

Comprehensive Financial Performance Dashboard

This presentation introduces a dashboard for analyzing company financial performance. It offers a comprehensive view of sales, profit, and key metrics.



Project Overview and Objectives



Analyze & Interpret

Understand financial performance.



Visualize Key Metrics

Display sales, profit, and COGS.



Optimize Strategies

Enhance pricing and promotions.

The dashboard analyzes, interprets, and visualizes company financial performance. It monitors sales, profit, and discounts to empower data-driven decisions.



Dataset and Key Columns

Customer Data

- Segment
- Country

Product Details

- Product
- Discount Band

Sales Data

- Units Sold
- Manufacturing Price
- Sale Price
- Gross Sales
- Discounts
- Sales
- COGS
- Profit

Temporal Data

- Date
- Month Number
- Month Name
- Year

The dataset comprises detailed financial records across various dimensions. Key columns capture granular data for comprehensive analysis.

Financial Performance Dashboard

Total Sales

14.4.642.077

Total Profit

1.953.720

Total Discounts

531.529

Date

01/01/2021

- 12/31/2021



Segment

(All)



Country

(All)

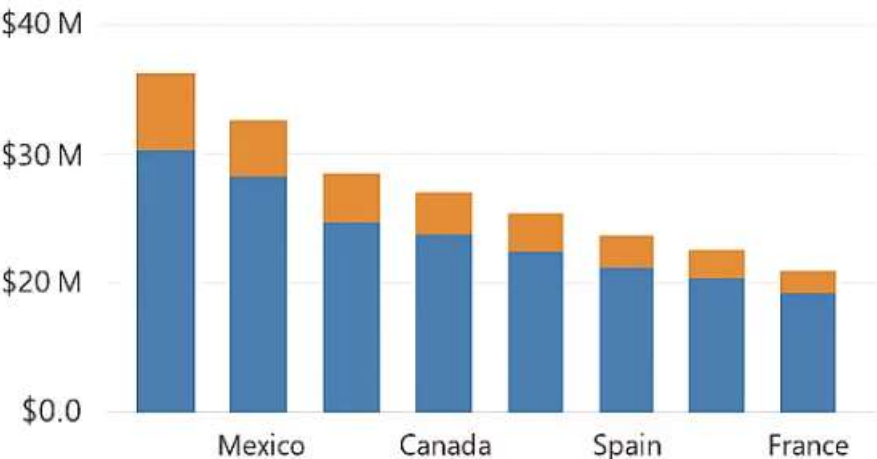


Discount Band

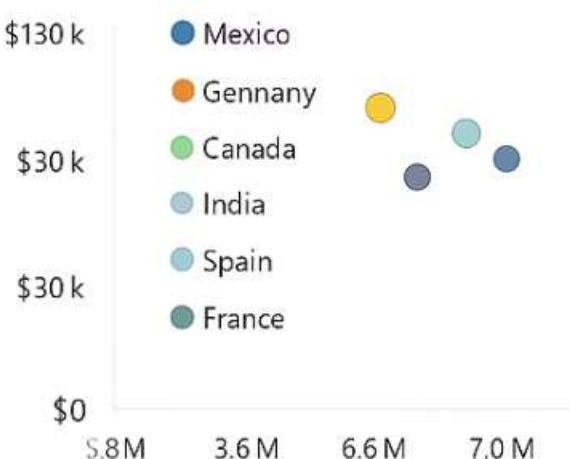
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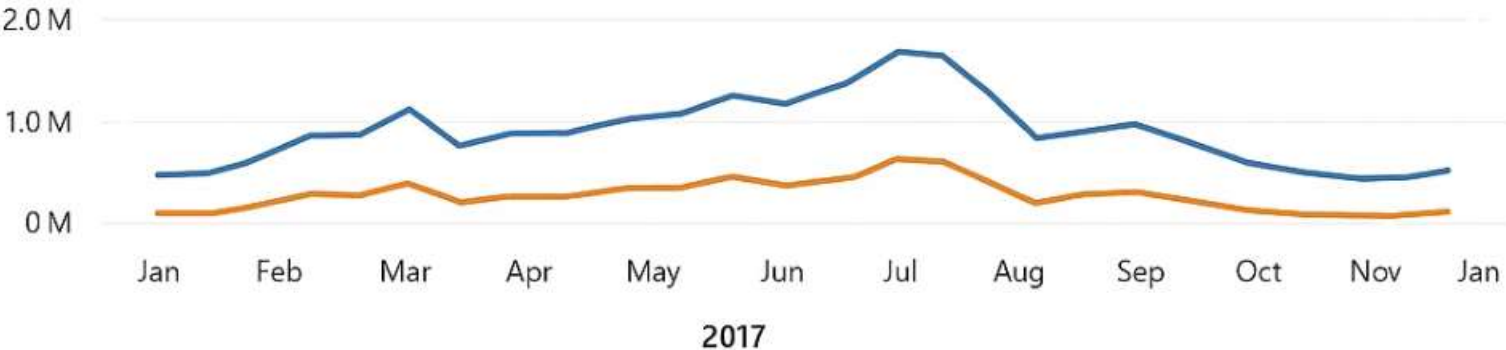
Sales & Profit by Country



