

Case Study: Corporate Actions & Income Analytics Dashboard

1. Project Background

The Corporate Actions & Income Analytics Dashboard is designed to provide a comprehensive view of all income-generating events across various funds and securities. Corporate actions such as dividends, interest, mergers, and stock splits significantly impact portfolio valuation, cash flows, and client reporting. This dashboard aims to empower portfolio managers, operations teams, and compliance officers with real-time insights and control over corporate action processing.

2. Project Objectives

- Monitor corporate action events and income distributions across funds.
- Track gross vs. net income and tax implications by fund, region, and asset class.
- Identify pending or failed transactions for operational follow-up.
- Measure income trends, performance impact, and compliance adherence.
- Enable slicing by portfolio manager, custody location, income type, and client segment.

3. Key Metrics (KPIs)

- Total Gross Income, Net Income, and Tax Deducted
- Count of Corporate Action Events by Type
- Processed vs. Pending/Rejected Status Breakdown
- Income by Asset Class, Fund, Currency, and Risk Rating
- Client Segment Income Contribution
- Regional Breakdown of Custody Location
- Monthly and Yearly Trends in Income Events

4. Business Questions to Answer

- Which funds have the highest income generation in the last 3 years?
- What is the tax impact on different types of income?

- Are there any income events pending beyond the expected processing date?
- Which portfolio managers are handling high-risk or high-volume events?
- How is income distributed across client segments (Retail vs. Institutional)?

5. Power BI Features to Use

- Visuals: Stacked Column, Bar, Pie, Donut, Matrix, Card, Decomposition Tree, Funnel, Line Chart, Area Chart
- Filters: Slicers for Fund, Year, Custody Location, Corporate Action Type, Status
- DAX: Time Intelligence (YTD, MTD), Rank, IF, SWITCH, CALCULATE, SUMX, AVERAGEX, COUNTROWS
- Drillthrough pages for Fund or Manager analysis
- Bookmarks to switch between Cash Income and Non-Cash Events

6. Suggested Dashboard Pages

- Overview Dashboard: KPIs, Income Trends, Status Summary
- Fund Level Analysis: Slicers and visuals by Fund Name, Manager, and Risk Rating
- Income Type Analysis: Cash vs. Non-Cash split, Gross/Net comparison
- Regional Dashboard: Custody Location and Currency-Based Insights
- Pending Events Monitor: Focused view on pending or rejected items