

POWER BI PROJECT: COMPANY FINANCIAL PERFORMANCE DASHBOARD

PROJECT OVERVIEW

This Power BI project focuses on analyzing a company's financial performance through interactive dashboards. It helps management monitor key financial metrics like Revenue, Expenses, Profit, Growth, and Branch Performance — all in one place. The main goal is to transform raw financial data into visual, easy-to-understand insights for decision-making.

OBJECTIVE

To create a data-driven dashboard that provides a complete overview of the company's financial health — helping identify trends, improve budgeting, and evaluate profit growth across different departments and branches.

TOOLS & TECHNOLOGIES USED

- Microsoft Power BI – Dashboard & visualization
- Power Query Editor – Data cleaning and transformation
- DAX (Data Analysis Expressions) – For calculated measures (Profit %, Growth %)
- Excel Dataset – Base financial data source

DATASET DETAILS

Dataset Name: Company_Financial_Performance.xlsx

Total Rows: 5000 | Total Columns: 10

Key Columns:

- Year
- Department
- Branch Location
- Revenue
- Expenses
- Profit
- Profit Margin %
- Growth Rate %

- Distribution Type
- Quarter

KEY PERFORMANCE INDICATORS (KPIs)

- Total Revenue – Overall income generated by all departments
- Total Profit – Net earnings after expenses
- Expense Ratio % – Cost efficiency tracking

DASHBOARD INSIGHTS

- Revenue vs. Expenses: Compared performance across departments to highlight profitable areas.
- Profit Trend by Quarter: Showed quarterly growth pattern and seasonal variations.
- Branch Performance: Mapped growth rate % by each branch location for better geographic insight.
- Profit Distribution: Visualized how total profit is distributed across business categories.
- Ranking by Department: Ribbon chart displayed profit rank changes between departments across quarters.

VISUALIZATIONS USED

- Donut Chart – Profit by Distribution
- Clustered Column Chart – Revenue vs Expenses by Department
- Ribbon Chart – Profit Ranking by Department
- Map Visual – Growth Rate % by Branch Location
- Water fall – Branch location by quarter
- KPI Cards – Total Revenue, Profit, Expense Summary

DASHBOARD DESIGN & THEME

Background: Light Professional Blue (#E9F1FA)

Title Color: Navy Blue (#003366)

Card Background: White (#FFFFFF)
Accent Colors: Teal, Orange, Light Blue

RESULTS & INSIGHTS

- Improved financial visibility across departments and branches
- Identified top-performing departments contributing 70% of total profit
- Found cost-heavy areas and reduced expense ratio
- Enabled management to compare quarterly growth visually

DASHBOARD