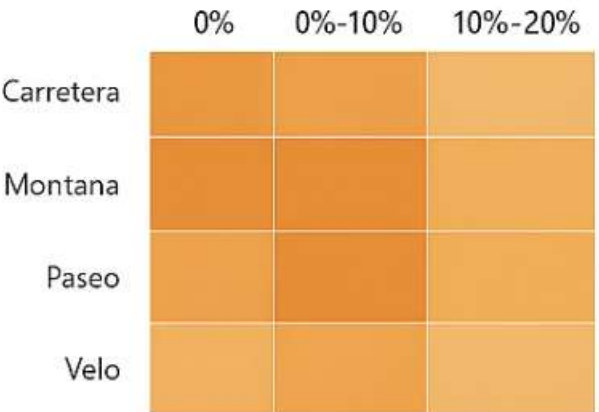
Gross Sales vs Discounts



Sales & Profit Over Time



Sales by Product & Discount Ba



Key Insight

Key Financial Metrics Overview

\$14.6M

Total Sales

Reflects overall revenue generation.

\$1.95M

Total Profit

Indicates net financial gain.

\$531K

Total Discounts

Summarizes all applied reductions.

13.34%

Profit Margin

Shows profitability efficiency.

These high-level metrics provide a foundational understanding of the company's financial health. They highlight efficiency, profitability, and pricing effectiveness.



Key Insight

Geographical Performance: North American Dominance



North America

Mexico and Canada lead in sales and profit.

North American countries, specifically Mexico and Canada, exhibit strong financial performance. They are primary drivers of both sales volume and profit generation.



