

# Apple Financial Performance Dashboard

Revenue, Profit, and Growth Analysis (2009–2024)

Dataset From Kaggle

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# Project Overview & Dataset

## Primary Objective

Design an interactive financial dashboard to analyze Apple's comprehensive performance data with dynamic visualizations and real-time insights.

## Analysis Period

15-year comprehensive dataset spanning 2009–2024, capturing Apple's transformation from post-recession recovery to market dominance.

## Core Metrics

Revenue growth, Net Income profitability, EBITDA operational efficiency, and Year-over-Year Growth percentage tracking.

Data sourced from validated Excel dataset ensuring accuracy and reliability for stakeholder decision-making.

# Dashboard Architecture & Layout

01

## KPI Cards Section

Top-level executive summary displaying Revenue, Net Income, EBITDA, and Growth percentage with visual indicators and trend arrows.

02

## Trend Visualization

Central line chart showcasing Revenue and Net Income progression over time with interactive data points and hover details.

03

## Growth Analysis

Right-positioned bar chart displaying Year-over-Year Growth percentages with color-coded performance indicators.

04

## Data Table

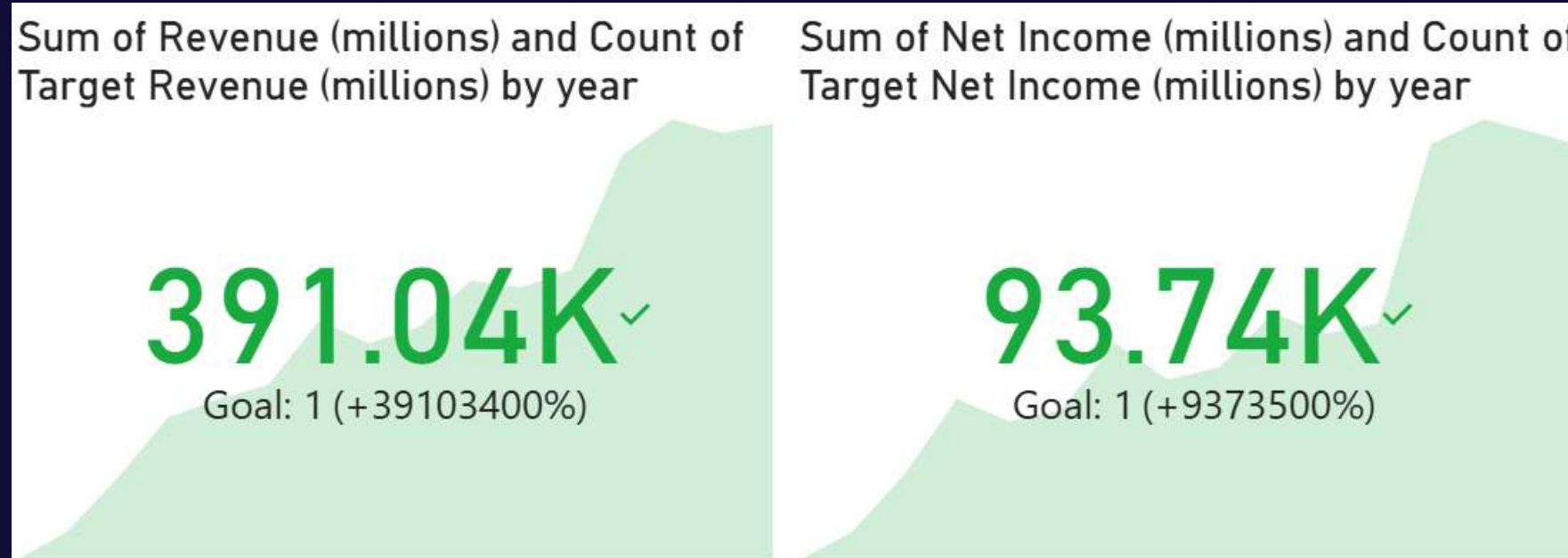
Bottom section comprehensive table showing Year, Revenue, Net Income, EBITDA, and Target comparisons for detailed analysis.

05

## Interactive Controls

Left sidebar slicers enabling Year Range selection, Metric filtering, and Revenue vs Profit comparisons for customized views.

# KPI Setup & Target Integration



## Revenue

Achieved **391.04K (millions)**  
Compared against target  
Strong upward growth trend

