

Business Case Document

Project Title: Financial Expense Analysis & Budget Forecasting Dashboard

Prepared for: Executive Finance Leadership Team

Prepared by: Kuhle James

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1. Executive Summary

The organization is facing rising departmental cost variance, missed budget targets, and inconsistent cost approval tracking across multiple business units. Current reports are spreadsheet-based, static, and do not offer visibility into forecasted spending or potential overages. This project proposes building an interactive budget analysis dashboard to visualize expense patterns, flag budget discrepancies, and improve financial accountability. The project will use a simulated internal expense dataset modeled after realistic organizational spending across departments such as Sales, Marketing, IT, HR, and Operations.

2. Business Problem

Financial leadership lacks a centralized, real-time view of:

- Which departments are consistently over or under budget.
- Trends in fixed vs variable expenses across quarters.
- Bottlenecks in approval processes and their impact on forecasting.
- Areas with potential for cost optimization and reallocation.
- Accuracy of departmental forecasts relative to actuals.

3. Project Objective

To develop a Power BI dashboard using quarterly multi-department expense data that empowers leadership to monitor budget variance, track approval status, forecast spending trends, and identify cost optimization opportunities across the organization.

4. Key Metrics & KPIs

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A. Budget Overview

- Total Budgeted vs Actual Expenses
- Budget Variance (%) by Department
- Budget Utilization by Quarter and Month
- Approval Status Summary

B. Expense Segmentation

- Spend by Cost Type (Fixed, Variable, Semi-Variable)
- Top 5 Over-Budget Categories
- Pending vs Approved vs Rejected Costs

C. Departmental Insights

- Expense Trends by Department (IT, HR, Sales, Marketing, Ops)
- Consistency of Budget Adherence by Business Unit
- Training, Travel, Equipment cost breakdowns

D. Forecasting Opportunities

- Forecasted Spend vs Actuals
- Expected Budget Overruns in Future Quarters
- Scenario Modeling for Salary Increases or Travel Reductions