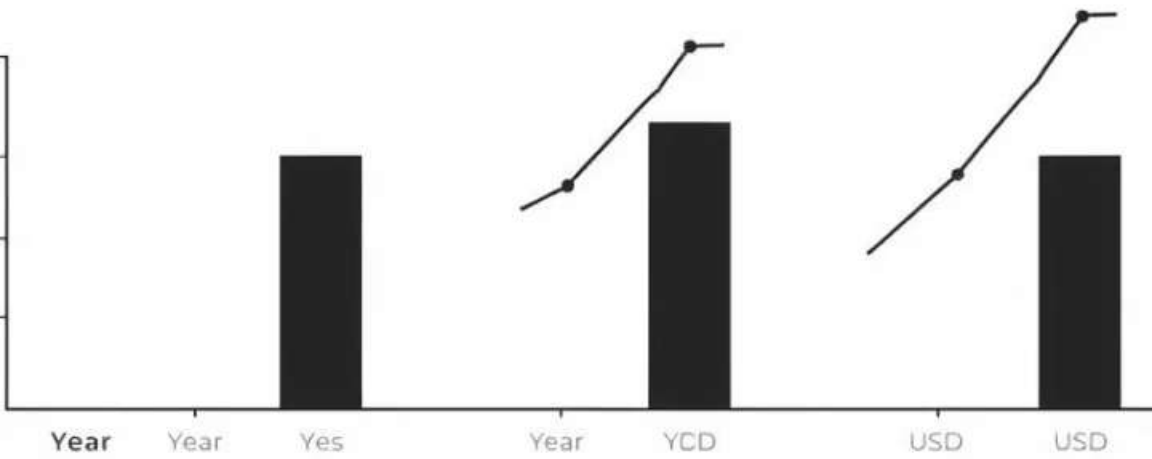
Market Share

Significant contribution to overall revenue.



Profit Hubs

High profitability in these regions.