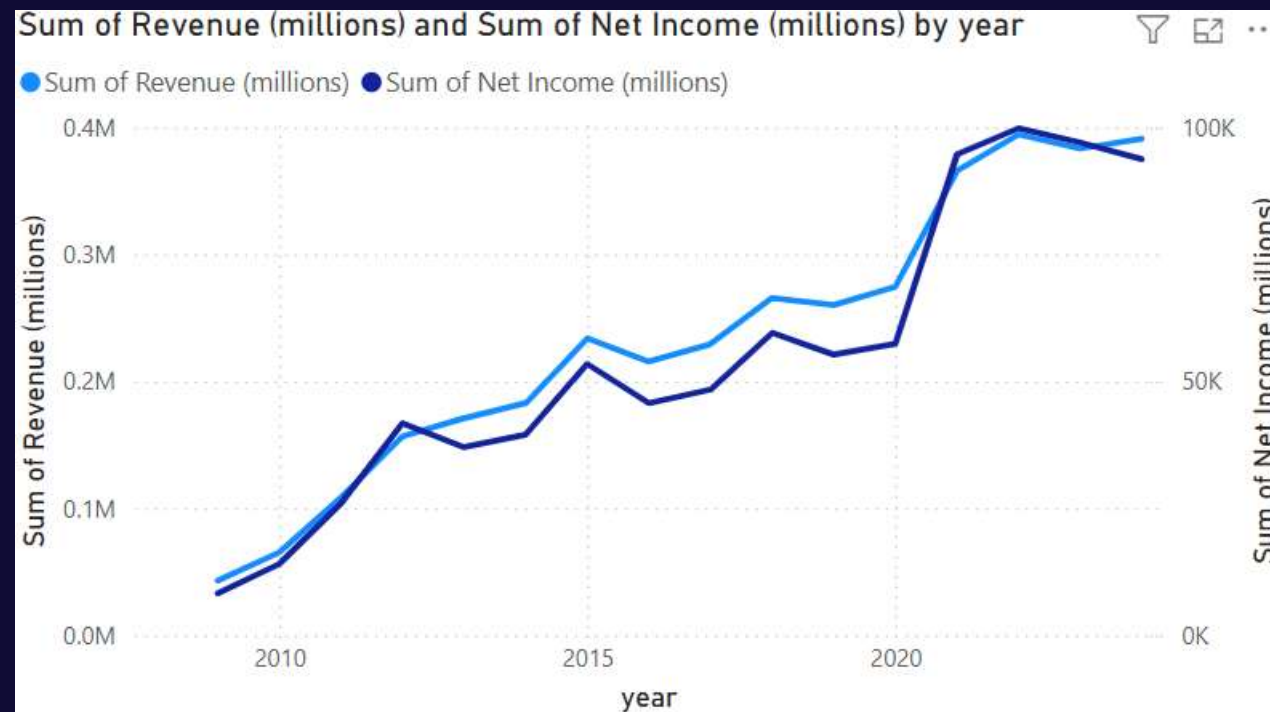
## Net Income

Achieved **93.74K (millions)**  
Target met successfully  
Positive profitability momentum

## Insights

Apple maintained strong financial growth across the years.  
Revenue and Net Income trends aligned with targets.  
Stakeholders can see progress at a glance using KPI cards.

## Line Chart – Revenue & Net Income Trends



1. Shows **year-over-year financial performance (2009–2024)**.
2. **Revenue** and **Net Income** both demonstrate consistent upward growth.
3. Clear visualization of Apple's long-term financial strength.
4. Useful for identifying **growth phases** and **market expansion years**.

## Bar Chart – YoY Growth %



1. Highlights **yearly percentage growth** in Revenue and Net Income.
2. Identifies **high-growth years** (e.g., major product launches or expansions).
3. Shows periods of **slower growth or decline**, aiding strategic decision-making.
4. Helps stakeholders evaluate **business momentum** year by year.



## Data Table – Actual vs Target

year	Sum of Revenue (millions)	Sum of Net Income (millions)	Sum of EPS	Sum of Year Close Price
2009	42,905.00	8,235.00	0.32	6.35
2010	65,225.00	14,013.00	0.54	9.72
2011	1,08,249.00	25,922.00	0.99	12.20
2012	1,56,508.00	41,733.00	1.58	16.18
2013	1,70,910.00	37,037.00	1.42	17.48
2014	1,82,795.00	39,510.00	1.61	24.58
2015	2,33,715.00	53,394.00	2.31	23.84
2016	2,15,639.00	45,687.00	2.08	26.81
2017	2,29,234.00	48,351.00	2.30	39.81
<b>Total</b>	<b>37,39,929.00</b>	<b>8,71,294.00</b>	<b>46.31</b>	<b>1,153.48</b>

1. Displays **Revenue, Net Income, EBITDA, and Targets** in tabular format.
2. Easy comparison between **actual performance vs goals**.
3. Provides a **detailed breakdown** for stakeholders who need numeric insights.
4. Acts as a **supporting view** for KPI cards and charts.

## Interactivity with Slicers



1. **Year Range Slicer (2009–2024):**  
Allows stakeholders to focus on specific time periods.
2. **Revenue & Gross Profit Filters:**  
Enables filtering by key financial metrics for detailed analysis.
3. **Dynamic Updates:**  
All visuals (cards, charts, and tables) update automatically based on slicer selections.

### Benefits:

1. Makes dashboard **customizable** and **user-friendly**.
2. Stakeholders can perform **self-service analysis**.
3. Supports **what-if scenarios** and focused decision-making.



# Business Impact & Outcomes



## Interactive Analytics

Comprehensive dashboard enabling real-time exploration of Apple's 15-year financial journey with dynamic filtering and visualization capabilities.



## Strategic Insights

KPI-driven analysis reveals growth patterns, profitability trends, and operational efficiency metrics essential for executive decision-making.



## Performance Tracking

Integrated target comparison system provides instant visibility into actual vs planned performance across all key financial metrics.



## Data-Driven Decisions

Empowers stakeholders with actionable financial intelligence, supporting strategic planning and investment decisions through clear visualization.

# THANK YOU

Feel Free to Give Suggestions