CORPORATE FINANCIAL REPORT

Made By: Nour El-Deen Khaled

Date: 2025

Table of Contents

Abstract

This report presents an in-depth financial analysis conducted using Power BI, aimed at evaluating the company's performance, identifying financial risks, and guiding strategic decision-making. The project leverages a diverse dataset covering revenue, expenses, net profit, cash flow, investments, employee performance, and ESG initiatives.

Through a series of interactive dashboards, the analysis explores key metrics, including revenue trends, cash flow irregularities, loan and tax obligations, marketing ROI, and regional/customer segmentation. A growth forecast and investment evaluation were also developed based on historical data. While most analytical objectives were achieved, customer retention and loan analysis remain areas for future extension.

The insights generated from this analysis are intended to support both executive decision-makers and technical reviewers, offering a balance between high-level summaries and detailed evidence. The results highlight areas of financial strength, operational efficiency, and potential risk, providing actionable recommendations for improved business outcomes.

Keywords:

ESG: Environmental, Social, Governance

EBITDA: Earnings before Interest, Taxes, Depreciation, Amortization

CLTV: Customer Life Time Value

COGS: Cost of Goods Sold

Goals

The primary goal of this project is to analyze the company's performance using historical data to provide clear, data-driven insights that support strategic business decisions. Specifically, the project aims to:

- Summarize financial performance (revenue, expenses, net profit, and cash flow) and highlight any irregularities or risks
- Break down revenue by segment, region, and customer type, and compare it with industry benchmarks.
- Assess financial risks, including tax obligations and loans (pending), and evaluate risk exposure.
- Analyze employee performance and supplier costs to identify optimization opportunities.
- Forecast company growth and evaluate the ROI of capital investments.
- Measure the financial impact of ESG initiatives and recommend ways to align sustainability with profitability.

Questions to answer

The primary goal of this project is to analyze the company's performance using historical data to provide clear, data-driven insights that support strategic business decisions. Specifically, the project aims to:

- Summarize financial performance (revenue, expenses, net profit, and cash flow) and highlight any irregularities or risks
- Break down revenue by segment, region, and customer type, and compare it with industry benchmarks.
- Assess financial risks, including tax obligations and loans (pending), and evaluate risk exposure.
- Analyze employee performance and supplier costs to identify optimization opportunities.
- Forecast company growth and evaluate the ROI of capital investments.
- Measure the financial impact of ESG initiatives and recommend ways to align sustainability with profitability.

Methodology

Tools

To carry out this project, a combination of data analysis and visualization tools was used:

- **Microsoft Power BI** for building interactive dashboards and visual reports.
- **Power Query** for data transformation, cleansing, and merging.
- **DAX (Data Analysis Expressions)** for creating custom measures, KPIs, and time intelligence metrics.

Process

- **Data Collection**: Got the data from an Excel file with multiple sheets, including financial records, HR data, ESG reports, and investment records.
- **Data Cleaning & Preparation**: Performed extensive cleaning, handled missing values, corrected calculation errors, and ensured consistency across tables.
- **Data Modeling**: Built a relational model linking financial, operational, and HR tables to enable cross-analysis and drill-down capabilities.
- **Requirement Mapping**: Mapped stakeholder questions to specific metrics and created calculated columns and measures to address them.

Implementation

- Designed an interactive Power BI dashboard to visualize key metrics, track performance trends, and highlight risks.
- Implemented dynamic filters (by time, region, customer type, etc.) for tailored insights.
- Identified gaps (such as Low Customer Satisfaction) for further investigation.

Data

Preparation

After getting the data from the Excel file I followed an ETL process and used power Query for:

1- Cleaning the data if it needed any cleaning

2- Re-Checking for data Types

3- Recalculating some columns because it was calculated wrong and here are some of the columns recalculated and the way I calculated it with:

- GrossProfit = Revenue – COGS
- NetProfit = GrossProfit – Operating expenses
- equity = Total Assets – Total Liabilities

4- Re-Validating the Date columns and checking if there is any non-valid dates

Findings

- The company generated 8.9 millions in revenue ,but netprofit was only 1.59M (17.8% margin), indicating significant operating costs or tax burdens.
- Total tax paid was **$2.07M** (23% of taxable income), with domestic taxes (**33.68% rate in Q1 2024**) being higher than international (**26.74%**).
- We see that the overall average **NPS** was **4.01** that is **really low**
- the **lowest NPS** Feedback category that the customers gave us was **3.2** in **Service** Category
- We see here that out #customers that has high churn risk indicatior is high
- we can see that there are customers with high CLTV and also have high churn risk indicator
- We see that there is a weak positive correlation between the Employee performance and the Training expenses which shows that there is minimal impact of training on employee performance
- We will see also that it doesn't necessarily mean when the employee cost us high training expenses that he/she will have higher monthly revenue contribution
- We see that there is a weak positive correlation between the Employee performance and the Training expenses which shows that there is minimal impact of training on employee performance
- We will see also that it doesn't necessarily mean when the employee cost us high training expenses that he/she will have higher monthly revenue contribution
- We invest in a total of 15 entities with most of our investments going for Startups with 8 investments
- The Startups generated the highest ROI but on average Bonds generate the highest ROI and is considered more steady than Startups.
- We see here that Nov is considered one of the highest months on both carbon emissions and energy consumption so we need to investigate further why is this happening
- There is a positive weak correlation between Marketing Investment and Actual Revenue so we need to investigate further on this matter because we can be marketing to wrong audience or the marketing effect will have an impact later

- There is a positive weak correlation between Marketing Investment and Actual Revenue so we need to investigate further on this matter because we can be marketing to wrong audience or the marketing effect will have an impact later

---

Business Impact

1. We need to investigate in our Support center and see why it has the lowest NPS among the different feedback categories because we have the highest average NPS in our Product which means customers love our product but our support is the lowest which means that the customers may not buy from us again and it will have bad return on our sales.

2. We need to further investigate on the IT department and why it had the lowest AVG in the productivity Score .

3. We need to keep investing in Bonds because it is considered a safe and steady investment and it provided us with the highest AVG of ROI.

4. We see that investing in Stocks wasn't the Right decision until now because the only 2 investments that we made in stocks scores at out least 3 investments by ROI in the company.

5. We need to see why the month November is considered one of the highest months in Energy Consumption and carbon emissions over Years.

6. There is a Weak positive correlation between Marketing investment and actual revenue, so we need to further investigate and see if there is any pending campaigns that its results will impact soon because as we saw earlier