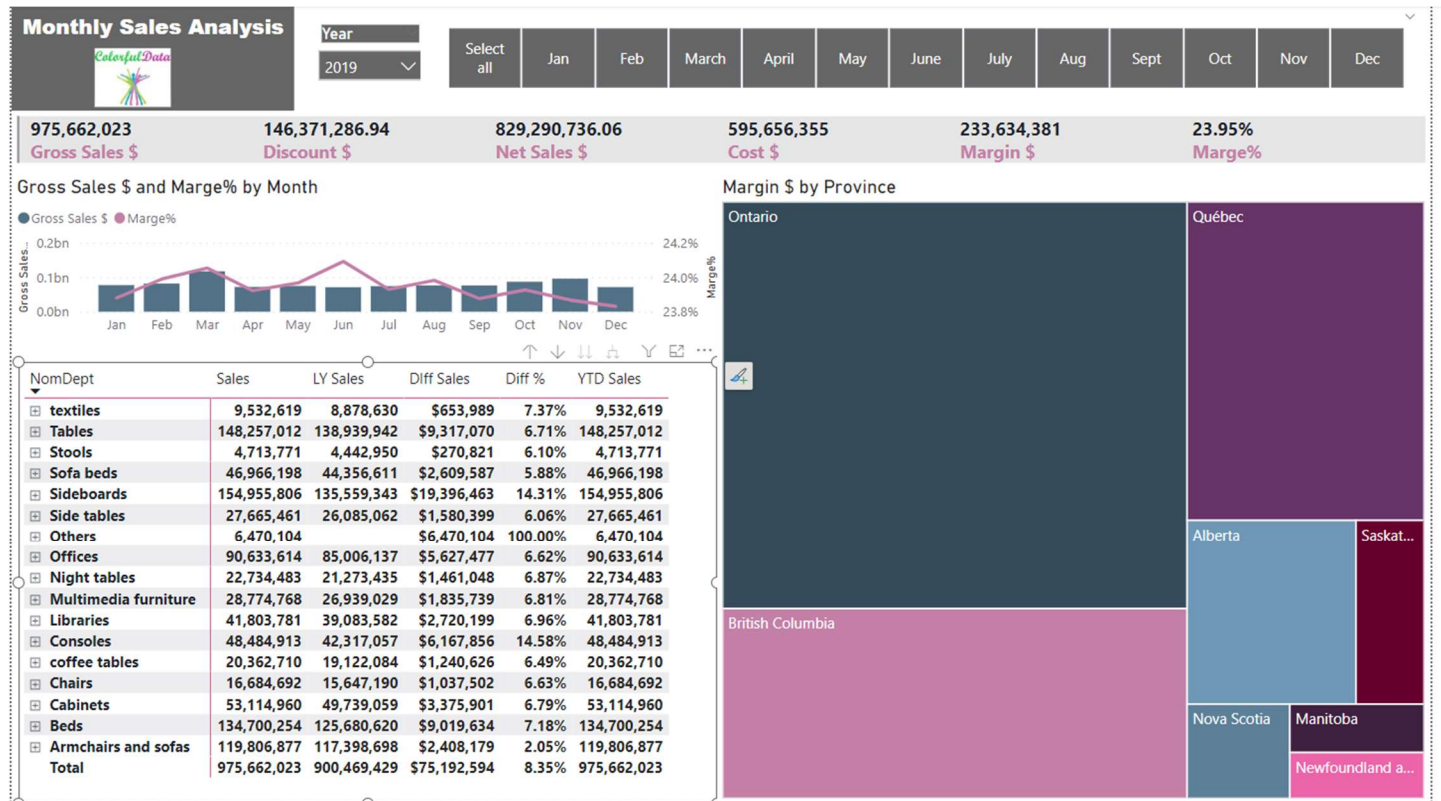
A monthly sales report is used to monitor, evaluate, analyze, and determine sales trends monthly.

