

# Financial Report



# Project Objective



The objective of this project was to design and develop an interactive **Monthly Financial Health Dashboard** to provide the executive team at **The Finance Group** with real-time visibility into the company's fiscal performance. The dashboard centralizes P&L, Cash Flow, and Sales data, allowing stakeholders to monitor key metrics such as EBITDA and Gross Margin. This tool empowers management to identify profitability trends, track budget variances, and optimize working capital management through aging analysis.

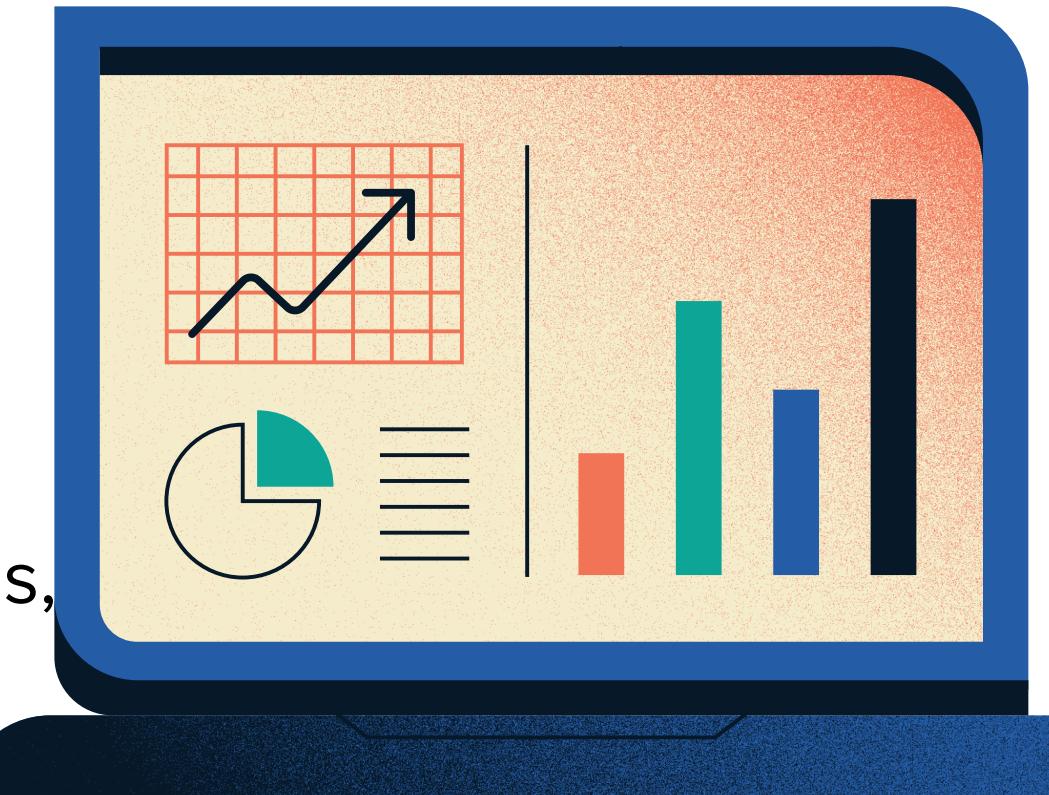
# Technical Approach

## 1. ETL & Data Cleaning (Power Query):

- **Data Standardisation:** Cleaned and formatted date fields to ensure a continuous time-series for monthly and quarterly comparisons.
- **Accuracy Checks:** Handled null values in expense categories and standardized naming conventions for products and regions.

## 2. Data Modeling:

- Developed a robust **Star Schema** model by creating a central **Calendar/Date Table** connected to **Financial Data tables** (Sales, Expenses, Cash Flow).
- Established many-to-one relationships between Financial Data(Product, Region) and Calendar tables to enable seamless cross-filtering and drill-down capabilities.



# DAX Query

## 3. DAX Measures & Analytics:

- Developed sophisticated DAX formulas to calculate critical KPIs.
- Implemented **Time Intelligence** measures (YTD, MTD, Qtr, Week) to track performance growth over time.

- Gross Margin % = DIVIDE(SUM('FinancialData'[Gross Profit]),SUM('FinancialData'[Revenue]), 0)
- EBITDA % = DIVIDE(SUM('FinancialData'[EBITDA]), SUM('FinancialData'[Revenue]), 0)
- Net Cash = SUM('FinancialData'[Cash Inflows]) - SUM('FinancialData'[Cash Outflows])
- Budget vs Actual Variance % = DIVIDE(SUM('FinancialData'[Revenue]) - SUM('FinancialData'[Revenue Budget]), SUM('FinancialData'[Revenue Budget]), 0)
- Total Inflows = SUM('FinancialData'[Cash Inflows])
- Total Outflows = SUM('FinancialData'[Cash Outflows])
- Total EBITDA = SUM('FinancialData'[EBITDA])
- Total Revenue = SUM('FinancialData'[Revenue])



# DAX Query

```
→ Total Gross Profit = SUM('FinancialData'[Gross Profit])  
→ Calendar =  
    VAR MinDate = MIN('FinancialData'[Month])  
    VAR MaxDate = MAX('FinancialData'[Month])  
    RETURN  
    ADDCOLUMNS (  
        CALENDAR (MinDate, MaxDate),  
        "Year", YEAR([Date]),  
        "Quarter", "Q" & FORMAT([Date], "Q"),  
        "Month Name", FORMAT([Date], "MMMM"),  
        "Month Sort", MONTH([Date]),  
        "Day", DAY([Date]),  
        "Weekday", FORMAT([Date], "ddd")  
    )
```



# Project Insights

- Profitability & Growth:** Total revenue reached 24M, peaking at 1.13M in November 2024 with a strong 45.5% Gross Margin and 24.8% EBITDA.
- Liquidity:** Maintained a healthy 688K Net Cash position, driven by consistent monthly inflows as shown in the Cash Flow Waterfall.
- Operational Leaders:** Product C is the primary revenue driver, with the East and North regions contributing the highest sales volume.
- Budgetary Control:** Actual spending is consistently 20-40% below budget, highlighting successful cost containment or a need for forecast recalibration.
- Credit & Risk:** Liquidity is optimized by keeping Payables (61 days) longer than Receivables (51-53 days), though high aging volumes require tighter credit controls.





# Thank You

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