📊 Financial Performance Analysis of Apple Inc. (2021–2023)

📌 Introduction

As a passionate aspiring Data Analyst, I conducted a financial performance analysis of Apple Inc. using dataset from yahoo finance -financial statements from 2021 to 2023. Leveraging Excel, I evaluated key ratios, identified financial trends, and provided strategic recommendations. This project demonstrates my ability to derive business insights from raw data—a key skill for analyst roles at top firms like S&P Global.

🚀 Project Highlights

✅ Derived 11+ financial KPIs across Income Statement, Balance Sheet, and Cash Flow data.

✅ Designed trend visuals to track revenue, ROE/ROA, and liquidity movements (2021–2023).

✅ Delivered actionable insights with business recommendations to optimize equity allocation and cash flows.

☑ Key Financial Metrics (2021–2023)

FINANCIAL PERFORMANCE ANALYSIS

Introduction

Analysis of financial statement using "Key Financial Metrics" to evaluate the company's performance and financial health.

Key Financial Metrics

Ratio	2021	2022	2023
Gross Margin (%)	41.78%	43.31%	44.13%
Net Profit Margin (%)	25.88%	25.31%	25.31%
ROA (%)	14.11%	11.94%	0.41%
ROE (%)	78.50%	83.12%	70.34%
Current Ratio	1.07	0.88	0.99
Quick Ratio	0.91	0.71	0.84
Asset Turnover	1.04	1.12	1.09
Inventory Turnover	32.37	45.20	22.68
Debt-to-Equity Ratio	2.16	2.61	1.79
Debt Ratio	0.39	0.38	0.32
Free Cash Flow Margin(%)	25.41	28.26	25.98

💡 Key Insights & Strategic Recommendations

🔍 Observation: Gross Margin increased from 41.7% to 44.1%

📊 Explanation: Improved cost control and pricing power

✅ Recommendation: Maintain margin discipline.

🔍 Observation: ROE declined from 83% to 70%
📊 Explanation: Higher equity base from retained earnings
✅ Recommendation: Invest surplus equity in high-return areas.

🔍 Observation: Current Ratio dropped below 1
📊 Explanation: Short-term liabilities grew faster
✅ Recommendation: Optimize working capital to improve liquidity.

🔍 Observation: D/E Ratio fell from 2.6 to 1.7
📊 Explanation: Debt repayment initiatives
✅ Recommendation: Balance deleveraging with growth capex.

🔍 Observation: FCF Margin grew to 25.98%
📊 Explanation: Stronger core cash generation
✅ Recommendation: Allocate cash into R&D or strategic buys.

📌 Conclusion

This project reflects my ability to turn structured data into actionable insights. I've applied core data analysis concepts—trend identification, KPI evaluation, and business storytelling—using Excel. I aim to bring the same value to a Data Analyst role at a reputed firm like S&P Global.

📢 Let's Connect!

If you're hiring for data analyst or business analyst roles or want to chat about financial data analysis, feel free to connect or message me. Your feedback and support are always appreciated!