Measures:

YTD Gross Sales = `Calculate([Gross Sales $],DATESYTD(DimDate[Date]))`

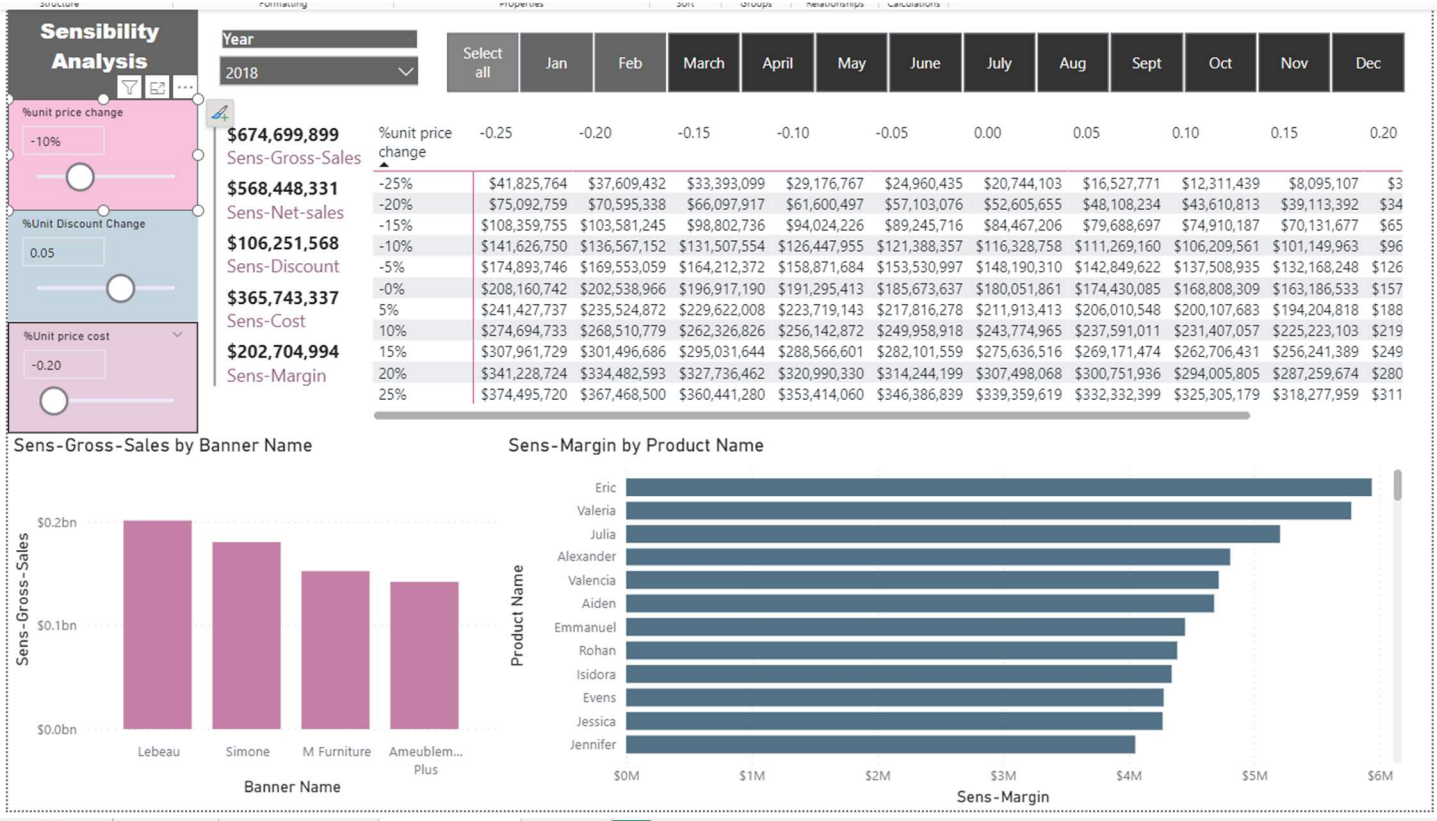
Diff % GS vs LY GS = `DIVIDE([Diff Gross Sales vs LY Gross Sales],[LY Gross Sales],1)`

Diff Gross Sales vs LY Gross Sales = `[Gross Sales]-[LY Gross Sales]`



3- Sensitivity Analysis, "What-If" analysis

Sensitivity analysis is used in decision-making and risk assessment to understand how changes in variables like price can impact the outcome of other measures in sales. Sensitivity analysis is particularly useful when dealing with financial projections, or any situation where uncertainties exist.



