**A stethoscope and heart line with text

Description automatically generatedProCare Solutions Case study\_ Group 17**

**Introduction:** Based on the provided data, we have developed two Power BI dashboards: **Revenue & Profit Analysis** and **Cost Analysis**. These dashboards were designed to explore key insights and address the required questions systematically.

For **questions 1-3**, please refer to the **Revenue & Profit Analysis** dashboard, which highlights profit margins, revenue trends, and the relationship between patient numbers and revenue. For **questions 4-5**, insights can be found on the **Cost Analysis** dashboard, where cost structure and efficiency across projects are analyzed in detail. These structured dashboards provide clear and actionable insights to evaluate ProCare Solutions' project performance and support data-driven decision-making.

**Answers to the Questions**

Below are the answers to the required questions based on the insights derived from the dashboards.

1. What are the profit margins (profit/revenues) for each project in the three-year period? Which one generated more profit margin?

* **Refer to the chart:** **"Which project led in profit margin?"**
* **Key Insights**:
  + **Sacred Heart Hospital**: Profit margins declined from **58.2% (2020)** to **55.6% (2022)**, indicating a gradual reduction in profitability.
  + **Cleveland Clinic**: Profit margins decreased sharply year over year, showing the **worst performance by 2022**.
  + **UCLA Medical Center**: Maintained **stable and consistent profit margins** across all three years, outperforming the other projects.
* **Conclusion**: **UCLA Medical Center** is the most profitable project due to its stability and effective cost management, while **Cleveland Clinic** performed the worst in terms of profit margin.

2. During the period analysis, which project performed worse? Did one project get worsening margins, or did every project maintain relatively stable ones?

* **Refer to the chart:** **"How did project perform in profit and revenue in 2020-2022?"**
* **Detailed Analysis**:
* **Sacred Heart Hospital**:
  + Revenue remained largely static across the three years (~$4M annually).
  + The gradual decline in profit margins indicates rising costs, particularly in materials and external services.
* **Cleveland Clinic**:
  + Worsened significantly over the three years, with both revenues and profit margins declining sharply.
  + External service providers and personnel costs were major contributors to the increase in costs.
  + By 2022, it was the worst-performing project in terms of both revenue and profitability.
* **UCLA Medical Center**:
  + Showed steady revenue growth, indicating that project execution and service delivery were well-aligned with its pricing policy.
  + Margins remained consistent, reflecting excellent cost controls.

**Conclusion**: **Cleveland Clinic** performed the worst during the period, with declining margins and stagnant revenue, while **UCLA Medical Center** consistently outperformed.

3. Are yearly patients and revenues positively correlated? Historically speaking, does more patients mean more revenues we can charge?

* **Refer to the chart: "Do patient numbers influence revenue?"**
* In 2020, the highest patient count (365K) did not translate into the highest revenue. This suggests that patient volume alone is not sufficient to drive revenue growth.
* In 2022, the lowest patient count (219K) generated the highest revenue ($11M). This indicates that revenue was influenced more by pricing and service complexity than by patient numbers.
* A comparison of patients per revenue reveals that UCLA Medical Center achieved the highest revenue per patient, reflecting its ability to charge premium rates for specialized services.

**Conclusion:** Patient numbers and revenues are not strongly correlated. Pricing strategies and service offerings play a larger role in driving revenue.

4. Present to us the evolution of costs (also in relation to revenues) and provide us with a detail analysis for financial statement item.

* Refer to the chart: "Which year achieved the best cost efficiency?"
* 2020:

Costs were relatively low ($3.5M) compared to revenues ($10M), resulting in a high cost efficiency.

Cost margin (costs/revenues) was 35%, reflecting efficient resource management.

* 2021:

Costs increased to ~$4M, while revenues stagnated at $10M.

Cost margin worsened to 40%, indicating declining cost efficiency.

* 2022:

Costs surged significantly to ~$6.2M, while revenues increased to ~$11M.

Cost margin deteriorated further to 56.4%, suggesting escalating costs outpaced revenue growth.

**Conclusion:** Costs have increased disproportionately compared to revenues over the three years, particularly in 2022, where cost margin rose sharply. This highlights a need for stricter cost control measures.

5. Which are the highest costs we need to monitor for future projects?

In every clinic the first biggest costs for every year remains the same – the external services providers.

**Cleveland Clinic:** We could say that the decrease in expenses led to an increase in profit from 2020 to 2021. During the period from 2021 to 2022, the **clinic increased its materials, personnel casts and equipment costs** and from 2021 to 2022, the clinic **reduced costs on external services providers**, which significantly affected the revenue indicators, although the expenses became higher, the revenue increased significantly.

**UCLA Medical Centre:** Has similar results as the **increase in external services providers costs** resulted in a small increase in revenues, while the **decrease of external services providers costs** in 2022 and the **increase in** **personnel costs, material costs and equipment** resulted in a significant increase in revenue.

**Sacred Heart's: The increase in external services providers costs** has significantly affected the cost margin and revenue by a significant increase from 2020 to 2021. By **reducing the percentage of external services providers costs** from 2021 to 2022, the company the clinic has slowed its rise a bit, but it still rose.