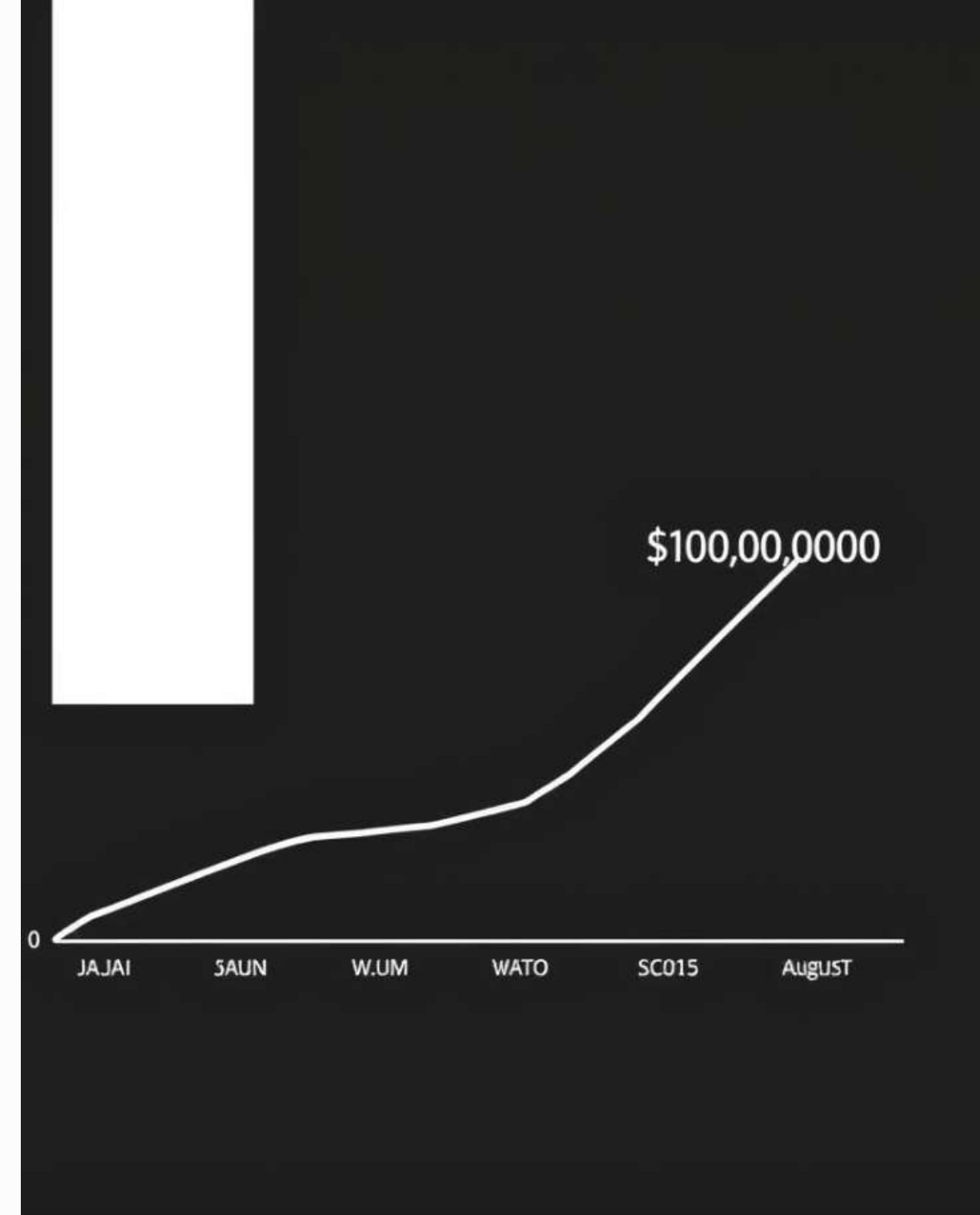


Key Insight

Temporal Trends: Mid-Year Peak Performance



The company experiences its highest performance levels during the mid-year period. August consistently stands out as the month with peak sales and profit.



Key Insight

Product Performance and Discount Impact



Top Products

Carretera and Montana perform well.



Minimal Discounts

High value with low markdowns.



Discount Variation

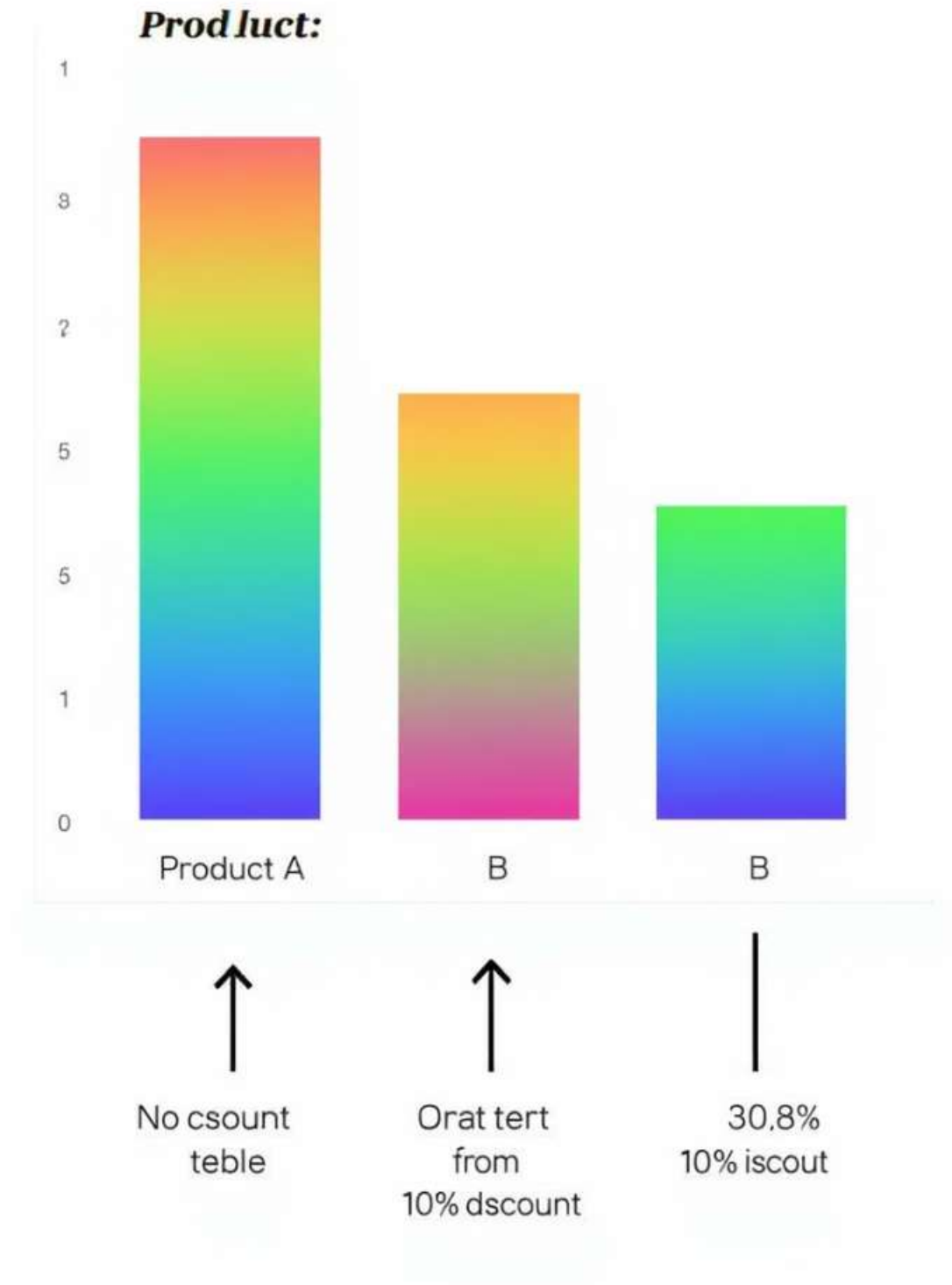
Impact differs across regions.

