

# Cash Core Solutions Business Performance Report

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## Executive Summary:

This Power BI dashboard provides a clear overview of Cash Core Solutions’ business performance, focusing on the most important KPIs and trends. The report highlights monthly revenue patterns, customer engagement, return rates, churn risk, and overall results at both the campaign and department levels.

## Key Metrics & KPIs:

KPI Name	Value	Insight
Average Monthly Revenue	2.12K	Indicates modest average sales across time
Total Monthly Revenue	180.38K	Shows cumulative monthly income
Total Amount	242.52K	Possibly total billed or invoiced amount
Total Performance Score	341	Aggregated score indicating overall campaign or employee performance

## Detailed Insights:

### 1. Discount vs Performance

Most discounts are given where performance scores are between 1 and 2. However, higher discounts don’t always lead to better performance.

### 2. Return Status by Department

The Marketing department has the highest number of returns (28), followed by Support (19). This could point to issues with product or service quality in these areas.

### 3. Customer Payments

There’s a mix of Paid, Pending, and Failed transactions. The failed payments could be a sign of potential revenue loss.

### 4. Engagement by Campaign Type

Awareness campaigns are leading in terms of customer engagement, with Retention campaigns next. Acquisition campaigns are underperforming and need attention.

## 5. Revenue by Account Status

Surprisingly, inactive accounts are generating more revenue (82.15K) than active ones (62.01K). This may suggest gaps in customer relationship management or follow-up.

## 6. Churn Risk by Department

The Marketing department faces the highest churn risk, indicating possible issues with customer retention or campaign fatigue.

## Risks Identified

- High return rates in Marketing and Support
- Elevated churn risk in key departments
- Multiple customers with failed payments
- Most revenue coming from inactive accounts

## Recommendations

1. **Reduce Returns:** Review and improve product and service quality in the Marketing and Support departments.
2. **Boost Customer Retention:** Invest in loyalty programs and refine campaign targeting.
3. **Re-engage Inactive Customers:** Launch targeted campaigns to win back inactive customers.
4. **Address Payment Issues:** Implement retry options and offer alternative payment methods.
5. **Optimize Campaigns:** Allocate more resources to Awareness campaigns, which are showing the best engagement.

## Conclusion

Cash Core Solutions has strong potential, but there are some hidden challenges around customer retention and operational efficiency. By focusing on the key KPIs and acting on these insights, the company can increase profits, reduce losses, and build a more loyal customer base.

# DASHBOARD

