

# Finance Summary Dashboard

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**Name:** Snehal Budale

**Tool:** Microsoft Excel

**Objective:** This project focuses on analyzing organizational financial performance using an interactive Excel dashboard. The dashboard provides a consolidated view of revenue, expenses, and profitability trends to support data-driven financial planning and decision-making.

# Project Objective & Business Need

## Business Need

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**Organizations require clear financial visibility to:**

- Track revenue and expenses
- Monitor profitability
- Identify high-cost areas
- Support strategic and budgeting decisions

## Project Objective

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- Build an interactive dashboard
- Provide category-wise and department-wise financial insights
- Enable time-based performance analysis

# Dashboard Overview

## Dashboard Components

### KPI Cards:

- Total Revenue
- Total Expense
- Net Profit
- Maximum Revenue & Expense

## Interactive Filters

- Year and Month
- Quarter
- Department
- Payment Method

## Visualizations

- Revenue vs Expense by Department
- Monthly Profit Trend
- Revenue by Category
- Expense by Category

# Overall Financial Performance

## Key Metrics

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- Total Revenue: **3,097,025**
- Total Expense: **1,585,247**
- Net Profit: **1,511,778**

## Performance Analysis

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- Revenue is nearly double the total expense, indicating strong financial health.
- Maximum Revenue recorded in a single period: **277,214**
- Maximum Expense recorded: **153,258**

# Revenue & Expense Analysis

## Revenue Distribution

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- Subscription: 35% – Primary revenue driver
  - Product Sales: 33% – Significant contribution
  - Licensing: 32% – Stable secondary source

## Expense Distribution

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- Utilities: 34% – Highest operational cost
  - Office Supplies: 33%
  - Rent: 33%

## Monthly Profit Trend

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- Profit starts high at the beginning of the year (~150K)
  - Gradual decline observed toward year-end (~89K)

# Key Insights & Business Recommendations

## Key Insights

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- The business is profitable but shows a declining profit trend across months
- Revenue sources are balanced, reducing business risk
- Utilities and operational costs are major expense drivers
- Operations department shows the highest financial activity

## Business Recommendations

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- Monitor and optimize utility and operational expenses
- Investigate factors causing profit decline (seasonality, rising costs, reduced sales)
- Focus on strengthening high-performing revenue streams like subscriptions
- Use the dashboard for regular financial performance tracking and strategic planning

## Conclusion

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This interactive Excel dashboard enables quick financial insights, improves transparency, and supports data-driven business decisions.