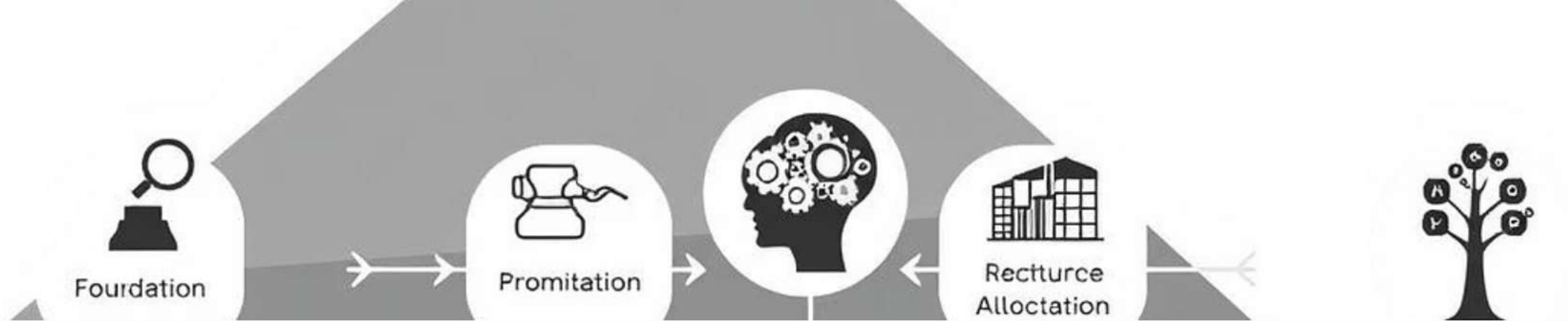


Higher Margins

Correlate with lower discount bands.

Carretera and Montana products demonstrate robust performance, even with minimal discounts. Lower discount bands generally correlate with higher profit margins across diverse markets.





Strategic Business Insights

Invest in Top Countries

Maximize returns in leading markets.

Low Discount Strategy

Maintain for high-value products.

Mid-Year Marketing

Leverage seasonal sales spikes.

Target Underperformers

Tailored promotions for growth.

Strategic insights focus on leveraging strengths and addressing weaknesses. Investing in top countries, maintaining low discount strategies, and optimizing marketing timing are key.

Conclusion

Actionable Insights

Dashboard provides visual summary.

Informed Decisions

Stakeholders optimize strategies.

Dynamic Drill-downs

Supports detailed analysis.

The dashboard offers an actionable, visual summary for informed decision-making. It enables dynamic drill-downs across time, geography, and product categories.

