



D.E.S.S.Co.

Financial Documentation Walkthrough

Dashboard Design:

- **1. High-Level KPIs:**

- The dashboards prominently feature key performance indicators (KPIs) at the top, such as Total Revenue, Total Expenses, Net Profit, Gross Margin, Operating Margin, COGS to Revenue Ratio, and Profit Margin. These KPIs provide an overall view of the company's financial health.

- **2. Charts for Trends and Performance:**

- Bar Charts show Profitability by Product and COGS by Product, enabling users to identify the most and least profitable products.
- Line Charts present trends in Revenue, Expenses, and Profit over time, allowing users to track performance variations.
- Pie Charts offer a visual representation of COGS to Revenue Ratios and Profit Margins by Country, helping users understand geographical performance distribution.

- **3. Filters:**

- The dashboard offers multiple filters, allowing users to narrow down data by Country, Segment, Discount Band, and other criteria for more granular analysis.

Data Model:

The data model connects various dimensions to the central fact table (FINANCIALS_FT), providing a holistic view of the financial metrics. Key tables include:

- **1. Product Dimension:** Linked by Product_Name, allowing for product-level performance analysis.
- **2. Segment Dimension:** Helps in analyzing financials by business segments such as Government, Enterprise, etc.
- **3. Country Dimension:** Facilitates country-specific financial analysis.
- **4. Discount Band Dimension:** Tracks the impact of discounts on sales and revenue performance.
- **5. Date Table:** Enables time-based analysis, including month and quarter breakdowns for better trend tracking.

Custom Measures:

The following measures, including growth calculations and key ratios, have been implemented in the dashboard:

- **1. COGS to Revenue Ratio:** A custom calculation that divides Total COGS by Total Revenue to assess the cost efficiency of goods sold in relation to sales revenue.
- **2. Gross Margin:** Calculated as $(\text{Total Revenue} - \text{Total COGS}) / \text{Total Revenue}$. This measure shows how much of the revenue remains after accounting for the cost of goods sold.
- **3. Gross Profit:** This is simply Total Revenue minus Total COGS, representing the gross profit made before operating expenses.
- **4. Operating Margin:** A profitability measure that considers both COGS and operating expenses. It is calculated as $(\text{Operating Income} / \text{Total Revenue})$.
- **5. Net Profit:** Total Revenue minus all expenses, including COGS, operating expenses, and taxes.
- **6. Profit Margin:** A percentage calculated as $(\text{Net Profit} / \text{Total Revenue})$, indicating the profitability of the business.
- **7. Total COGS:** Sum of the cost of goods sold, which includes direct costs related to the production of goods.
- **8. Total Expenses:** The total of all operational expenses, including COGS, taxes, and administrative costs.
- **9. Total Revenue:** Sum of all sales transactions.
- **10. YOY (Year-Over-Year) Growth:** This measure calculates the percentage change in key metrics like Total Revenue and Net Profit from one year to the next, helping identify yearly trends.
- **11. QOQ (Quarter-Over-Quarter) Growth:** Measures the percentage change in key metrics like Total Revenue and Net Profit on a quarterly basis, allowing for a short-term performance review.
- **12. Expense Variance:** Represents the variance in expenses over time.

Key Insights:

- **1. Revenue and Profitability Trends:**

- Over the period from September 2013 to December 2014, products like Paseo, Velo, and Amarilla dominated sales and contributed significantly to profitability.
- The segments Enterprise, Channel Partner, and Government consistently deliver high revenues.

- **2. Cost Management and Efficiency:**

- Products such as Paseo and VTT show higher COGS to Revenue Ratios, indicating cost inefficiencies. These products should be reviewed for cost optimization opportunities.
- Mid-tier products like Velo and Amarilla exhibit a more balanced cost structure, performing better in terms of Gross Margin.

- **3. Geographical Performance:**

- Countries such as Canada, France, and the USA have the highest net profit contributions.
- A deeper dive into country-level filters can help identify geographical areas where cost optimization could enhance profitability.

- **4. Yearly and Quarterly Growth:**

- YOY Growth shows a positive increase in both Revenue and Net Profit from 2013 to 2014, indicating an upward trend in business operations.
- QOQ Growth provides insight into more volatile short-term changes in performance, which could signal seasonal trends or specific event-driven performance changes.

Conclusion:

- The dashboards offer a comprehensive view of the company's financial data, with customizable filters and a wide range of performance indicators. Through detailed custom measures like Gross Margin, Operating Margin, and YOY Growth, users can gain insights into both long-term and short-term performance trends. The analysis highlights that while certain products and segments are performing exceptionally well, there are areas, particularly in cost management, where further improvements can be made.