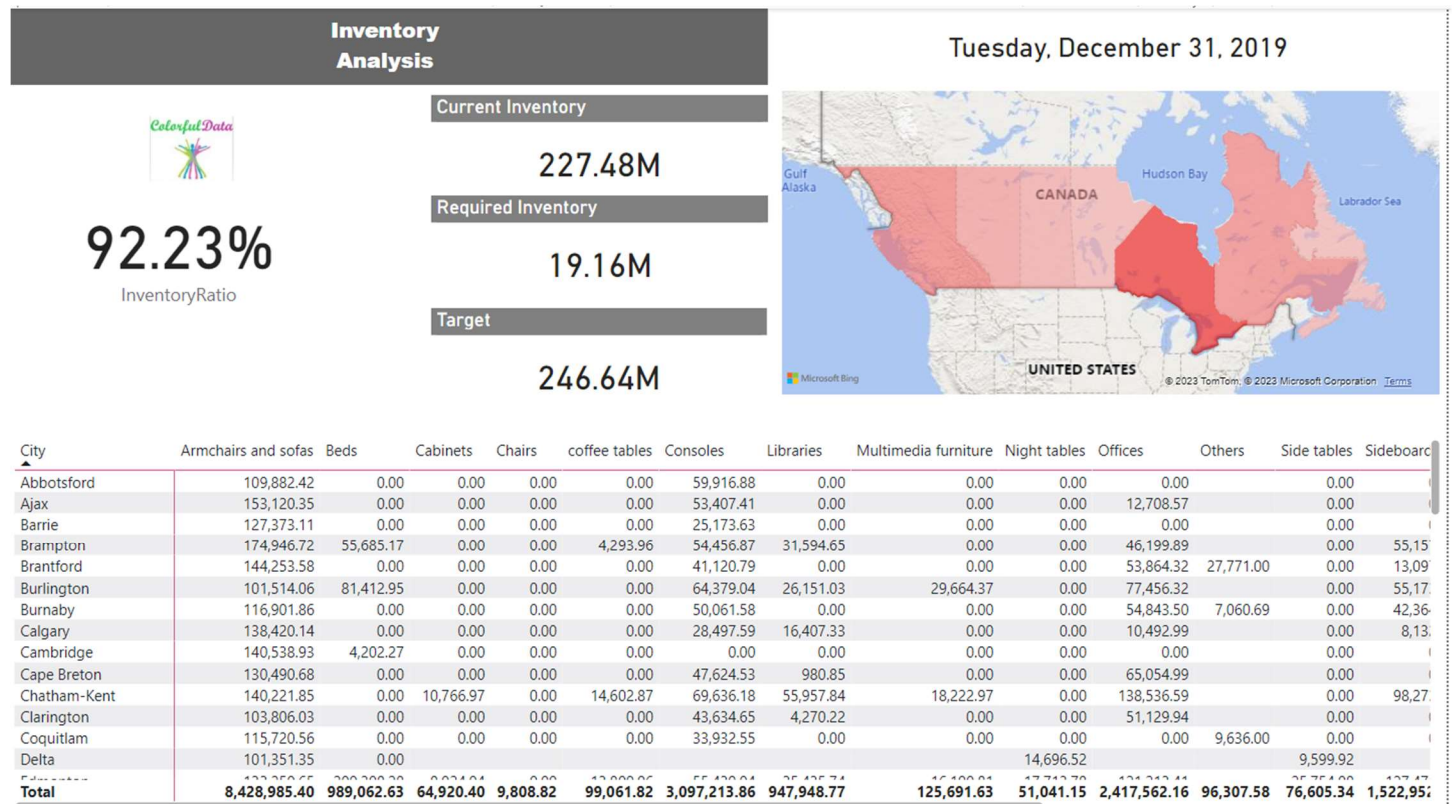
4- **Inventory Analysis.** Manage inventory items and control the day-to-day inventory operations while implementing an agreed-upon inventory control protocol.

Current Inventory = if

(Inventaires[SalesLastMonth]-Inventaires[Inventory]>0,Inventaires[SalesLastMonth]-
Inventaires[Inventory],0)

RequiredInventory\$ = SUM(Inventaires[Current Inventory])

TargetLevel = Inventaires[Inventory\$]+[RequiredInventory\$]



Source of Data: Thanks to CFO Masque!